

Conditional Use Permit

812-814 Church St. Church St. Laundry

Legal, Non-conforming billboards

Staff Report for Plan Commission, 12/13/17

The City of Wis. Dells has received a Conditional Use Permit application from Clawolf, LLC (Tory Wolgram, agent) to allow the existing Legal, Non-conforming billboard signs to remain at the “My Car Wash” location at 601 Broadway, following a land sale. Sign Ordinance Chapter 22.12(3) requires signs to come into conformance with the current code if the sign is on property which changes owners; unless, following public notice and a public hearing, the DRC determines continuation of the sign will not have a deleterious effect or be inconsistent with the redesign and rehabilitation of the business district. The Ordinance states that basis for the decision should include whether the sign is located East of Cedar Street or is associated with a business which will not change its name or branding.

There are two (2) signs on the My Car Wash property that may be transfer ownership. One is a unified pole sign that would be considered on-premise as it was issued a CUP in 2012 to advertise for both the “My Car Wash” business and the adjacent “Church Street Laundry”. The other is an off-premise pole sign that advertises for Mauer’s Market on one side and the Dells Boat Tours on the other. The applicant has stated that there is a lease in place for both the off-premise sign faces obligating the sign owner and the sign tenants for 15 years. It appears the request is to allow the off-premise signs to remain for the remainder of the lease period, and they will be removed when the current lease expires if there is a land sale.

The current sign ordinance and sign standards do not allow pole signs on Broadway and prohibit off-premise signs on Broadway. To come into conformance with the current standards, the off-premise signs would need to be removed and the on-premise pole sign would need to be replaced with a monument sign.

There is precedent to allowing an existing legal non-conforming on-premise sign to continue after a transfer of ownership, if the business continues to operate under the same name. It is not as clear how to address off-premise signs that change ownership, even in a case such as this where the business advertised on the sign will remain the same for a number of years.

The applicant, as the current owner of the property, has stated that the financial hardship that would result from the removal of these signs may prevent the sale of the property. Without a transfer of ownership, the signs would remain indefinitely, and the message on the signs could be changed.

As the applicant is the current owner of the property, the intention would be for any approval allowing the signs to remain after a transfer of ownership would apply to any sale if the current proposed sale were to fall through. If a time based approval is granted, it should be clarified when the clock begins. It is assumed that a 15 year approval would be based on the current 15 year lease (which began in 2016), and the approval would end in 2031. It is assumed that any approval is contingent on the businesses advertised on the sign remain the same. The applicant wishes to maintain the right to keep the signs as long as they own the property. The requested agreement would be to allow the sign to remain until there is both a transfer of owner ship AND the date is past 2031. If there is no transfer of ownership prior by 2031, the signs would remain until a transfer occurs, but the sign would be immediately removed upon that transfer.

The City may wish to see one or both of the signs converted to a monument sign in conformance with the current design standards as part of an approval.

Chris Tollaksen
City of Wis. Dells

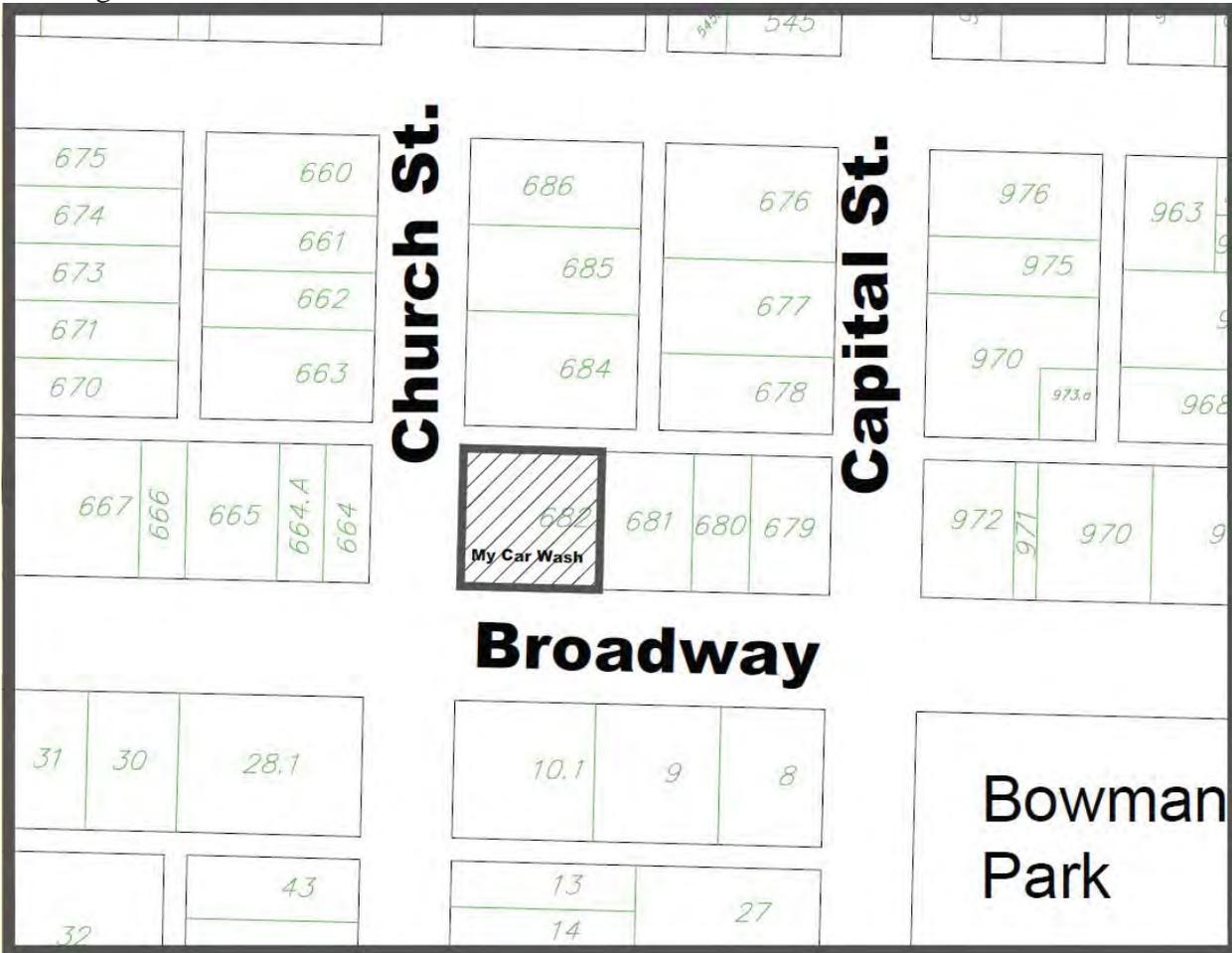
NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the City of Wisconsin Dells Design Review Committee will hold a Public Hearing on **Wednesday, December 13, 2017 at 10:00AM** in the Council Chambers of the Municipal Building at 300 La Crosse Street, Wisconsin Dells, Wisconsin 53965, to consider the following:

