



**DRC MEETING**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING-300 LACROSSE STREET**  
**October 4, 2017**

Ald. Mor called the meeting to order at 10:05 AM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes

1. Present: Ald Dar Mor, Maria Rosholt, Jacqueline Morse. Absent: Dan Gavinski, Ben Borcher  
 Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Guy Svehlak and Ed Legge from the *Dells Events*.
2. Motion to approve Minutes for September 6, 2017 meeting by Morse, second by Rosholt. Motion carried.
3. Sign Applications: A. Fantasy Flooring (531 Broadway) Rooftop Sign. This is a rental location so it is a new business but is not a change of ownership. Motion by Morse, second by Rosholt. Motion carried.  
 B. Polish Restaurant (221 Broadway) New sign hanging from underside of canopy. Do we make them change the bracket or how it's hung? Committee agrees and Rosholt asked if this should be addressed in the Standards. Mor wondered if a more massive black chain would look better and Morse wondered if we could pick something and have the businesses buy from the city. The sign meets the size and location requirements of a Blade Sign. Motion by Rosholt to have them straighten how it's hung, use black hardware that is thicker than what is shown (similar to picture in Standards), second by Morse. Motion carried.  
 C. Mobil Sub and Pizza Sign (802 Broadway) They would like to update the sub and pizza signage on the existing pole sign out front. No change requested. They are internally lit right now and that will have to change. The ATM will be opaque as will the pizza section. The sign company cannot guarantee the green color on the Sub Express section. Motion by Rosholt, second by Morse. Motion carried.  
 D. Joy of Beauty (at The Chalet) Signs were moved from previous location with no permit. Discussion among all members that the signs do not fit with the new building based on the color scheme chosen for the previous location. The committee members also did not like where the signs were placed at the new location (on the railing) since this is against our new Standards. Everyone agreed that it must be cohesive with the other businesses and match the look of the Chalet. Morse will help the business rep on changing the sign colors since he thought everything matched great. He can leave the existing signs up until he has a new sign permit.
4. Building/Site Plan: A. Escape Room (325 Broadway) The owners would like to cover the damaged brick rather than repair it and try to match the existing. Part of this project needs to address the ticket booth area. Motion to table until they come back by Rosholt, second by Morse. Motion to table carried.  
 B. Colotlan (324 Broadway) They were om front of DRC earlier this summer for the color of their building which is too bright. They are reviewing the color pallet from the Design Standards and would like to complete the work in the spring. No color was given to Chris T. Motion to table by Rosholt, second by Morse. Motion to table carried.
5. Outdoor Seating: None
6. Façade Improvement Grants: None
7. Items for Referral: Escape Room & Colotlan
8. Date and Time for Next Meeting: Oct 18, 2017 10 am
9. Motion by Rosholt, second by Morse to adjourn. Motion carried. Meeting adjourned at 10:50 am.

Juli Mor

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Mobil  
802 Broadway  
DRC 110117

Exxon Mobil is rolling out a new design package for their gas pumps nationwide. They have stated that the goal is to advertise their new “Synergy” gas blend to their customers and improve the aesthetics around the gas pump.

They have stated that one of their goals is to reduce the clutter of small advertising messages for items in the convenience store that are installed on and around the pumps.

The project involves the installation of architectural elements around the gas pumps. There will be dedicated locations on these elements for the small convenience store advertising, which is intended to provide a cleaner environment at the pump.

Advertising directed to customers on private property is not within the regulatory scope of the City. Our jurisdiction extends only to signage that is visible from the public ROW. However, some of these new design elements appear to have words, specifically “Synergy” that may be visible from the public ROW. It does appear that these messages are intended to be directed to customers at the pumps and on private property. However, the close proximity of some of the pumps to the sidewalk and roadway may allow them to be easily seen by the general public.

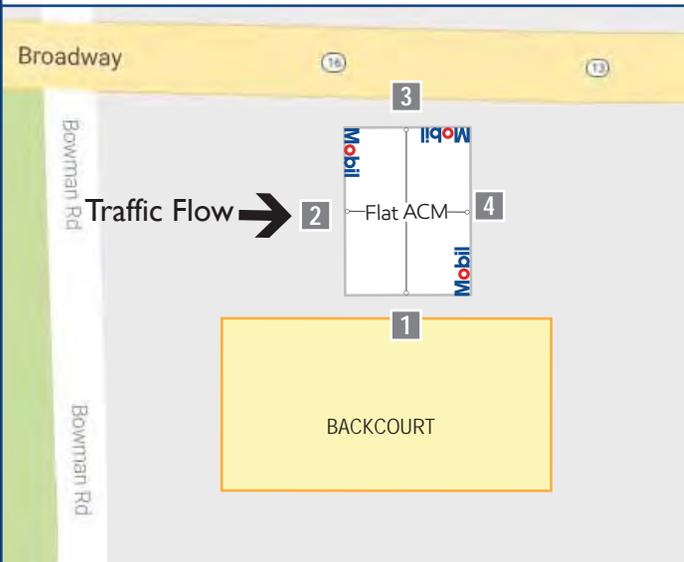
The largest of the “Synergy” logos are about 2 sq ft., about ½ of the 4 sq foot maximum for “Incidental signs”. The standards only allow 3 incidental signs per business. It does appear that a large gas station complex was not specifically considered in the creation of the new standards.

The architectural elements appear to be bright red. Bright colors are discouraged, but are only prohibited as the “main but as they appear to be accents, and not the primary color of the business. As such they do not appear to directly violate the Design Standards as written..

