

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, APRIL 19, 2017 Time: 10:00AM Location: MUNICIPAL BUILDING - 300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS	
ALDER MOR - CHAIR	BEN BORCHER
DAN GAVINSKI	MARIA ROSHOLT
JACQUELINE MORSE	
AGENDA	
1	Call to order and attendance
2	Discussion / Decision of the April 5 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) 208 Broadway – Macs (b) 326 Broadway – Frozen Bear (c)
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) 326 Broadway – Frozen Bear (b) 118 Broadway – Creperie (c)
5	Discussion / Decision on Design(s) submitted for the Façade Improvement Grant program, if any (a) 208 Broadway – Macs (b) 230 Broadway – Glass & Gift adjustment
6	Discussion / Decision on Sidewalk Cafe plan application(s) submitted for review, if any (a) 118 Broadway – Creperie (b)
7	Discussion / Decision on Design Standards/Ordinance Updates
8	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any
9	Items for referral to future meeting
10	Set date and time of future meeting (May 3)
11	Adjournment
12	
	<p>Open Meetings Notice: If this meeting is attended by one or more members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board or committee under the Wisconsin Open Meetings Law; However, no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this meeting notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities.</p>
	CHAIRPERSON – DAR MOR DISTRIBUTED April 14, 2017

Staff Comment
Façade Improvement
DRC 04/19/17

Item 3(a) & 4(a) Mac's – 208 Broadway.

The City has received an application from Catherine Gavinski to improve the façade of her building at 208 Broadway. The proposal includes exposing the brick on the second story, new windows on second story, removal of sign covering story window, remove barnwood on story and replace w/exterior tile, Remove awning & replace with new Steel/wood look awning. New Macs sign will attach to top of awning

These changes would move this business closer in line with the Design Standards, specifically: the Standards do not allow signs to be mounted in front of windows, the Standards prefer a matte finish awning covering, the Standards prefer exposed brick to painted brick.

Prepared by: Chris Tollaksen

Certificate of Appropriateness

City of Wisconsin Dells: Downtown Design Review Application for Certificate of Appropriateness

Address of Property:

208 BROADWAY

Property Owner Name:

CATHERINE GAVINSKI

Property Owner Address:

1023 BOWMAN RD Wis. DELLS WI
Street Municipality State

Property Owner Phone Number: (Home/Mobile):

608-254-2057 (Home)

Have you reviewed the Downtown Wisconsin Dells Design Standards?

Yes

No

Is the structure more than 50 years old?

Yes

No

Scope of project to include: (Please check appropriate items.)

New Construction

Siding

Signage

Building Addition

Landscaping / Fencing

Exterior Lighting

Façade Restoration

Parking / Rear Access

Other: _____

Awning/Canopy/Shutters

Doors, Windows, & Entrances

Roofing

Exterior Painting

Briefly explain the proposed work: (Attach extra sheets if necessary.)

* EXPOSE BRICK ON SECOND STORY

* NEW WINDOWS (SAME DESIGN) ON SECOND STORY

* REMOVE SIGN ON 2ND STORY THAT IS ATTACHED & COVERING MIDDLE WINDOW.

* REMOVE BARNWOOD ON 1ST STORY AND REPLACE W/ EXTERIOR TILE

* REMOVE AWNING & REPLACE WITH NEW STEEL/WOOD LOOK AWNING. NEW MALLS SIGN WILL ATTACH TO TOP OF AWNING.

Last Modified: January 4, 2016

Page 1 of 2

Certificate of Appropriateness

City of Wisconsin Dells: Downtown Design Review Application for Certificate of Appropriateness

Please submit the following information:

- One historical (if available) and one modern photograph of building
- Eight (8) copies of plans of proposed work, including color and/or material samples if appropriate.
- A completed downtown design standards checklist

Estimated total cost/budget for proposed project:

Do you have any questions or concerns?

I understand the criteria for this application, approval and reviews by the Design Review Committee and agree to be subject to the Downtown Design Standards for the above described work in accordance with City ordinances.

Signed: Catherine Nowinski Date: April 12, 2017

Property Owner

FOR OFFICE USE ONLY

Application Number: _____

Received By: _____

Date of Meeting: _____

Approved or Denied?: _____

Date Received: _____

Conditions of Approval or Reasons for Denial:



Staff Comment
Building Site Plan Application – Frozen Bear – 326 Broadway.
DRC 04/19/17

Item 5(b) Frozen Bear 326 Broadway.

The City has received an application from Mark Sweet to add a photo op display in the courtyard in front of the Frozen Bear. There is approximately 30 ft from the sidewalk to the building and courtyard is approximately 60 ft wide.

The display would include a 6' x 6' x 5'6" tall igloo, a life-like plush polar bear standing on all four paws and a faux street sign giving direction to the North Pole and the Frozen Bear. There are no direct standards for this type of display, but as a site change it must be approved by the DRC.

The street sign could only be considered an approved sign if it was classified as a portable sign or a directional sign. To be considered either it would have to be a maximum of 4 ft in height.

Otherwise, the street sign would have to be considered "not in view of the general public".

- (33) *Sign:* any writing, pictorial representation, illustration, emblem, symbol, design or other figure of similar character which is a structure or a part thereof, or is attached to or in any manner represented on a building or other structure, and is placed in view of the general public and is used for purposes of advertisement, announcement, declaration, demonstration, display, identification or expression.

Prepared by: Chris Tollaksen

Certificate of Appropriateness

City of Wisconsin Dells: Downtown Design Review Application for Certificate of Appropriateness

Address of Property:

326 BROADWAY

Property Owner Name:

(BUSINESS owner: Mark Sweet)

MATT WINN

Property Owner Address:

(Mark Sweet: N8522 Nevar Dr. Wisconsin Dells, WI 53965)

Street

Municipality

State

Property Owner Phone Number: (Home/Mobile):

(Mark Sweet (608) 253-0468)

Have you reviewed the Downtown Wisconsin Dells Design Standards?

Yes

No

Is the building on the National Register of Historic Places?

Yes

No

Scope of project to include: (Please check appropriate items.)

New Construction

Siding

Signage

Building Addition

Landscaping / Fencing

Exterior Lighting

Façade Restoration

Parking / Rear Access

Other: _____

Awning/Canopy/Shutters

Doors, Windows, & Entrances

vignette area on

Roofing

Exterior Painting

outdoor patio

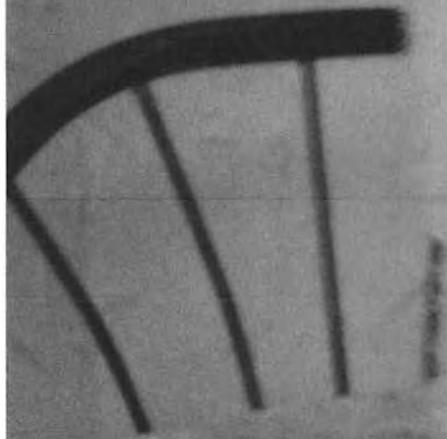
Briefly explain the proposed work: (Attach extra sheets if necessary.)

Vignette is part of Frozen Bear's "arctic" theme inside the store. Centerpiece is 6' x 6' x 5-6' tall igloo constructed by Mt. Olympus professional design staff. Life-like plush polar bear standing on all four paws and directional sign to the North Pole and the other cold spot (Frozen Bear). Strictly a photo of Igloo will not be accessible inside.