Chris Tollaksen  
City of Wisconsin Dells

# A SITE CONFIGURATIONS

\*\*Canopy fascia artwork for visualization purposes only\*\*

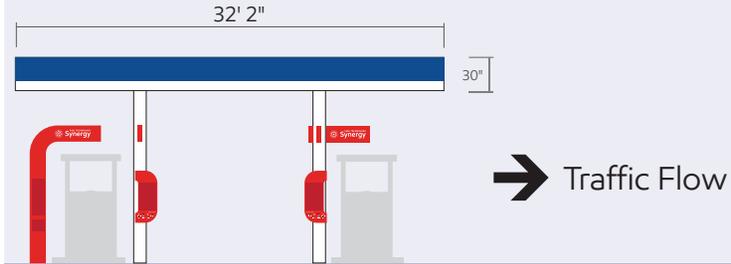


Overhead Map

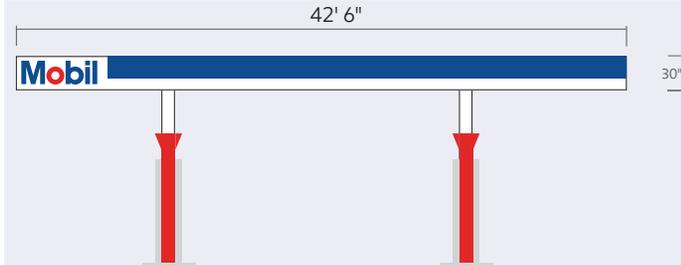


Canopy Perspective

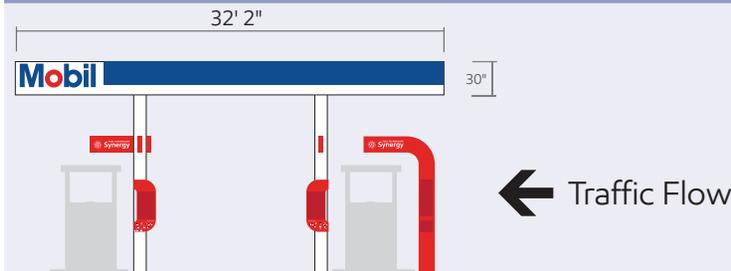
## 1 | BACK ELEVATION



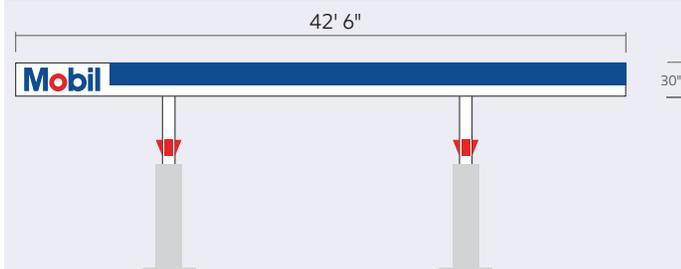
## 2 | RIGHT ELEVATION



## 3 | FRONT ELEVATION



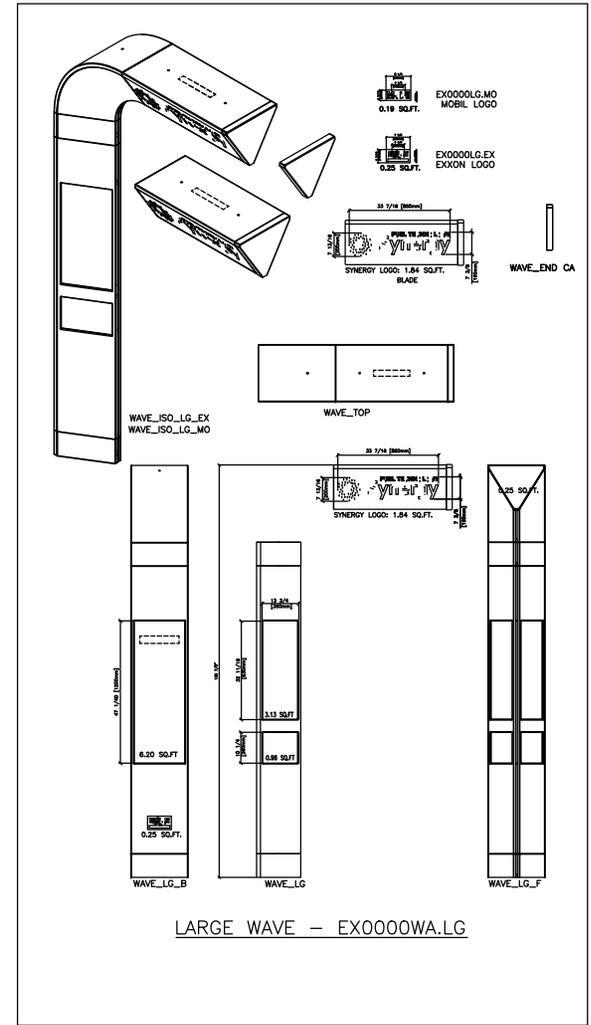
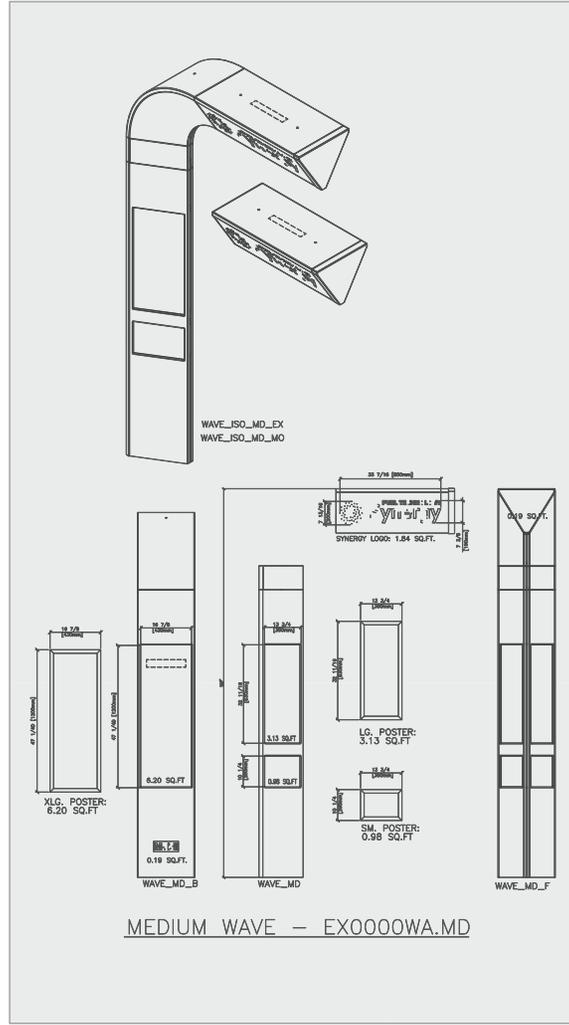
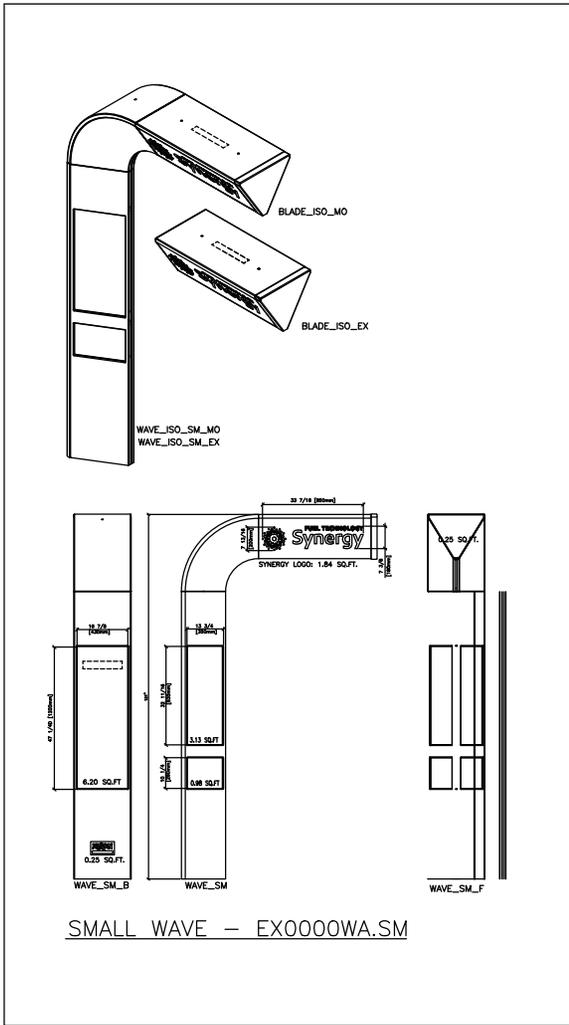
## 4 | LEFT ELEVATION



Project Name	PBL #	Customer	Created by
<b>ExxonMobil</b>	<b>310135</b>	<b>ExxonMobil</b>	<b>B.Dighero</b>
Revision #	Date	Scale	Page #
<b>Original</b>	<b>06_15_2017</b>	<b>NA</b>	<b>3 OF 11</b>

**Permit Pack**  
**BIG RED ROOSTER FLOW**  
 2 Northfield Plaza, Ste 211  
 Northfield, IL 60093  
 P: (847) 441-1818 F: (847) 592-9564