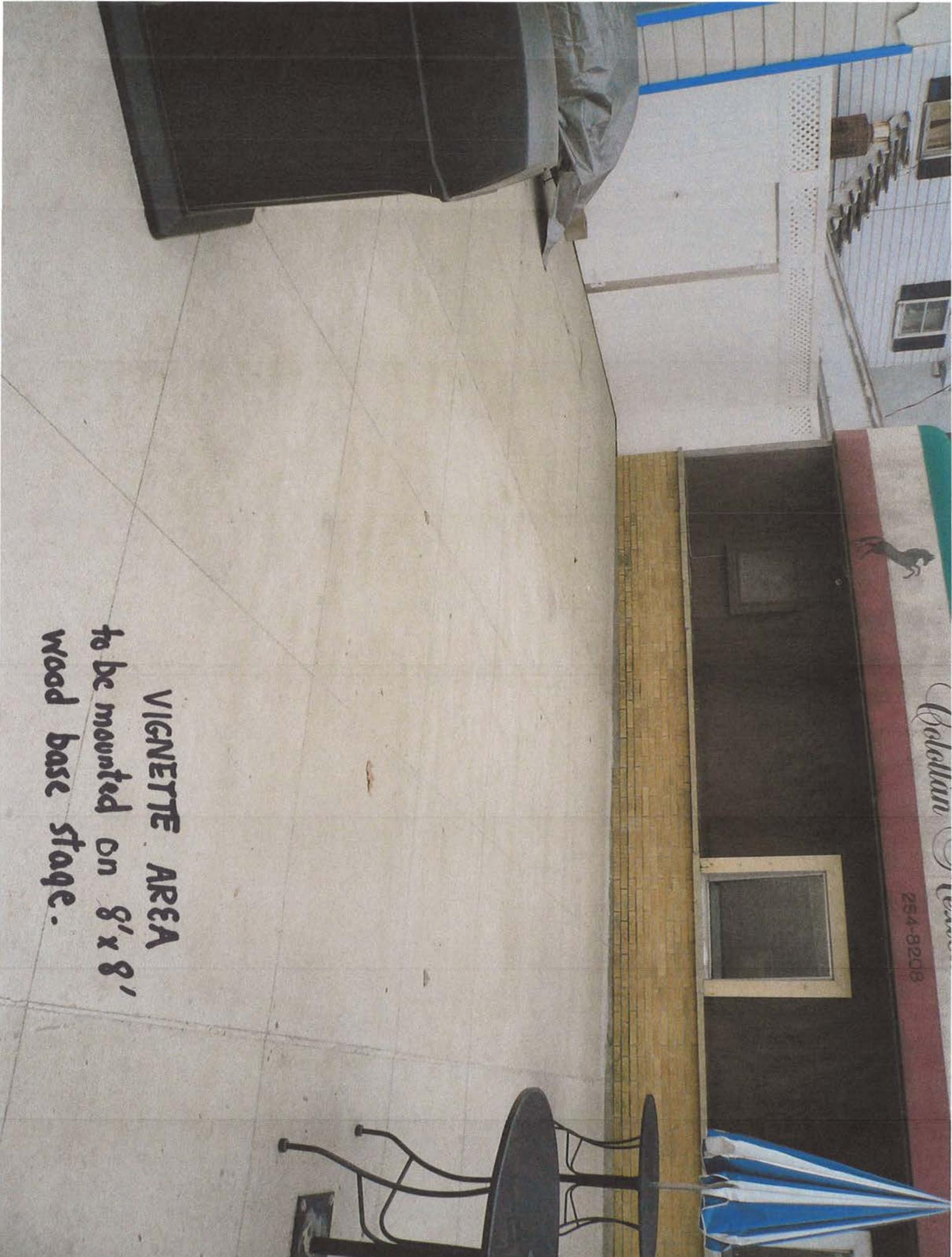
52" L x 16½" W x
32" T



TREES



VIGNETTE AREA
to be mounted on 8'x8'
wood base stage.



VIGNETTE AREA
(view from sidewalk)



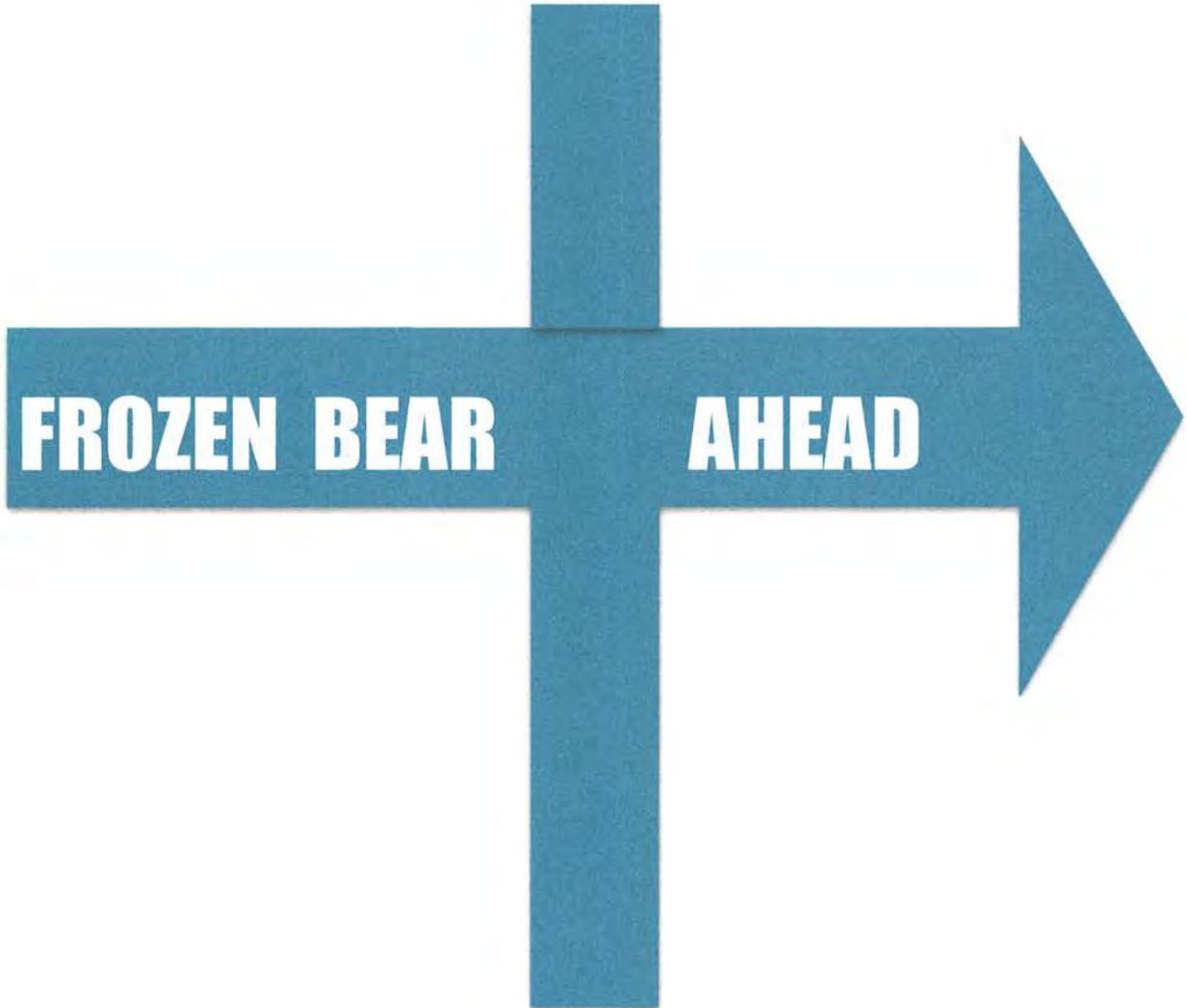
SET
PRICES
NO
SCALE!

SANDWICH BOARD
2' x 3' L



SANDWICH BOARD
SIDE VIEW

NORTH POLE



FROZEN BEAR

AHEAD

Staff Comment
Façade Improvement
DRC 04/19/17

Item 4(b) Glass and Gifts – 230 Broadway.

The City has approved and awarded a grant to Brian Holzem to improve the façade of his building at 230 Broadway. The proposal included removing the existing façade and replacing with an approved design. During the deconstruction process, when the front of the building was exposed, it was determined that running the windows all the way up to the sign frame was not ideal. A larger space was framed above the windows, and that area will be covered with a brick veneer matching the existing bricks on the side and bottom of the building.

It was determined to be prudent to notify the committee of this change.