## WAVE



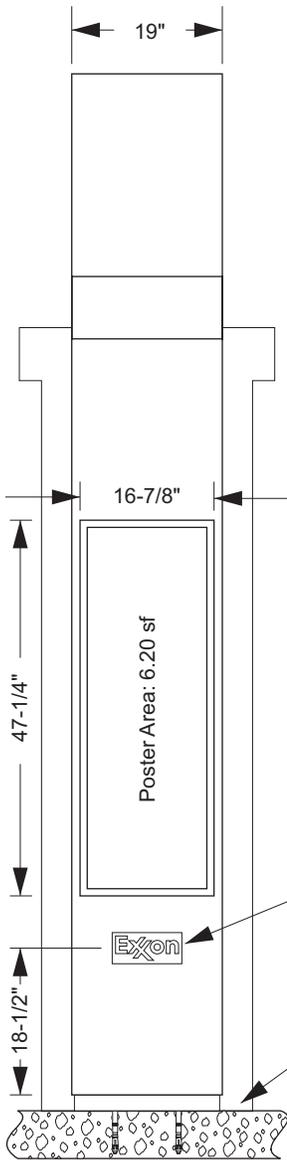
Project Name	PBL #	Customer	Created by
<b>ExxonMobil</b>	<b>310135</b>	<b>ExxonMobil</b>	<b>B.Dighero</b>
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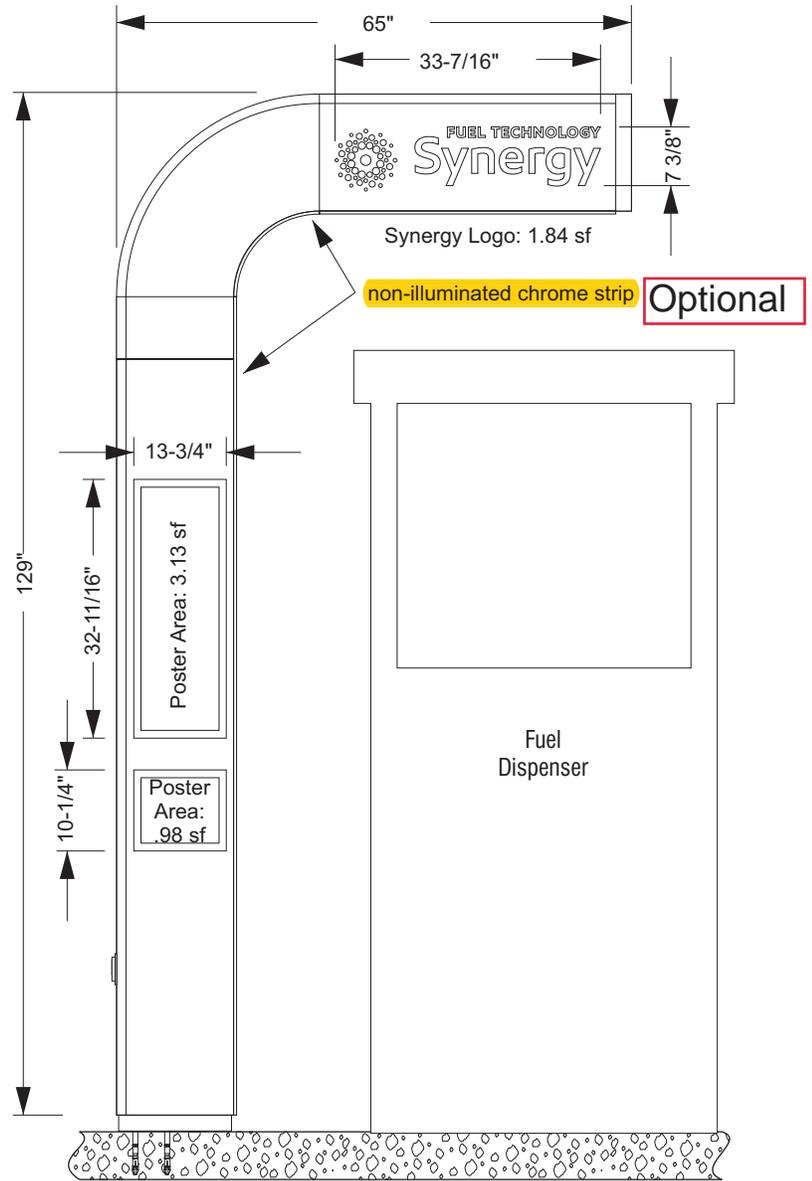
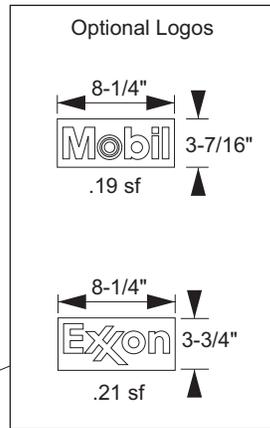
# Medium Wave

## Structural Spec:

- Low density polyethylene (LDPE) frame around steel tube
- Acrylonitrile butadiene styrene (ABS) outer skin
- 230 lbs total weight
- Structure rated at 120mph windload



**Back View**  
Scale: 1/2" = 1'



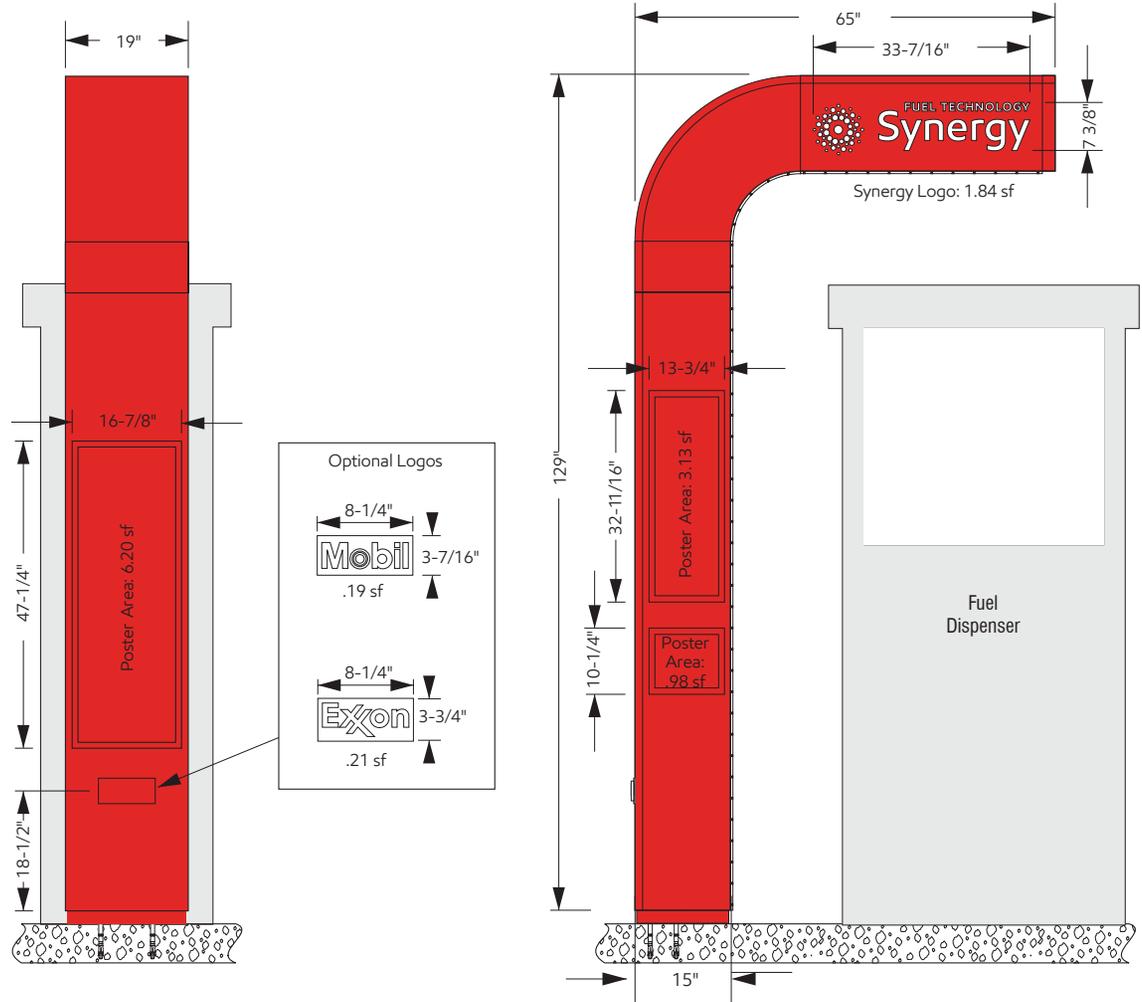
**Side View**  
Scale: 1/2" = 1'

## WAVE

### Medium Wave

Structural Spec:

- Low density polyethylene (LDPE) frame around steel tube
- Acrylonitrile butadiene styrene (ABS) outer skin
- 230 lbs total weight
- Structure rated at 120mph windload



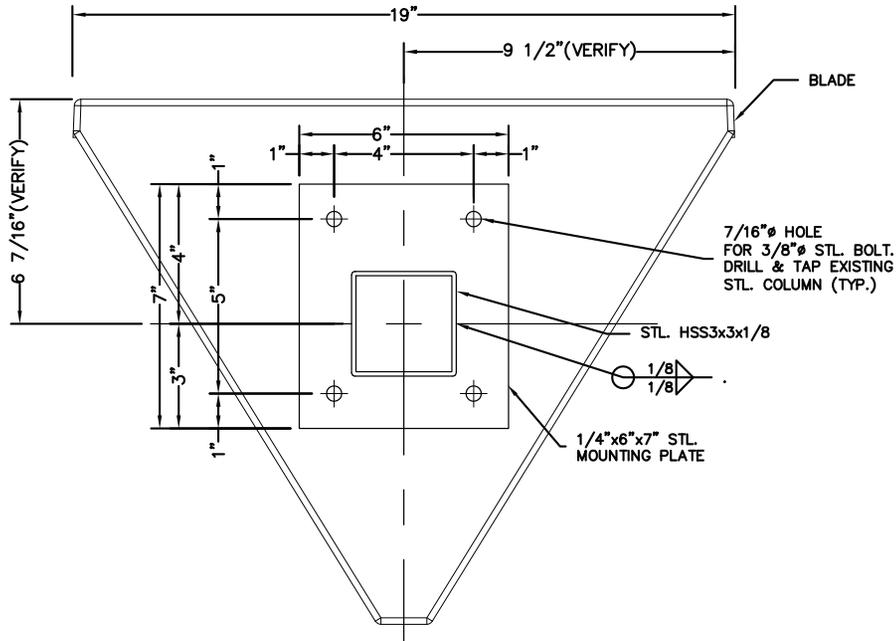
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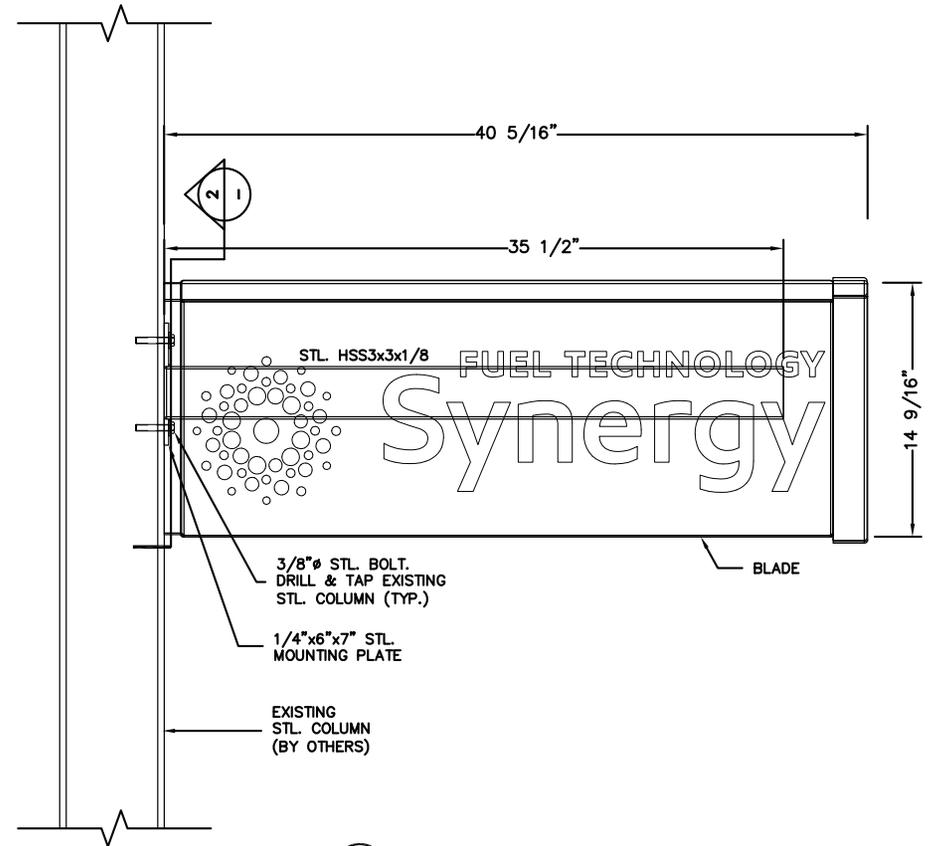
# B APERTURE SPECIFICATIONS

\*See installation guide

## BLADE



2 END SECTION DETAIL



1 BLADE ELEVATION SECTION

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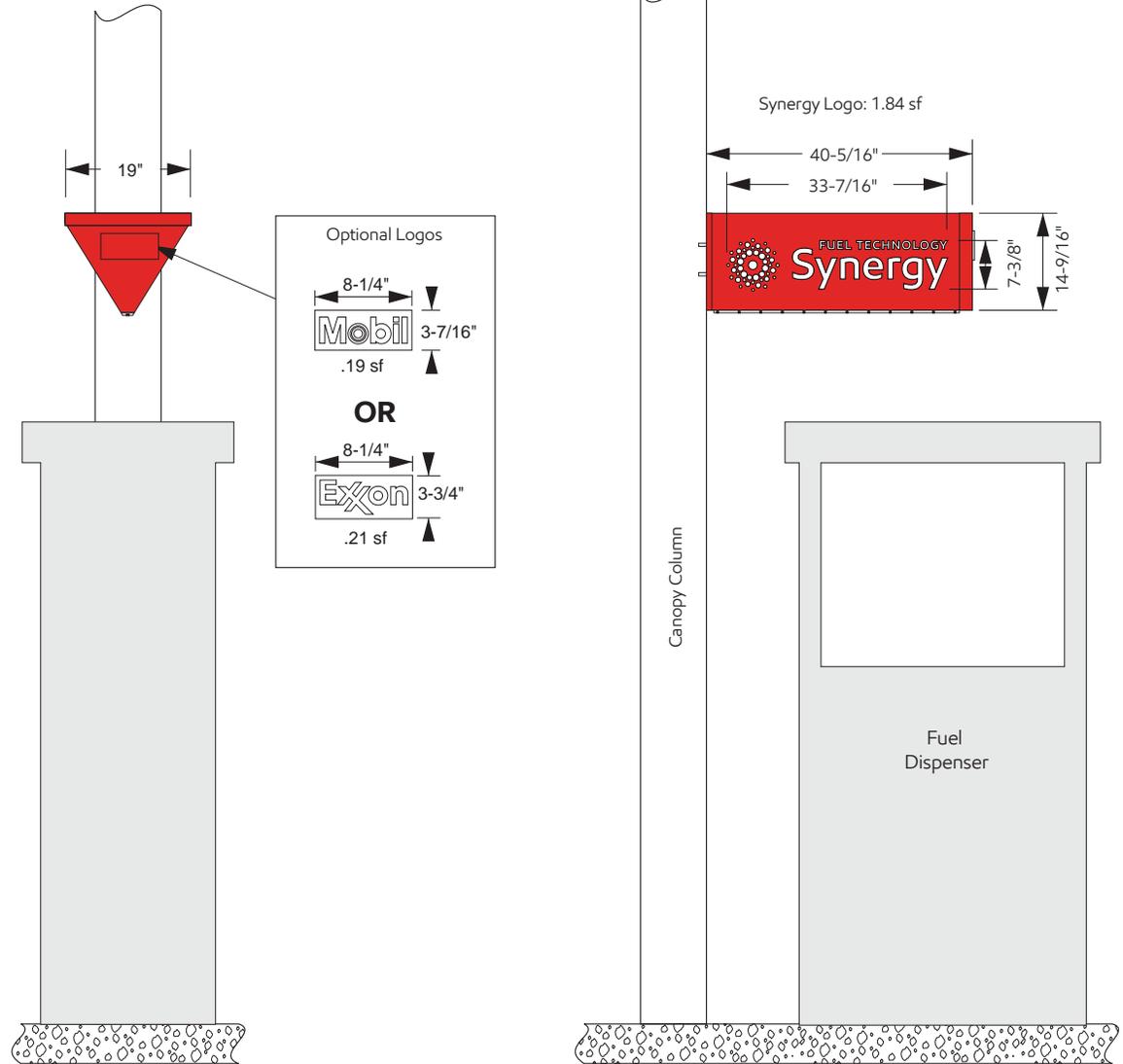
# B APERTURE SPECIFICATIONS