Prepared by: Chris Tollaksen

ADD BRICK DUE TO EXISTING STRUCTURE

SW 7537

Irish Cream

Glass & Gifts

230

Entrance Room
HW 7 1/2 12



Downtown Design Standard Review

1. MSA Proposals
 - a. Billboard height and structural support standards
 - i. **Committee comments**
 1. Wraps must use camouflage straps
 2. New off-premise pole signs must be uni-pole
 3. No wood pole signs – MSA proposal
 4. Continuity in height? - MSA proposal
 - ii. **Sliding glass doors ?**
 1. window when closed, no window when open.
 2. Merchandise OK when OK, 50% limit when closed
 - b. Interior Window Covering standards
 - i. **Committee comments**
 1. Window coverings in off season
 - a. Specify that opaque non-signage window coverings cannot cover over 50% of any window pane
 - b. Signage window coverings cannot cover over 25% of any one window pane
 - c. Unused windows – no display of merchandise or signage, may provide unsafe view to office/cash room
 - ii. **Sliding glass doors ?**
 1. window when closed, no window when open.
 2. Merchandise OK when OK, 50% limit when closed
 - c. Outdoor Food Sales – No longer requires CUP from Planning and Council
 - i. Outdoor dining associated with permanent restaurant
 1. **Food trucks and carts - Committee Comments** Joint meeting recommended food trucks not allowed in C-2
 2. Joint meeting recommended food carts be allowed with standards to be approved, including:
 3. Cart is used on and by the property owner
 4. Cart is selling products already available in the store
 5. Approval of the entire business façade look
 - d. Outdoor Retail Sales – Requires CUP from Planning and Council
 - i. Table and tent set-up
2. Pole Signs
 - a. DRC may allow existing On-Premise pole signs east of Cedar on a case by case basis.
 - b. Also ½ Block off Broadway ?
 - i. Eddy St. south - Old River Golf, City Parking Lot
 - ii. RR North – Top Hat, River Rd Motel, White Rose, Riverwalk Resturant
 - iii. Superior South – Dells Bank, Maurer's
 - iv. Oak St North – Finch, Gables
 - v. Elm St. North – coed Classics
 - vi. Cedar St South – Alpine Motel
3. Monument Signs
 - a. East of Church and >1/2 Block North or South of Broadway - 20 ft height and 200 sq ft max OK.
 - i. Maintain 16 ft height 144 sq ft max West off Broadway?
 - ii. Keep base landscaping requirement.
4. Projecting structure signs (Awnings and canopies)
 - a. Shall not be made of shiny materials or have a shiny finish
 - i. Vinyl Photo Prints??

5. Signage on projecting structures
 - a. Not allowed on side of awning OR CANOPY
 - b. A figure or silhouette is a sign
6. LED string lighting – Still need to insert into standards
 - a. Allow larger commercial bulbs as in plaza or at high rock
 - b. Allow commercial tree lights such as “dripping light” at High Rock
 - c. Allow low wattage bulbs, not greater than 50 lumens per bulb
 - d. Clear or white bulbs only, no colors
 - e. No Christmas lights– allowed November-January
7. Incidental signs
 - a. Count toward maximum 25% of window.
 - b. Do not include merchandise signs, e.g. realtor listings, beer signs
8. Super Graphics
 - a. No fee
 - b. DRC and Council approval required - (No Public Notice required)
 - c. No advertisement for business, but historical advertisements OK. (Current Ordinance allows advertisement on a part of a Super Mural if the letters, words, or numbers of the advertisement meets current sign requirements)
 - d. Allow large format prints – HH Bennett
 - e. Allow Donators name. Limit size to 5% of total sign area
9. TOM from RAINBOW COMMENTS
 - a. DOWNTOWN MATERIALS – Alupalite = Aluminum Composite Panel – ACP, Acrylic = Polycarbonate (Lexan)
 - b. BLADE SIGN - Recommend dimensional wood sign – raised letters, face sandblasted to recess (in addition to wood routed signs in current standard)
10. Outside of downtown
 - a. No design standards until downtown complete
 - b. Committee review not required for change of sign copy only
 - i. Ordinance states “subject to review”
 - c. No Off-Premise signs in C-1 Neighborhood Commercial

MSA presentation from 040517 meeting

Off-Premise Pole Signs (Billboards)

- Request for uniform off-premise sign height and distance from the road.

Billboards on HWY 13 (for reference generally DOT light poles are 30 feet tall, but need verification)

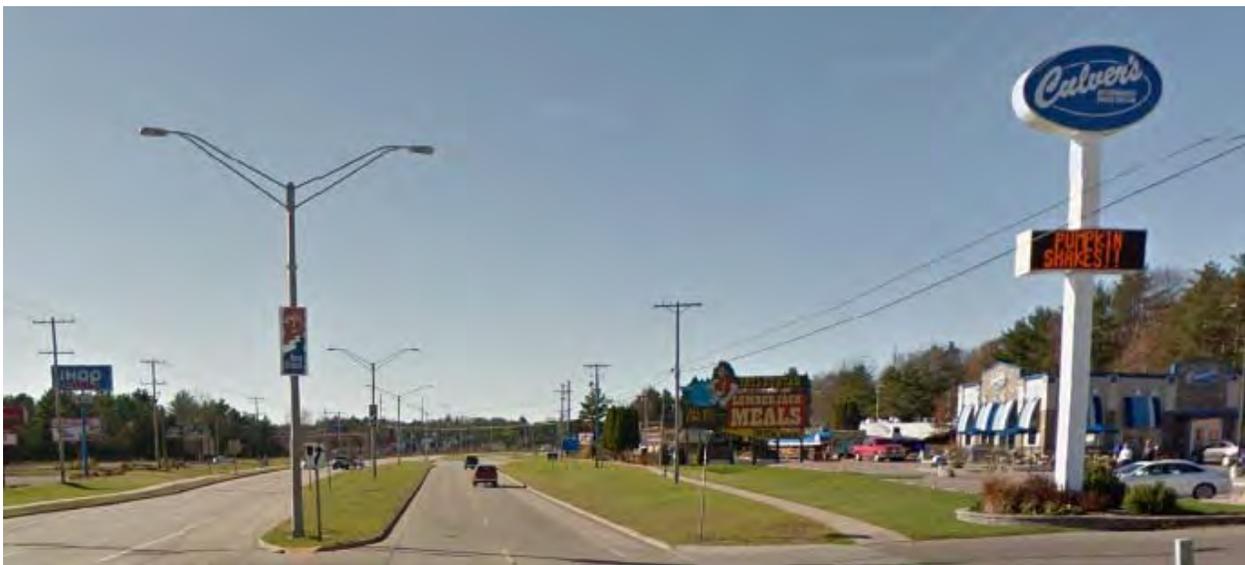


Billboard Sign setback (generally 0-5 feet from property line)



Section 22.09(7) covers both on-premise and off-premise pole (billboard) signs. The below images are provided in case the pole height for all pole signs needs review. See suggested regulation changes.

Culver's Sign – unknown (35 FT?)



Damons Sign – unknown (45 FT?)



Section 22.09 General Sign Regulations

(7) Pole Signs.

(a) Height Limitations.

(i) Pole signs shall not exceed ~~forty-five (45)~~ **thirty (30) feet** in height, or as restricted in Section 22.10, whichever is stricter, **except off-premise signs within one hundred (100) feet of adjacent interstate right-of-way may not exceed forty-five (45) feet, as measured from the point on the site at which the base of the ground floor of a building thereon would be located. For the purpose of this subsection, "ground floor" is defined as follows: the level of a building is on a sloping or multilevel site which has its floor line at or not more than 3 feet above exit discharged grade for at least one-half of the required exit discharges. Sign height shall be measured per the average elevation of the ground directly beneath the sign, or above the elevation of the adjacent road center line, whichever is higher.**

(A) Matching the height of the adjacent conforming pole sign(s) within two hundred and fifty (250) feet of the proposed pole sign is recommended, but not required.

(ii) Off premise signs shall be at least eight (8) feet above the elevation of the adjacent roadway center line, or at the average elevation of any adjacent off-premise pole sign(s) within two hundred and fifty (250) feet of the proposed sign, whichever is lower.

(b) **Area Limitations.** Pole signs shall not exceed three hundred (300) square feet of area per face, or as defined in Code Sec. 22.10, whichever is stricter.

(c) Locational Requirements.

(i) No pole sign shall be placed upon a tree bank.

(ii) Pole signs over one hundred and fifty (150) square feet shall be setback a minimum of five (5) feet from the adjacent right-of-way.

(A) Matching the setback of the adjacent conforming pole sign(s) within two hundred and fifty (250) feet of the proposed pole sign is recommended, but not required.

(d) Design Standards.

(i) Pole signs shall not use wood support poles.

(ii) Off-premise pole sign shall utilize a uni-pole structure.

(iii) All straps used to secure sign wraps shall match the color of the support structure from which it is adhering to.

Section 22.10 Specific Sign Requirements, per Zoning District

(5) *C-1 Neighborhood Commercial, C-3 Highway Commercial, C-4 Large-scale Commercial, and M-1 Mixed Use Zoning Districts.*

(a) **Permitted Signs.** The following signs or other advertising structures are permitted: Directional signs; Marquee/Awning/Canopy Signs; Monument signs; Pole signs; Projecting and Blade signs; Roof signs; Temporary signs; Wall signs; Wind signs; and, Window Signs.

(b) Pole Sign.

- (i) C-1 Neighborhood Commercial.** Off-premise pole signs shall not be less than **five hundred (500)** feet from any other sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. On-premises pole sign may be nearer than 500 feet to any other ground sign, if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated; and, if said sign has been conditionally approved pursuant to Code Chapter 19 Article 4 Division 6 (19.370-19.389). Such signs shall not exceed 50 square feet. Additional conditions may also be imposed.
- (ii) C-3 Highway Commercial.** On-premises pole signs may project over a sidewalk but such sign shall not project more than 4 feet, 6 inches over a sidewalk and such signs shall be at least 10 feet above a sidewalk. Off-premises pole signs shall not be less than **five hundred (500)** feet from any other sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. An on-premises pole sign may be nearer than **five hundred (500)** feet to any other ground sign, if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated.
- (iii) C-4 Large Scale Commercial.** Off-premises pole signs shall be not less than ~~100~~ **two hundred (200)** feet from any other ground sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. An on-premises pole sign may be nearer than ~~100~~ **two hundred (200)** feet to any other ground sign if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity is situated; and, if the business is located in a stand-alone building.

Cap Provisions?

A cap provision would help limit the overall number of off-premise pole signs within City limits. The purpose of capping the number of off-premise pole signs is to balance the community's aesthetic objectives with the advertising needs of businesses, and to further prevent the proliferation of signs and the visual cluttering of an area. **Currently ?? off-premise pole signs are located within City jurisdictional boundaries.** Potential standard could be to allow removal and replacement on a one (1) removed for one (1) new basis, or three (3) removed for a one (1) new digital basis.

Windows, Doors & Garages

INTENT: To enliven and activate the street, and to reinforce the existing building character within the downtown area.

BUILDING DESIGN



ALLOWED Because more than 35% of the **ground floor facade** is **clear glass**, visual connections between the street and the building are strong.



ALLOWED Use of a garage door or accordion-style door is allowed on Broadway Avenue if it provides pedestrian access only (no vehicle access) and provides high visibility into the interior space.



APPROPRIATE The street-facing parking garage door is set back from the primary building plane, reducing its overall impact on the facade.

Standards

- WEST of Church Street only**, street-level facades facing a public street **shall** be comprised of at least thirty-five (35) percent **clear glass** (up to ten (10) feet above sidewalk grade).
- EAST of Church Street only**, ground level facades facing a public street **shall** be comprised of at least twenty-five (25) percent **clear glass** (up to ten (10) feet above sidewalk grade).
- New buildings with upper stories (i.e. functional floor area above the ground level) **shall** have windows on all street-facing facades.
- WEST of Church Street only**, new garage doors facing Broadway Avenue are **prohibited**, unless it is only providing pedestrian access to the building's interior space (no vehicle use).
- If allowed, new **vehicle-access garage doors** facing a public street **shall** use one or more of the following techniques to mitigate their impact on the street frontage:
 - set back the garage bays from the primary facade a minimum of four (4) feet,
 - set back every third (3) garage door a minimum of (2) from the remaining garage door bays, and/or
 - screening garage doors from the street.
- Walk-up window facility **shall** be designed as an integral part of the design following the rhythm and proportions found in the remainder of the facade.
- The queuing area/line for the walk-up window **shall** be designed to not interfere with general pedestrian circulation and building entry/exit (four feet minimum "clear path"), parking and vehicular circulation, and other primary functions of the property. Potentially this would require recessing the walk-up window into the building.
- Any signage on glass windows and doors **shall** meet the requirements under Signage Design - General (p.10-15) and Signage Design - Type Specific (p.20) within this Design Standards Handbook.

9. **Temporary window coverings**, excludes **window treatments**, **shall not** cover more than fifty (50) percent of the storefront windows if directly applied, or within three (3) feet of the window pane. If placed beyond three (3) feet, it **shall not** cover more than seventy-five (75) percent of the **storefront display windows**, as viewed straight on. Spaces under renovation and construction are exempt from this standard.

10. **Prohibited temporary window coverings** include plastic, bright colored materials, and fluorescent colored materials.

Recommendations

A. Retaining (or uncovering) pre-existing window openings is encouraged.

B. Downtown buildings should activate the street by providing significant visibility through the street-level facade, including garage doors (if allowed), to activities or displays within the building.

C. The use of reflective or dark-tinted glass on the front facade is discouraged, especially at the street level.

D. If covering windows during the off-season, placing a screen at least three (3) feet back with merchandise, or exhibit that benefits the public, displayed is the preferred treatment.

E. Directly applying paper sheets to the window is discouraged; however, if windows must be papered they should be covered by a single sheet, as it makes a neater appearance than does multiple pieces taped together.

F. **Temporary window coverings** are encouraged to be neutral or muted in color.

G. If the **temporary window covering** extends the length of the window, it is preferred that it does not extend higher than six (6) feet from sidewalk grade for security purposes.

H. Should **window treatments** be desired on the storefront windows, roller shades and curtains placed at least three (3) feet from the window pane (to allow for display area) is preferred.



APPROPRIATE

As shown in the image on the left, the walk-up window can fit seamlessly in the building architecture.



APPROPRIATE The above is an example of a well designed storefront providing visual interest (merchandise on display), while still blocking view of most of the store. The screen covers only a portion of the window to allow for some visibility, which allows a patrol person to see into the store. Below offers exhibits with a roller shade set back several feet from the glass pane.



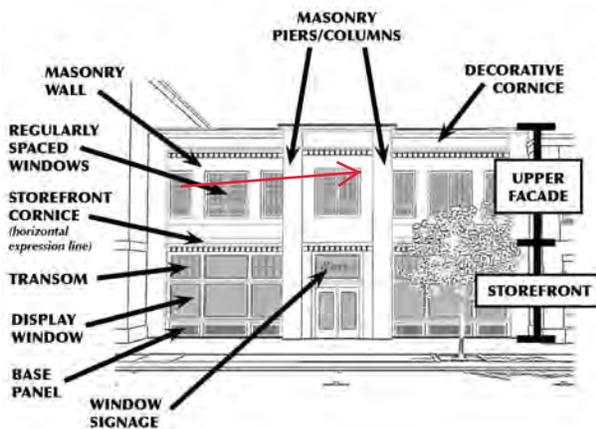
Terms

land reserved for public use, including streets and sidewalks

a pair of advertising boards connected to a frame that is foldable and portable

glass area, including pane dividers (mullions), found in traditional storefronts that is generally between 2-7 feet from grade and does not include *transom* window area (see *Tradition Facade Component* illustration)

a short-term treatment to block window views within the building, either completely or partially, generally using paper, plastic, or other screening materials



a horizontal window above another window or door (see *traditional facade components*)

a sign or individual mounted letters that are attached flat against the wall of a building with the exposed face of the sign being generally parallel to the face of the wall.

a sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including *internal signage*.

an interior decorating element placed on, in around or over a window (e.g., drapes, curtains, blinds, and shades).

ROW (Right-of-way)

Sandwich Board

Storefront Display Window Area

Temporary Window Covering

Traditional Facade Components

Transom

Wall Sign

Window sign

Window Treatment

Cafe Zone

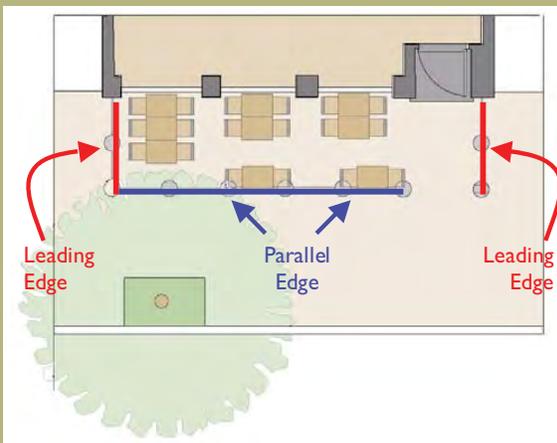
Outdoor Sales - food & retail

INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

Standards

1. **Cafe Zone shall** meet the City's Code Section 19.907.
2. Building entrances **shall** have a direct clear path unimpeded (minimum of five (5) feet) for ingress and egress.
3. **Cafe Zone shall** maintain at least a five (5) foot clear, unobstructed path. At street corners, a clear zone **shall** be maintained within a minimum 15-foot radius, measured from the back of curb.
4. The **Cafe Zone shall not** extend beyond the business frontage without written permission of adjacent property owner(s).
5. Dining furniture (e.g., tables, chairs, stanchions, etc.) **shall** be of commercial grade; **shall** be black, gray and/or brown in color; and, **shall** be constructed primarily of finished-grade wood, metal or composite material. Folding, lightweight, and/or primarily plastic chairs and tables, seat cushions, and all picnic tables are **prohibited**.
6. Umbrellas **shall** be the same as used in the City's public spaces, and color **shall** match the designated block color. Lettering on umbrellas is **prohibited**. Contact the City for more details.
7. If wait service is not provided, the eating establishment **shall** supply a waste receptacle, and if wait staff is provided, operator **shall not** provide a waste receptacle.
8. Floor coverings are **prohibited**, including platforms, artificial turf, paint, or carpet.
9. A detectable barrier **shall** be provided along **Leading Edges** of the Cafe Zone to ensure that visually impaired pedestrians using canes can detect the dining area safely.
10. A detectable barrier **shall** be provided around full perimeter of the **Cafe Zone** (with the exception of access openings) when the outdoor seating area extends more than three (3) feet into the public right of way and/or alcohol is served/ consumed. The perimeter includes both the **Leading Edge** and **Parallel Edge**.