## BLADE

### Blade

Structural Spec:

- Low density polyethylene (LDPE) frame around steel tube
- Acrylonitrile butadiene styrene (ABS) outer skin
- 50 lbs total weight
- Structure rated at 120 mph wind load



**\*See installation guide**

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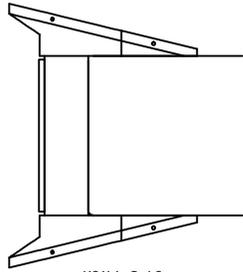
# B APERTURE SPECIFICATIONS

**\*See installation guide**

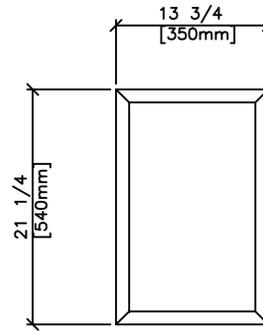
## KOALA



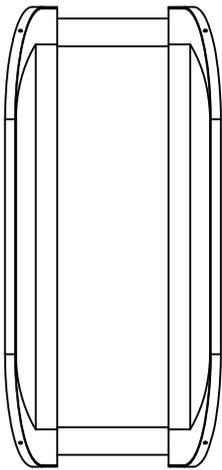
KOALA\_S



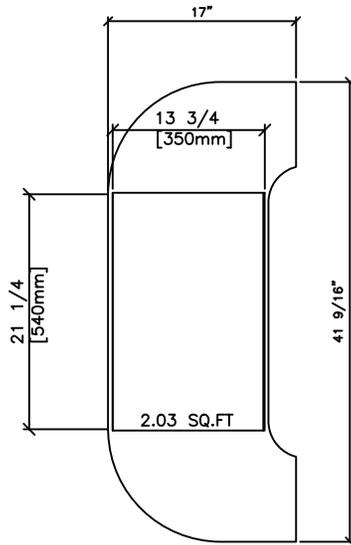
KOALA\_S\_LG



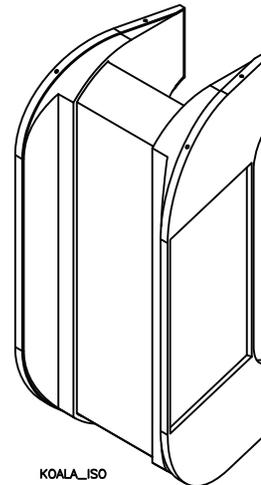
MD. POSTER:  
2.03 SQ.FT



KOALA\_B



KOALA\_B



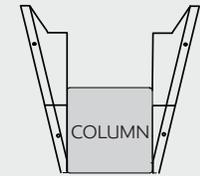
KOALA\_ISO

**KOALA ELEVATION**  
SCALE: 1"=1'-0"

### Extra Small

Ears Only

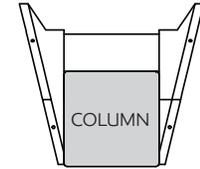
Rectangular Column  
7"-9"  
Round Column  
7"-9"



### Small

Koala with small back  
and two posters

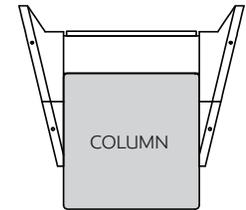
Rectangular Column  
10"-13"  
Round Column  
10"-13"



### Large

Koala with large back  
and three posters

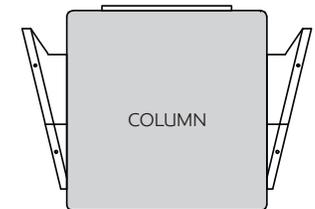
Rectangular Column  
13.1"-14.5"  
Round Column  
13.1"-16.5"



### Extra Large

Koala with ears  
and three posters

Rectangular Column  
>14.5"  
Round Column  
>16.5"



Project Name

**ExxonMobil**

Revision #

**Original**

PBL #

**310135**

Date

**06\_15\_2017**

Customer

**ExxonMobil**

Scale

**NA**

Created by

**B.Dighero**

Page #

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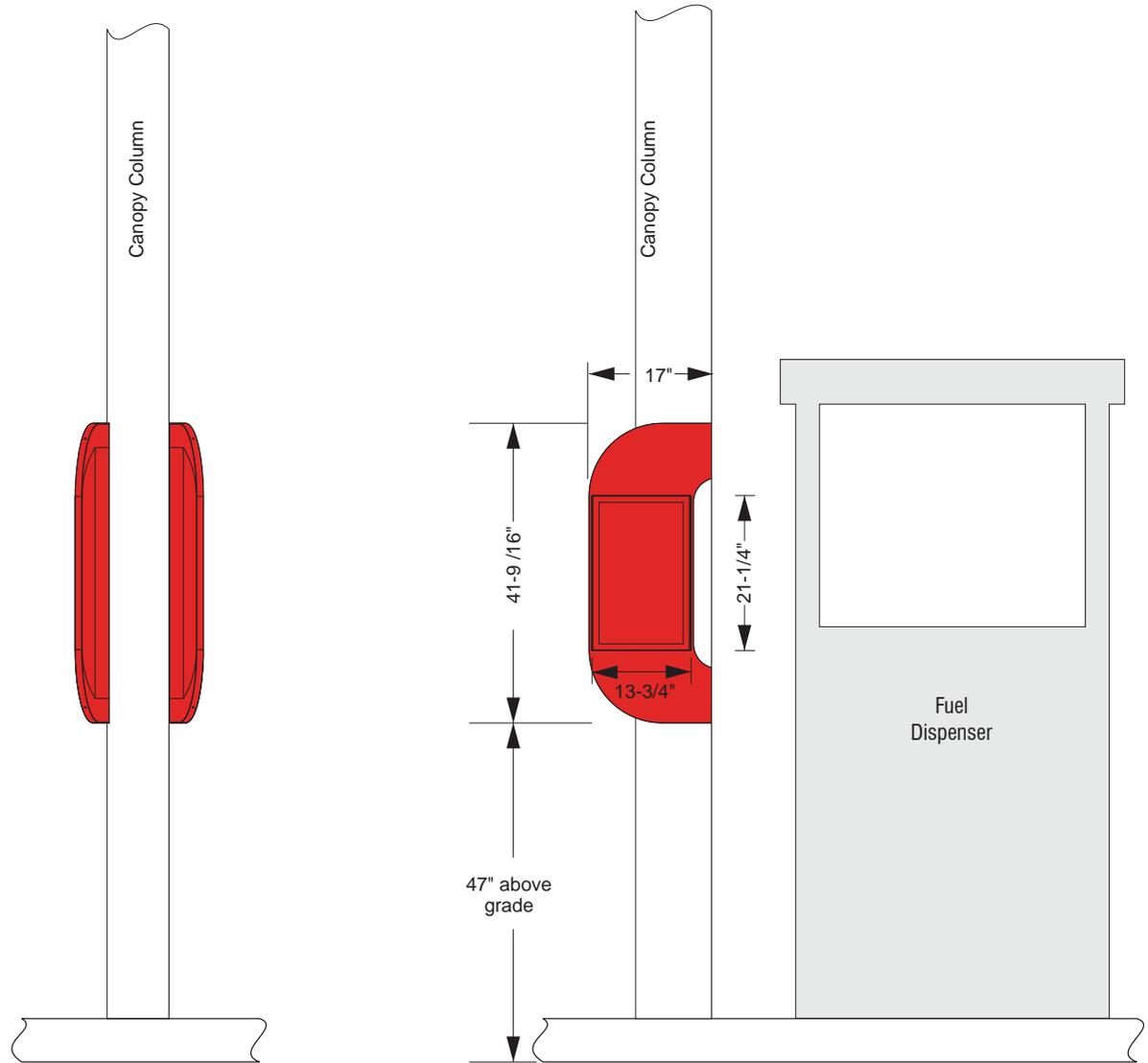
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**KOALA**