Elements of a Quality Outdoor Seating Area



SITE DESIGN

11. Excluding planters, detectable barriers **shall** be between three (3) and five (5) feet tall, **shall** maintain the lowest point of the barrier no greater than six (6) inches above the ground, and **shall** have stanchions/bases that are flat with tapered edges between 1/4 to 1/2 thickness.

12. If used, planters **shall**, at a minimum, be placed at the corners and entry of the sidewalk cafe, and **shall** be no taller than three (3) feet in height (pertains only to planters, not the plants contained therein). Planters **shall** contain living plants that **shall not** exceed six (6) feet in height.

13. If used, sectional rigid fencing **shall** be constructed of wood or metal (e.g., aluminum, steel, iron, or similar), and **shall** be dark in color (either painted or stained). Sectional fencing may include aircraft cable elements.

14. **Prohibited** barrier materials include: chain link, rope rails, chain rails, fabric, and other materials not specifically designed as fencing (e.g., buckets, newspaper stands, waste receptacles, etc.).

15. **Prohibited** cafe elements: shelves, serving stations, loud speakers, sofas, televisions and other elements deemed unsafe or detrimental to the general public.

16. Sidewalk cafe elements, including furniture and barriers, **shall not** be tied or otherwise secured to trees, lamp posts, street signs, hydrants and other public utility features.

Recommendations

A. Use of the designated downtown cafe zone dining furniture is **strongly encouraged**. Contact the City for manufacturer and model number(s).

B. Use of a mix of square and round table styles, as well as a multiple sized tables, is **encouraged**.

C. A mix of armless and arm chairs is **encouraged**. Backless and armless bar stools are **acceptable**.

D. Use of stackable chairs is **encouraged**.

E. Use of living plants and flowers to soften hard surfaces is **strongly encouraged**.



Outdoor Food Service - General

INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

SITE DESIGN



Standards

1. Outdoor areas **shall** meet the City's Code Section 19.811(A) or 19.811(B), whichever is applicable. Food carts/trucks **shall** meet the Outdoor Food Service - Food Carts standards in this handbook (pages 32-33).
2. All ancillary structures of a permanent nature, including, but not limited to, storage facilities, restrooms and seating pavilions, **shall** comply with all applicable building standards within this handbook and applicable City, County and State building requirements.
3. **Large Scale Private Outdoor Commercial Food and Beverage Service shall** be no more than fifty (50) percent of the floor area of the restaurant/tavern.
4. **Small Scale Private Outdoor Commercial Food and Beverage Service shall** be no more than fifteen hundred (1,500) square feet in size.
5. All outdoor food service areas open to the public **shall** be ADA compliant. Non-paved flooring surface is **prohibited** in these areas, unless approved by the DRC. Floor coverings are **prohibited**, including artificial turf, paint, and carpet.
6. Building entrances **shall** have a direct clear path unimpeded (minimum of five (5) feet) for ingress and egress.
7. If alcohol beverages can be served or consumed within the outdoor area, the entrance(s) **shall** be exclusively through the restaurant/tavern with a barrier erected to prevent entry by any other means.
8. Dining furniture (e.g., tables, chairs, bar stools, picnic tables, etc.) **shall** be of commercial grade, and **shall** be constructed primarily of finished-grade wood, metal or composite material. **Prohibited** chairs and tables include: folding, lightweight, and/or primarily plastic. **Prohibited** picnic tables include: untreated wood and plastic.

9. Structures used to provide shelter to customers **shall** be permanent in nature.

10. Raised seating areas over public right-of-way (i.e., more than four (4) feet above the adjacent ground level) **shall not** have tables placed closer than two (2) feet from the edge, unless a system is in place to catch/stop potential items from going over the edge (e.g., solid wall, glass railing, breathable fabric, etc.). Opaque fabric attached to a railing is **prohibited**, and **shall not** meet this standard.

11. If wait service is not provided, the eating establishment **shall** supply waste receptacles, and if wait staff is provided, operator **shall not** provide waste receptacles.

12. Dumpsters **shall not** be used for customer disposal, and if dumpsters are located in the outdoor food service area they **shall** be screened.

13. Umbrellas **shall** use a canvas-type fabric, **shall** complement the building style and color schema, and **shall** provide a minimum of seven (7) foot vertical clearance.

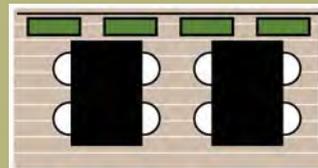
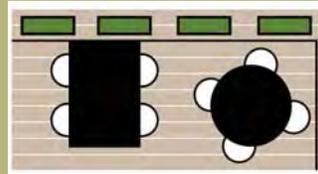
14. Sales from RVs, **Food Trucks** and tents are **prohibited**.

Recommendations

- A. Umbrellas constructed of metal is discouraged.
- B. Branded umbrellas including business logos are discouraged.
- C. The use of unstained or unpainted pressure-treated wood is discouraged.
- D. Use of living plants and flowers to soften hard surfaces is strongly encouraged.
- E. Use of a mix of square and round table styles, as well as a multiple sized tables, is encouraged.

APPROPRIATE

Both examples on the left show how table layout can help to mitigate potential dropped items from a balcony. Either place chairs against railings (vs. tables) and/or use planters or other aesthetically-pleasing barriers.



Outdoor Food Service - Food Cart

INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

APPROPRIATE EXAMPLES



SITE DESIGN

Standards

1. **Food Trucks** and **Food Carts** with more than one axle are **prohibited**; however, DRC may allow on a case-by-case basis if designed with a permanent solid base that covers the wheel base (e.g., wood fencing/ platform, solid concrete, brick wall, etc.). Plastic materials, concrete block, fabric, and other loose materials are **prohibited** base materials.
2. Approved **Food Cart/Truck** **shall** meet applicable standards in this handbook, specifically Signage Design - General (pages 10-15) and Outdoor Food Service - General (pages 30-31).
3. Approved **Food Carts/Trucks** (or permanent structures designed to represent a food cart/truck) **shall** be located on a paved pad, and **shall** adhere to the setback requirements of the underlying zoning district or a minimum of six (6) feet from all property lines, whichever distance is greater.
4. If multiple (food cart) pads are proposed, they **shall** be a minimum of ten (10) feet a part.
5. Approved **Food Carts/Trucks** **shall** have integral roofs or umbrellas, and **shall not** be more than twenty-six (26) feet long.
6. Approved **Food Carts/Trucks** **shall** enclose or screen from view of the right-of-way and abutting residentially zoned property all accessory items not used by customers, including, but not limited to, tanks, barrels, generators (if allowed), or other accessory items.
7. Awnings or umbrellas affixed to the **Food Cart/Truck** **shall** be comprised of metal or canvas-type fabric, and shall provide a minimum of eight (8) foot vertical clearance.
8. Floor coverings are **prohibited**, including platforms, artificial turf, paint, or carpet.

Recommendations

- A. Use of living plants and flowers is strongly encouraged.

APPROPRIATE or
INAPPROPRIATE?

APPROPRIATE or
INAPPROPRIATE?