**XS Koala without Back**

Structural Spec:

- Koala is non-illuminated
- Acrylonitrile butadiene styrene (ABS) outer skin
- 20 lbs total weight
- Structure rated at 120mph wind load



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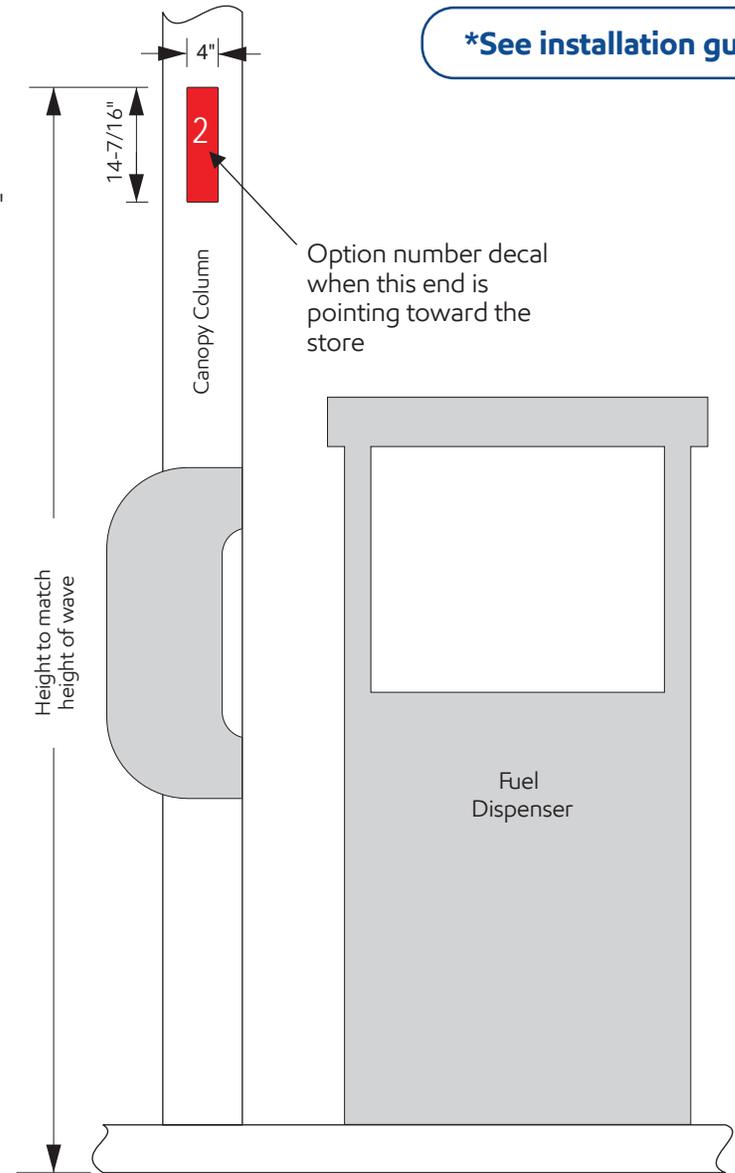
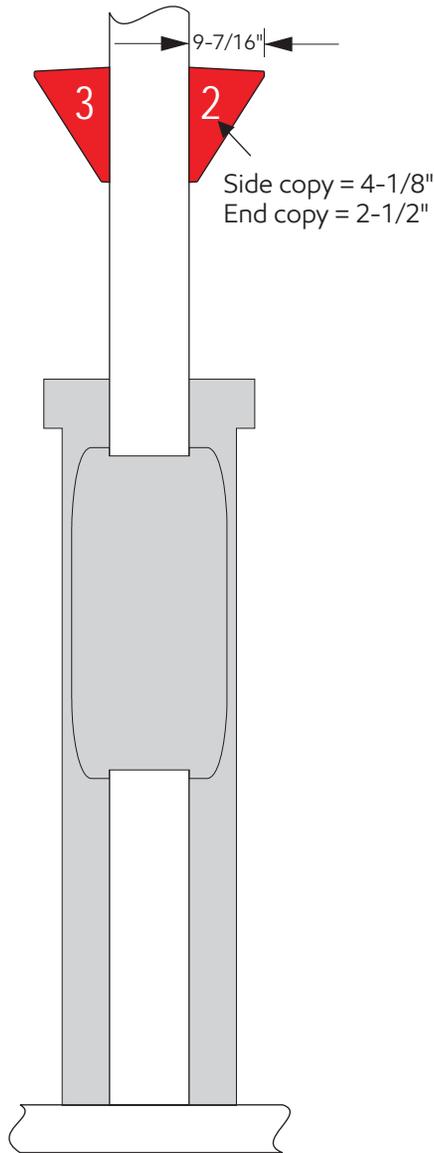
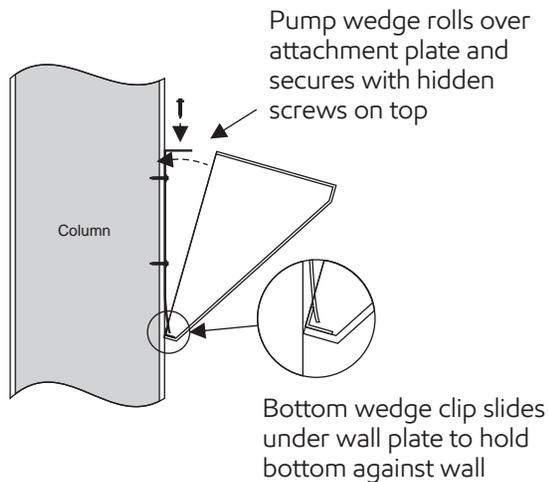
# B APERTURE SPECIFICATIONS

## NUMBER WEDGE

### Structural Spec:

- Wedges are 2 sided, non-illuminated, with white vinyl graphics
- Acrylonitrile butadiene styrene (ABS) skin with aluminum mounting plate
- 2 lbs total weight
- Structure rated at 120 mph wind load

### Mounting Detail



**\*See installation guide**

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# C DISPENSER

## Gilbarco | Encore 500/700 S with EPP 3 Product

### Ancillary decals placement

**Note:** Please make sure the dispenser surface is cleaned prior to applying any of the adhesive backed or sponge tape decals.

- A. Pump number (dispenser mounted)
- B. Nozzle instruction
- C. Pay at the pump instruction
- D. Card reader graphic
- E. Pump operation message - defined as needed
- F. Optional miscellaneous payment message - defined as needed (within dotted area at right)
- G. Receipt decal, if applicable
- H. Customer assistance decal, if applicable
- I. Safety/caution message - as defined per legal requirements
- J. Product content - ethanol %, bio %, sulfur ppm, if applicable
- K. ExxonMobil-related only marketing program, e.g. Speedpass and related, instructions (within dotted area at right)
- L. Marketing/loyalty stickers, e.g. Plenti (within dotted area at right; L2 is for the Smart card program)
- M. Speedpass+ QR code
- N. Clean air nozzle decal, Temperature notice decal, Oxygenated gas decal, etc. (within dotted area at right; Motor fuel decal goes here, if required; N2 is additional space, if required)
- O. Cetane decal where required (within dotted area at right if diesel is sold on dispenser)
- P. Local regulatory decals, e.g. Weights and Measures (within dotted area at right)
- Q. Dispenser manufacturing decals (within dotted area at right)
- R. Applicable octane or product grade decals, e.g. 85 and related, for products sold on dispenser
- S. Valance logo - as defined by brand (positioned per graphic below)
- T. "Gasoline" decal, California only



Ensure these instructional decals and application holders are removed from all Synergy imaged dispensers



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Paul Bunyan  
411 STH 13  
Legacy Sign Application  
DRC 110117

Paul Bunyan has submitted an application to obtain Legacy Sign status for their large on-site Pole sign. The applicant has stated that this sign was installed at its current location around 1960.