NOT PERMITTED EXAMPLES



SITE DESIGN

Outdoor Retail Sales

INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

SITE DESIGN



Standards

1. Outdoor sales area **shall** meet the City's Code 19.812: Outdoor display incidental to indoor sales.
2. Outdoor sales area **shall** not be more than twenty-five (25) percent of the gross floor of the principal building and **shall** be on private property.
3. Outdoor sales area **shall** maintain a five (5) foot clear and unimpeded path to any and all building entrances.
4. Display furnishings (e.g., carts, racks, shelves, baskets, etc.) **shall** be of commercial grade, and **shall** be constructed primarily of wood and metal.
5. Free-standing display furnishings and merchandise **shall** be stored indoors outside of business hours.
6. Display furnishings and displayed merchandise **shall not** encroach beyond the permitted use area or overhang pedestrian circulation paths.
7. Hanging of display items from overhead canopies, porches, doors awnings or other parts of the building, including the facade itself, is **prohibited**.
8. Folding, lightweight chairs and tables are **prohibited**.
9. Individual items to be displayed and individual display furnishings **shall not** exceed eight (7) feet in height.
10. Temporary tents are **prohibited**, unless conditionally approved for a special event.
11. Vending carts **shall** have integral roofs or umbrellas. Any roof or covering **shall** be of similar color schema used on the primary building.
12. Umbrellas **shall** use a canvas-type fabric and **shall** provide a minimum of seven (7) foot vertical clearance.
13. Lighting of outdoor displays is **prohibited**.

14. Outdoor sales area **shall not** include signs or other forms of advertising, including “sale” signs on boards, balloons, pinwheels, paper, clothing, streamers, or on merchandise affixed to the outdoor display.

15. Outdoor display and storage (including bins) areas **shall** be screened from view from adjacent residentially zoned property by a minimum of six (6) foot solid fence or wall.

16. **Prohibited** sale items to be displayed outdoors include the following: alcohol, alcohol paraphernalia, mannequins, drug paraphernalia, tobacco products, firearms, knives, hazardous materials, counterfeit materials, trash or discarded boxes, packing materials, and any other materials prohibited by code.

Recommendations

A. Display merchandise should fit within or upon the display furnishings and should not be draped from or hang over the sides.

B. The use of unstained or unpainted pressure-treated wood is discouraged.

C. Outdoor display and storage areas should be partially screened from view of public right-of-way up to four (4) foot in height. Landscaping elements placed between fence and public-right-of-way is encouraged.

D. Use of living plants and flowers to soften hard surfaces is strongly encouraged.

E. . Sales registers or sales transactions are discouraged outside of the building.



Chris Updates to Code based on recent discussions

Section 22.03 Administration and Sign Permit Issuance

- (1) **Permit Required.** Except as provided in Code sec. 22.09 and Code sec. 22.10, it shall be unlawful for any person to erect, relocate or structurally alter, within the City of Wisconsin Dells, any sign or other advertising structure as defined in this ordinance, without first obtaining an erection permit from the Building Inspector and making payment of the fee required by Code sec. 22.03(5). All illuminated signs shall, in addition, be subject to the provisions of the Electrical Code and its requisite permit fees. No permit is required for repair, repainting or maintenance which does not entail structural change; or, for change of copy, message, or face panel. Change of copy, message or face pane is subject to review by the Design Review Committee.
 - (a) When an OFF-PREMISE sign located on property that is sold, with the full ownership of the property being transferred, the new owner must obtain a new sign permit in their name. No permit fee is required for the updated permit name assignment.
- (2) **Application for Erection Permit.** Application for an erection permit shall be made upon a form provided by the Building Inspector and shall contain and have attached the following information:
 - (a) Name, address and telephone number of the applicant.
 - (b) Location of building, structure, or real estate to which or upon which the sign or other advertising structure is to be attached or erected.
 - (c) Position of the sign or other advertising structure in relation to nearby buildings, structures, signs or other advertising structures.
 - (d) One set of blueprints, ink drawings or scale drawings of the plans, specifications, copy and method of construction and attachment to the building or in the ground; and, location of proposed sign in relation to existing signs.
 - (e) Name of the person erecting the structure; and, name of electrical contractor, if any.
 - (f) Written consent of the owner of the building, structure or land to which or on which the structure is to be erected.
 - (g) Size and cost of sign or advertising structure.
 - (h) Such other information as the Building Inspector shall require to show full compliance with this and all other laws and ordinances of the City.
- (3) **Electric Signs.** Any sign making use of electricity for illumination or motion shall be connected by a licensed electrical contractor.
- (4) **Permit Issuance.**
 - (a) Upon the filing of an application for an erection permit, the Building Inspector shall, not sooner than two (2) working days and not later than seven (7) working days.
 - (i) Examine the plans and specifications and the premises upon which the proposed structure shall be erected.
 - (ii) Refer the sign to the Design Review Committee per Article 3 Division 5

Section 22.12 Non-Conforming Signs & Structures

- (1) **Definition.** Any sign or projecting structure constructed in accordance with ordinances and other applicable laws in effect on the date of its construction, but which by reason of its type, size, height, location, design, material, method of illumination, number of signs, or construction is not in conformance with this Chapter shall be considered a legal non-conforming sign or projecting structure.
- (2) **Continuation/Loss of Status.** The lawful use of a nonconforming sign or projecting structure may continue unless one (1) or more of the following occurs:
 - (a) The sign or projecting structure is structurally altered in a way, except for normal maintenance or repair. (Change of message is considered normal maintenance.)
 - (b) When the sign or projecting structure is fifty (50) percent or more damaged by fire, flood, explosion, earthquake, war, riot or act of God.
 - (c) The sign or projecting structure is relocated.
 - (d) The sign or projecting structure fails to conform to Code Sec. 22.04 regarding maintenance and repair, abandonment, dangerous or defective.
 - (e) If an ON-PREMISE sign is located on property that is sold, with the full ownership of the property being transferred, the nonconforming on-premise sign and/or projecting structure must be brought into conformance with the sign regulations of this article at the time of the transfer.
 - Exemptions when there is a change in ownership:
 - (a) An on-premise sign may continue if the on-premise business continues to operate under the same name.
 - (b) The DRC may allow existing on-premise pole signs in the C-2 District east of Cedar St. or more than ½ off of Broadway to continue with a new business name on a case by case basis.
 - (f) If an OFF-PREMISE sign located on property that is sold, with the full ownership of the property being transferred, the OFF-PREMISE sign shall be REMOVED IN 5 YEARS. The new owner shall obtain a new sign permit (no permit fee is required) that will expire in 5 years.
- (3) **Compliance.** Within thirty (30) days of occurrence of any of the above, the sign or projecting structure shall be brought in compliance with this Chapter with a new permit secured, or the sign or projecting structure shall be removed at the owner's expense.
- (4) **Maintenance and Repair.** Nothing in this Chapter shall relieve the owner or user of a legal non-conforming sign/projecting structure or the owner of the property in which the sign and/or projecting structure is located from the provisions of this Chapter regarding safety, maintenance and repair of the sign and/or projecting structure.

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Section 22.13 Enforcement

Chris Tollaksen

From: Joseph J. Hasler [jjhasler@lgtlawfirm.com]
Sent: Tuesday, April 04, 2017 1:51 PM
To: Chris Tollaksen
Cc: D Mor
Subject: non-conforming signs
Attachments: WD n c sign DOC040417.pdf

The current sign code includes a provision which requires that all non-conforming signs on properties which change ownership must conform to the code into unless the business will be operated under the existing name. I question whether that is consistent with state law.

But, I am willing to entertain the notion that non-conforming on premises signs should be targeted for special attention because of their number. This DRAFT ordinance reverses the presumption of continued use of non-conforming sign by requiring compliance subject to a review procedure.

This DRAFT does not address non-conforming off premises signs. In particular, it does not create an amortization framework. Amortization is not favored in WI.

Would you like me to attend tomorrow DRC to discuss this?

Joseph J. Hasler /// LaRowe Gerlach Taggart LLP // 110 East Main Street // Reedsburg Wisconsin 53959-0231 // 608-524-8231

Amendment to Code Section 22.22.12
Nonconforming Signs and Structures

(2)(e) is deleted.

(3) is created.

(3) Transfer of Ownership.

A nonconforming on premises sign on property which changes owners shall comply with this sign code unless the design and review committee, after notice and public hearing, determines that continuation of the nonconforming on premises sign will not have a deleterious effect on neighboring properties or be inconsistent with the redesign and rehabilitation of the business district. DRC shall consider, among other appropriate factors, whether the nonconforming on premises sign is located East of Cedar Street or is associated with a business which will not change its name or branding.

Note: This ordinance change only affects on premises signs, not off premises signs. Off premises signs are grandfathered and subject to the continuation/loss of status provision. Amortization is not favored under Wisconsin Law.

Existing (3) & (4) are renumbered (4) and (5).