As this sign is not in the C-2 Zoning District, it is not subject to the new Design Standards. However, this sign was installed prior to the implementation of the current 300 sq ft maximum size for pole signs that was implemented around 1990. As an existing sign, this sign has remained and been maintained as a legal non-conforming sign.

Legacy status for this sign would protect it from falling out of legal non-conforming status. The current City sign code has adjusted the triggers for loss of legal status to include damage from an "act of god".

If approved, the sign shall be maintained in good condition, and not be allowed to deteriorate. Any maintenance or repairs made to the sign shall not substantially change the appearance of the sign.

Chris Tollaksen  
City of Wisconsin Dells



# PAUL BUNYAN'S

Paul Bunyan's is seeking to have their iconic sign designated as a legacy sign. Since 1958, Paul Bunyan's has made a significant contribution to the Wisconsin Dells by consistently maintaining its popularity among tourists and locals. Additionally, for four generations, they have continued to preserve a piece of Wisconsin's history. Immediately upon arrival, their giant, wooden lumberjack sign welcomes you, creating the atmosphere of an ole time 1890's logging camp. Artifacts, fixtures, tools and historical logging photos embellish the authentic pine log dining rooms. Since the 19<sup>th</sup> century, lumberjacks and logging have played a critical role in Wisconsin's economy and history. Paul Bunyan's continues to emphasize the importance of the logging trade by featuring daily logging shows. All of their show events are a modern day, competitive depiction of old time lumberjack workday skills featuring logrolling, speed climbing, and the chopping and sawing of logs.

By designating Paul Bunyan's iconic sign as a legacy sign, a piece of Wisconsin's history and the uniqueness that it brings to the Wisconsin Dells will be preserved.

Thank you,

Trevor Hickey  
Logging Camp Inc



### **Legacy Sign Treatment Plan for Paul Bunyan's Large Wooden Road Sign**

The legacy sign structure for Paul Bunyan's is located at the current location of 411 State Hwy 13. Originally the sign was across Hwy 13 before 1960 (please see picture). The sign was moved to its current location sometime around 1960 when Hwy 13 became four lanes.

The sign was constructed of large wood round timbers, 2' X4' stringers and ½" plywood panels.

The only historical documentation we have is the photo in 1958 when the sign was located across from the restaurant.

Materials that would need to be replaced due to weather and the age of the panels would be MDO plywood panels, which have been switched over to aluminum composite materials. They look the same as plywood, but last three times longer. A combination of sign paint and vinyl is used on signs now. Years ago, it was all hand painted.

The owners of Paul Bunyan's want to preserve and maintain the sign so it keeps the same appearance as it had in the 1960s. This sign is a landmark and needs to be preserved.



**PAUL BUNYAN**

**ALL YOU  
CAN EAT!  
7AM-8PM**

**LUMBERJACK  
MEALS**

**ENTER JUST A**

  
BICYCLE  
LIFELINE

*Paul Bunyan*



**PAUL BUNYAN**

**LUMBERJACK  
MEALS**

**ALL YOU  
CAN EAT!  
7AM-9PM**

**MORE PARK EXIT**



**PAUL BUNYAN**

**LUMBER JACK  
MEALS**

ALL YOU  
CAN EAT!

**ENTER AHEAD**

Paul Bunyan's



**PAUL BUNYAN**

**LUMBERJACK MEALS**

**ALL YOU CAN EAT!**

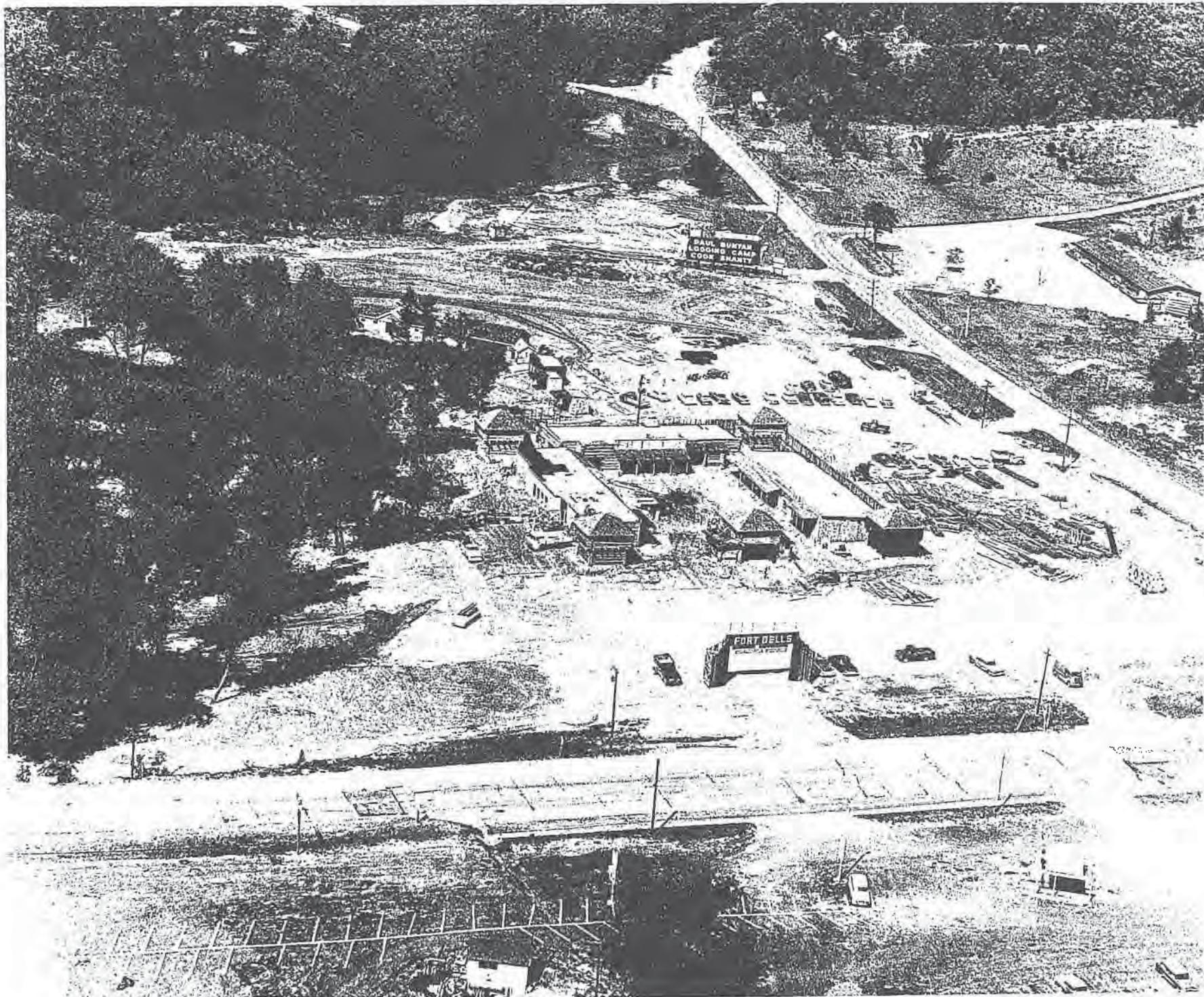
**ENTER AHEAD**

The main sign is a large wooden structure. At the top left, there is a cutout of a lumberjack with a red shirt, yellow suspenders, and a red cap, holding a white axe. To his left is a large blue bull's head. The text 'PAUL BUNYAN' is on a dark brown wooden sign. Below it, 'LUMBERJACK MEALS' is on a red sign with yellow lettering. To the left, 'ALL YOU CAN EAT!' is on a dark brown wooden sign. A yellow arrow sign with 'ENTER AHEAD' in black text points to the right. The sign is supported by several wooden posts. In the background, there are green trees and a clear blue sky.



*Paul Bunyan's*  
**LUMBERJACK SHOW**

The smaller sign is rectangular with a red border. It features three black and white photographs of lumberjacks performing activities. The text 'Paul Bunyan's' is in a cursive font, and 'LUMBERJACK SHOW' is in bold, yellow, block letters. The sign is supported by wooden posts. In the background, there are green trees and a clear blue sky.



Dalle Photo Service

1960 <sup>012 k</sup>  
before



- (c) Vertical Clearance. No sign shall be less than eight (8) feet clear over any private drive or pedestrian walkway and no less than seven (7) feet clear above any covered walkway.
  - (d) Signs visible from Wisconsin River. Off-premise signs located on property adjacent to the Wisconsin River are prohibited if they are intended to be visible from the River. On-premise signs intended to be visible from the Wisconsin River are permitted subject to review and approval by the Design Review Committee (DRC). In evaluating such signs, the Committee may consider the following factors: location, size, colors, design and layout; and such other factors as are relevant to that sign. The DRC is directed to consider appropriate aesthetic effects of the surrounding area.
- (3) Directional Signs.
- (a) Height and Area Limitations. Directional signs shall not exceed a height greater than four (4) feet above the level of the street upon which the sign faces, or above the adjoining ground level, if such ground level is above the street level. Directional signs shall not exceed six (6) square feet in area.
    - (b) Location. Directional signs may be placed at the entrance of the subject business. The sign may be a single sign with two (2) faces of equal size; or, may be two (2) single-faced structures of equal size.
- (4) Legacy Signs. The legacy sign designation is intended to provide for the preservation of Wisconsin Dells' unique character, history and identity, as reflected in its historic and/or iconic signs. An approved Legacy Sign, listed in the Legacy Sign Inventory, is exempted from standards in this ordinance addressing total allowable sign area, location and materials. No applications will be accepted beyond December 31, 2017.
- (a) Designation Criteria. Prior to any sign being designated as a Legacy Sign, the Design Review Committee and the City Council shall find the Legacy Sign satisfies one or more of the following criteria:
    - (i) Is associated with events that have made a significant contribution to the broad patterns of Wisconsin Dells' or the State of Wisconsin's history or cultural heritage.
    - (ii) Is associated with the lives of persons important in the past.
    - (iii) Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of an important creative individual, or possesses high artistic values.
    - (iv) Has yielded, or may be likely to yield, information important in history.
    - (v) The sign exemplifies the cultural, economic and historic heritage of Wisconsin Dells.
    - (vi) The sign exhibits extraordinary aesthetic quality, creativity and innovation.

(b) **Application for Designation.** Applications for designation shall be submitted by December 31, 2017. It may be submitted by any member of the public or the sign owner and supported by a Legacy Sign Treatment Plan (see subsection (c)). If an application for designation is submitted by a member of the public, written consent from the sign owner is required in order to continue processing the application for designation. Such application shall be made in writing, in a form deemed appropriate by the Zoning Administrator. The application shall include the owner's consent to the designation and agreement to abide by the requirements of this sign ordinance through the execution of a covenant. The Zoning Administrator may require the owner to submit information regarding the significance of the potential Legacy Sign including, but not limited to, photographs, plans, deeds, and any other materials that may provide information regarding the potential Legacy Sign designation. No application will be reviewed until the application fee is paid in full (see Code Sec. 2.05).

(c) **Legacy Sign Treatment Plan.** The application for designation as a Legacy Sign shall include a Legacy Sign Treatment Plan. The Legacy Sign Treatment Plan will include the following (but is not limited to):

- (i) Description of the Legacy Sign, including current address, original address (if different), date of original construction and installation, sign type, original materials, text, type of illumination (if known), and a list of character-defining features.
- (ii) Historic documentation, including approved permits, site plans, elevations, and dated photographs, as available.
- (iii) Current photos of the Legacy Sign, including views of all visible elevations as well as contextual images of the property as a whole.
- (iv) Provide a list of materials and/or parts to be replaced, and recurring maintenance items.
- (v) Narrative statement of significance against designation criteria in Code Sec. 22.09(4)(a).
- (vi) Where an applicant produces physical evidence or documentation sufficient to prove that a proposed Legacy Sign included intermittent lighting features (e.g. flashing, blinking, chasing or sequentially lit elements which create the appearance of movement) or moving parts, such sign elements may be repaired or restored conditioned upon a determination by the City that no negative safety issues will result.

(d) **Designation Process.** Applications for approval of Legacy Signs shall be reviewed by the Design Review Committee (DRC). The DRC shall determine whether the sign meets one or more of the criteria for approval as a Legacy Sign and, based on this determination, shall recommend to the City Council that the application be approved or denied. The DRC shall adopt a resolution stating its recommendation, focusing on the criteria set forth in Code Sec. 22.09(4)(a), and incorporating its reasons in support or denial of the application. Following DRC approval recommendation, the City Council shall adopt a resolution to approve or deny the application based on the criteria specified in Code Sec. 22.09(4)(a). A condition of approval may be added to any variance application for a property with a potential legacy sign requiring the property owner to designate and/or restore the potential legacy sign.

- (a) Application. An application for a Multiple-tenant Sign accommodation shall be submitted to the City Engineer and in addition to the information provided pursuant to Code sec. 22.03, shall be accompanied by a proposed Multiple-tenant Sign plan identifying the businesses to be advertised and shall be accompanied by a proposed Multiple-tenant Sign plan signed by the owners of said businesses or their representatives. Said plan should identify all businesses involved, a contact person, an written agreement between the owners of the businesses for sharing the cost of installation, maintenance and repair of the Multiple-tenant Sign and an agreement to limit the number of on-premises signs for each business and to limit the size of any on-premises sign for each business to a maximum height of 6 feet above grade.
  - (b) Process. The Design Review Committee shall conduct a public hearing on the proposed Multiple-tenant Sign. The procedure for the hearing shall be the same as the procedure followed for Conditional Use Permit and the fee shall be the same. The Design Review Committee shall make a recommendation to the Common Council who shall then approve or reject the proposed Multiple-tenant Sign.
  - (c) Standard of Review. The Design Review Committee and the Common Council shall review the application for a Multiple-tenant Sign permit in order to determine whether or not the proposed Multiple-tenant Sign identifies the businesses advertised with good taste and design and that the proposed signs are in harmony with its neighbors and does not unduly interfere with the existing on-premise signs. The Multiple-tenant Sign should be located near or adjacent to the driveway or access road to the businesses advertised. It is the intent of the city that the number and size of signs be reduced. All businesses depicted on Multiple-tenant Signs shall be restricted to one (1) free standing on-premises sign not exceeding 100 square feet in area nor 6 feet in height above grade. The city may impose such conditions on an accommodation approval as it deems necessary to make the findings required by this section or as it deems appropriate to protect the public health, safety and general welfare.
  - (d) Change of Ownership. In the event of a sale of a business included in a Multiple-tenant Sign, the Unified Sign Plan shall be changed to include the new owner who shall file an addendum to the Multiple-tenant Sign Plan agreeing to be bound by all of the terms and conditions required by the city in approving the Multiple-tenant Sign Plan accommodation.
- (6) Monument Signs.
- (a) Height Limitations. Monument signs shall not exceed twenty (20) feet in height 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: that level of a building on a sloping or multilevel site which has its floor line at or not more than three (3) feet above exit discharged grade for at least one-half of the required exit discharges.
  - (b) Area Limitations. Monument signs shall not exceed three hundred (300) square feet of area per face, or as defined in Section 22.10, whichever is stricter.



Final actual



RIVER INN  
1916 RIVER ROAD



RIVER  
INN  
RESORT  
&  
CABANA  
PARKING  
→

RIVER  
INN  
RESORT  
&  
CABANA  
PARKING  
→





Proposed 4/5/17

# RIVER INN RESORT

BUILDING A



# RIVER INN RESORT

BUILDING B



# RIVER INN RESORT

BUILDING C