Table E: Downtown C-2 District Permitted Signage

Sign Type	Sign Description	Total Sign Area Restriction	Number of Signs Allowed	Maximum Area Per Sign	Maximum Sign Height
Total Sign Area Permitted	The total sign area permitted for each business shall be determined by multiplying the length of lineal business frontage	5 sq. ft. / 1 lineal ft. of business frontage with a minimum of 144 sq.ft. a maximum of 300 sq.ft.			
Monument Sign	Monument sign is a detached sign mounted or incorporated into a solid base, and shall be a self-supporting structure.	Included	1 per lot	<u>West of Church St:</u> 60 sq.ft. (per sign face) <u>East of Church St:</u> 200 sq ft	<u>West of Church St:</u> 6 feet <u>East of Church St:</u> 20 ft.
Wall Sign	A sign attached to or erected against the wall of a building with the face parallel to the building wall	Included	1 sign per 50 feet of business frontage	60 sq.ft.	n.a.
Projecting Sign	A sign attached to a building or other structure and extending more than eighteen (18) inches beyond the building plane.	Included: Count only one side, except faces with angles beyond 45 degrees count each sign face	1 sign per 50 feet of business frontage	50 sq.ft. (per sign face)	n.a.
Blade Sign	A special projecting sign attached to the building along the storefront frontage following one of three design alternatives provided by the City of Wisconsin Dells.	Excluded	1 sign per public entrance per business, except each blade sign shall be at minimum of 40 ft apart	See Downtown Design Standards	See Downtown Design Standards
Awning/Canopy/ Marquee Sign	A sign which is painted on, attached to, or supported by a projecting structure (i.e. awning, canopy or marquee).	Included	n.a.	75% coverage of valance/flat profile; 50% coverage of awning roof	n.a.
Window Sign <u>(no permit required for interior signs – DRC approval still required)</u>	A sign attached to, placed against, painted on, or placed within three (3) feet of a window or door of the building which is intended for viewing from the exterior.	Excluded	n.a.	25% coverage of each window/door, excluding product display; 50% coverage of each window/door, inclusive of product display	n.a.
Portable Sign	A sign not permanently attached to the ground or other permanent structure including sandwich boards, pedestal signs, and “A” frame signs.	Excluded	1 per business that has obtained a food license	6 sq.ft. per sign face, including boarder and trim)	3 feet (sandwich board); 4 feet (pedestal sign)
Incidental Sign (no permit required)	Secondary, informational signs (e.g menu boards, open/hours of operation, short-term special event/promotions).	Excluded	3 per business frontage up to 10 sq.ft. total	4 sq.ft. <u>(count towards window sign coverage limit)</u>	

- (11) **Legacy Signs:** a sign designation intended to provide for the preservation of Wisconsin Dells' unique character, history and identity, as reflected in its historic and/or iconic signs.
- (12) **Illuminated Sign:** any sign which has characters, letters, figures, designs or outlines illuminated externally by electric lights or internally by luminous tubes.
- (13) **Incidental Sign:** secondary, informational signs (e.g. menu boards, open/hours of operation, short-term special events/promotions). Beer signs (neon or other), Reality advertisement, and the like are NOT considered Incidental Signs.
- (14) **Informational Sign:** any sign that provides information regarding the use or prohibited use of any area or room. These include restrooms, exit/entrance, office, heated pool, no parking, parking, loading dock.
- (15) **Internal Signs:** any sign placed within three (3) feet of a storefront window or door intended for viewing from the exterior.
- (16) **Marquee:** a permanent, roof-like structure projecting from a building at the entrance to the building with signage on the top or face of the structure.
- (17) **Marquee Sign:** a sign which is painted on, attached to, or supported by a marquee.
- (18) **Monument Sign:** a detached, self-supporting sign mounted or incorporated into a solid base.
- (19) **Multi-Tenant Sign:** any sign applied for and erected for use by multiple business owners within the same shopping center, commercial subdivision or distinct area of the city.
- (20) **Off-premises Sign:** an advertising sign or structure that pertains to goods or services not sold or provided on the premises where the sign is located, or any announcement whose subject is not available on the premises.
- (21) **On-premises Sign:** a sign or structure designed, used or intended to be used to advertise the principal purpose of the business, such as the major category of goods, materials, or services, sold or provided on the premises where the sign is located. On Premise does not include tickets sold for off-premise businesses.
- (22) **Other Advertising Structure:** any marquee, canopy or awning as further defined in this ordinance.
- (23) **Permittee:** a person receiving an erection permit pursuant to the provisions of this ordinance.
- (24) **Person:** any person, firm, partnership, association, corporation, company or organization of any kind.
- (25) **Pole Sign:** any sign supported by uprights or braces placed in the ground and not attached to any building.
- (26) **Portable Sign:** a sign not permanently attached to the ground or other permanent structure including sandwich boards, pedestal signs, and "A" frame signs.
- (27) **Projecting Sign:** A sign attached to a building or other structure and extending

(d) **Downtown Design Standards.** All signs shall adhere to the Downtown Design Standards pursuant Code sec. 22.01(2)(d) and 19.

(5) ***C-1 Neighborhood Commercial, C-3 Highway Commercial, C-4 Large-scale Commercial, and M-1 Mixed Use Zoning Districts.***

(a) **Permitted Signs.** The following signs or other advertising structures are permitted: Directional signs; Marquee/Awning/Canopy Signs; Monument signs; Pole signs; Projecting and Blade signs; Roof signs; Temporary signs; Wall signs; Wind signs; and, Window Signs.

(b) Prohibited Signs. Off-premise signs are prohibited in the C-1 Neighborhood Commercial Zoning district.

~~(c)~~ **Pole Sign.**

(i) ***C-1 Neighborhood Commercial.*** Off-premise pole signs shall not be less than 500 feet from any other sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. On-premises pole sign may be nearer than 500 feet to any other ground sign, if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated; and, if said sign has been conditionally approved pursuant to Code 19 Article 4 Division 6 (19.370-19.389). Such signs shall not exceed 50 square feet. Additional conditions may also be imposed.

(ii) ***C-3 Highway Commercial.*** On-premises pole signs may project over a sidewalk but such sign shall not project more than 4 feet, 6 inches over a sidewalk and such signs shall be at least 10 feet above a sidewalk. Off-premises pole signs shall not be less than 500 feet from any other sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. An on-premises pole sign may be nearer than 500 feet to any other ground sign, if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated.

(iii) ***C-4 Large Scale Commercial.*** Off-premises pole signs shall be not less than 100 feet from any other ground sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. An on-premises pole sign may be nearer than 100 feet to any other ground sign if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity is situated; and, if the business is located in a stand-alone building.

~~(d)~~ **Roof Sign.**

(i) ***C-1 Neighborhood Commercial.*** Off-premises roof signs shall not be less than 500 feet from any other roof sign or sign structure on the same side of the street upon which the roof sign or sign structure is situated. On-premises roof sign may be nearer than 500 feet to any other roof sign if it is the only on-premises roof sign situated upon the premises or parcel upon which the business or commercial.

(ii) ***C-3 Highway Commercial Districts.*** Off-premises roof signs shall not be less than 500 feet from any other roof sign or sign structure on the same side of the street upon which the roof sign or sign structure is situated. On-premises roof sign may be nearer than 500 feet to any other roof sign if it is the only on-premises roof sign situated upon the

(7) ***Pole Signs.***

- (a) **Height Limitations.** Pole signs shall not exceed forty-five (45) feet in height, or as restricted in Section 22.10, whichever is stricter, as measured from the point on the site at which the base of the ground floor of a building thereon would be located. For the purpose of this subsection, “ground floor” is defined as follows: the level of a building is on a sloping or multilevel site which has its floor line at or not more than 3 feet above exit discharged grade for at least one-half of the required exit discharges.
- (b) **Area Limitations.** Pole signs shall not exceed three hundred (300) square feet of area per face, or as defined in Code Sec. 22.10, whichever is stricter.
- (c) No pole sign shall be placed upon a tree bank.

(d) No pole sign shall be constructed of wood poles

(e) Any off-premise pole sign shall be a uni-pole structure

(f) All visible straps used to secure sign wraps shall be a neutral color or a color that matches the surrounding support structure.

(8) ***Portable Signs.***

- (a) **Location.** The sign shall be located within ten (10) feet of the business entrance, but shall not be placed in a location where the paved area for passage is reduced to less than six (6) feet or within twelve (12) feet of an intersection, driveway, public stairwell or crosswalk.
- (b) **Usage.** The sign shall only be used during business hours.
- (c) **Material.** The sign shall be made of a durable material such as wood or metal.
- (d) **Liability Agreement.** A license agreement is required in a form and amount approved by the City indemnifying and holding the City harmless from liability and naming the City, its officers and employees as an additional insured on a general liability insurance policy.

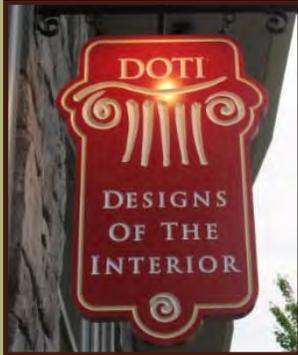
(9) ***Projecting Signs.***

- (a) **Area Limitations.** Projecting signs shall not exceed three hundred (300) square feet on each side, or as defined in Code Sec. 22.10, whichever is stricter.
- (b) **Projection over Public Property.** Every projecting sign shall be placed at least ten (10) feet above the public sidewalk over which it is erected. No projecting sign shall project more than four (4) feet, six (6) inches into the public way.
- (c) **Height.** The highest point of a projecting sign shall be no more than ten (10) feet above the roof line of the building upon which the projecting sign is placed, or as defined in Code Sec. 22.10, whichever is stricter.
- (d) **Content.** Projecting signs shall promote or relate only to on- premises goods, services or activities.
- (e) **Placement.** Projecting signs shall be a minimum of forty (40) feet apart; except that each building or business may have a projecting sign.
- (f) **Declaration of Policy.** The erection of a projecting sign over the public right-of-

Blade Sign

A special projecting sign attached to the building along the storefront frontage incorporating the downtown WI Dells River Arts District brand.

SIGNAGE DESIGN - TYPE SPECIFIC



APPROPRIATE

While a standard **blade sign** bracket is required (see above image), creativity is desired for all **blade signs**. The sign shape and advertisement (e.g. lettering, logos, and other graphics) can be diverse, as illustrated in the recommended **blade sign** examples shown on the left.



Standards

1. Each business **shall** be allowed one (1) **blade sign** per **public entrance**. If multiple **blade signs** are planned along a single business frontage, there **shall** be forty (40) feet separating each sign.
2. The **blade sign shall** be within the below size restrictions:
 - Height: 12-24"
 - Width: 24-36"
3. The **blade sign shall** be hung using the Wisconsin Dells custom mounting arm(s). Contact the WI Dells Zoning Administrator for more information.
4. If multiple **blade signs** are used, all **shall** be of the same style and shape.
5. **Blade signs shall** have a minimum clearance height of eight (8) feet above the sidewalk grade.
6. **Blade signs shall** be mounted below the sills of the second floor windows, or where second floor windows typically would reside on the building if none exist.
7. **Blade signs shall** be two-sided.
8. **Blade signs shall not** include business contact information.

Recommendations

A. A **blade sign should** usually be mounted near the storefront entrance just above the door, or just to the side of it.

B. If multiple **blade signs** are used, hierarchy of sign size **should** be considered between primary and secondary entries.

C. Groove routed or raised letter dimensional wood signs are **encouraged** (see the first sign image in the side bar).

Monument Sign

A monument sign is a sign mounted or incorporated into a solid base and not attached to a building.

SIGNAGE DESIGN - TYPE SPECIFIC



ALLOWED This sign is less than six feet tall, includes landscaping around the base, and includes LED changeable messaging signage that covers less than 25% of the overall sign.



APPROPRIATE This sign uses high-quality materials similar to the adjacent building, is low and horizontal in profile, and incorporates landscaping along the base of the sign.



APPROPRIATE This sign is at pedestrian-scale, uses quality building materials and has a horizontal profile.



NOT PERMITTED This sign is too tall, vertical and modern in style to fit the vision for the downtown.

Standards

1. Each lot **shall** be allowed to have one (1) **monument sign** and **shall not** exceed the total allowable sign area established per business frontage (see *Sign Code: Sec. 22.10(3)* for more details).

2. **West of Church St on Broadway** a **monument sign shall not** exceed sixty (60) square feet in size and **shall not** be more than six (6) feet tall, at the highest point, from the sidewalk grade.

3. **West of Church St on Broadway Monument signs shall** be oriented perpendicular to the sidewalk so that they are easily viewed from the sidewalk and street in both directions.

4. **East of Church St or 1/2 block North or South of Broadway** a **monument sign shall not** exceed one hundred forty-four (144) square feet in size, **shall not** be more than six (16) feet tall, at the highest point, from the sidewalk grade, and **shall** be set back a minimum of five (5) feet from the property line

5. **Monument signs shall** only be used for buildings set back, or where a business' primary entrance is, eight (8) feet or more behind the public sidewalk. In the downtown area this includes residential buildings that have been

Recommendations

A. **Monument signs** with horizontal proportions are **strongly encouraged**.

C. Contemporary design are **discouraged** in the downtown district.

D. A high-quality durable base material is **encouraged**, such as brick, stone or cast-in-place concrete.

Materials, Colors & Lettering

Signage reinforces business brand and identity. It can also strengthen or detract from the Wisconsin Dells' unique downtown character.

SIGNAGE DESIGN - GENERAL



APPROPRIATE The lettering is simple, effective and uses subdued colors. The three-dimensional lettering is historically appropriate and improves legibility in varied weather conditions.



APPROPRIATE These *wall signs* exemplify the effective use of color (high contrast and part of the building color scheme), simplicity (only two words) and graphics (the camera image quickly communicates the core business function).



APPROPRIATE This *wall sign* complements the building architecture in both style and color scheme; however, the use of an internally lit cabinet would not be permitted per Standard #4 under lighting (P13).

Standards

1. Sign material **shall** be durable and easy to maintain with preference to wood and metal.
2. The sign style, colors and materials **shall** be complementary with the character of the building and other signage.
3. Sign substrate **shall** be either MDO (exterior grade plywood), Aluminum, or Alupalite=Aluminum Composite Panel (ACP). If acrylic (polycarbonate or Lexan) material is used, it **shall** simulate metal or wood.
4. Highly reflective material **shall not** be used, as it is often difficult to read.
5. The color tones between a sign's lettering/symbols and background **shall** have sufficient contrast to make the sign clearly legible. Light letters on a dark background or dark letters on a light background have the highest legibility.
6. The main lettering and predominant

Recommendations

- A. Generally limit the number of colors to three. Competition between too many colors often results in decreased legibility.
- B. Subdued and darker colors are encouraged.
- C. Lettering that is simple and bold is encouraged.
- D. Overly-ornate and trendy typefaces that are hard-to-read are discouraged.
- E. Excessive lettering is discouraged, including listing products/services and slogans.
- F. If three-dimensional letters/symbols are used, one-half inch depth or reveal is encouraged to make each letter stand out from the background.
- G. Use of symbols, logos and other graphics as a part of the sign is encouraged to reduce the need for excessive lettering, are easy to recognize, and contribute to the unique identity of a business.
- H. **For multi-tenant buildings**, sign colors of individual tenant signs should be compatible with each other.

Exterior Lighting

INTENT: To promote effective and attractive exterior lighting that does not produce glare or excessive light trespass.

Standards

1. Parcels abutting or across the street from residential or park uses **shall not** cause light trespass in excess of one (1) **footcandle** as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.
2. Parking and security lighting poles **shall not** be taller than the thirty-five (35) feet. For properties in or abutting a residential zoning district, the maximum allowable height **shall** be twenty-five (25) feet.
3. Exterior light fixtures **shall** be designed to complement the character/style of the building.
4. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.
5. LED String lighting **shall** be commercial grade; either large bulbs or commercial decoratives as in “dripping” tree lights
6. LED string lights **shall** be clear or white only, no colors
7. LED String lighting **shall** be low wattage, no greater than 50 lumens per bulb
8. Christmas lights are only allowed November - January. Christmas lights **shall not** be installed February through October

Recommendations

- A. **Parking lots** and pedestrian walkways **should** be illuminated uniformly and to the minimum level necessary to ensure safety. A uniformity ratio of no more than 15:1 is **recommended** for pavement illuminance, to avoid excessively bright or dark areas.
- B. Exterior lighting **should** be energy efficient and should render colors as accurately as possible (i.e. white light rather than green or yellow light).
- C. **Preferred** light types include: LED, fluorescent, and high-pressure sodium.



APPROPRIATE Above examples illustrate sufficient and uniform lighting of walkways and building architectural elements.



APPROPRIATE



NOT PERMITTED

The two images on the left show good examples of low **parking lot** fixtures that project light only where it is needed, while the far right image shows an excessively tall light that is directed outward, creating glare and light trespass.

SITE DESIGN