A Conditional Use Permit, per Municipal Code sec. 22.12(3), requested by Tory Wolfram, in order to allow Non-conforming billboards to remain after a Transfer of Ownership of 601 Broadway, Parcel 682 (My Car Wash). Per the Municipal Code Sign Ordinance Chapter 22.12(3):

(3) Transfer of Ownership. A nonconforming 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.

Copies of the application are available for review at the City of Wis. Dells Public Works office in the Municipal Building at 300 LaCrosse St.



All interested persons will be given an opportunity to be heard at the Public Hearing. With reasonable notice the City will provide appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in the Public Hearing.

Dated this 1st of December 2017
Chris Tollaksen
Zoning Administrator
City of Wisconsin Dells

Publication Date:
December 6, 2017



CAR WASH

Church Street

NEW

LAUNDRY

TURN HERE

EXIT

Church Street
Brookley

RIVER DRIFTAGE

ORIGINAL WISCONSIN DUCKS
FUN ADVENTURE!
ON LAND AND WATER!

LAUNDRY

THE LIGHT BLOOM
Maurer's
MARKET
SUPERMARKET • LIQUOR

CAR WASH
NEW
Classy Street
LAUNDRY
TURN RIGHT

MY CAR WASH

SOUTH WEST WEST
13 16 23

ENTRANCE →



Travel Mart
802 Broadway
Wall Sign Application
DRC 121317

The City has received an application for a new sign on the east face of the Travel Mart Car Wash building. This is a new sign.

The sign is 45 sq ft, which is less than the 50 sq ft maximum standard.

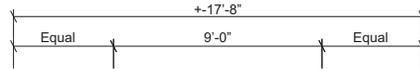
The sign is internally lit, but the background will be opaque so the light will only push through the letters.

As a non-historic building this meets the lighting requirements of the design standards.

Chris Tollaksen
City of Wisconsin Dells

EXTERIOR WALL SIGN

Black & White Color Option



SIDE ELEVATION - PROPOSED WALL SIGN
SCALE 3/16" = 1'-0"

NOTE: VECTOR BASED DIGITAL ART REQUIRED FROM CUSTOMER FOR TRAVEL MART LOGO!



FRONT VIEW

Scale 3/8" = 1'-0"

SIDE VIEW

GENERAL SPECIFICATIONS:

- 7 1/2" DEPTH EXTRUDED ALUMINUM SINGLE FACE SIGN FRAME WITH 2" WIDE FACE RETAINERS.
- FACE PANEL 1/7" THICK SOLAR GRADE TRANSLUCENT POLYCARBONATE WITH EMBOSSED LOGO, TEXT AND PAINTED WHITE PERIMETER BORDER, PAINTED 2ND SURFACE.
- GE LED SINGLE SIDED POWERSTRIP INTERIOR ILLUMINATION WITH LOW VOLTAGE POWER SUPPLIES, 120 VOLT ELECTRICAL SERVICE AND CONNECTION TO 20 AMP CIRCUIT.
- ONSITE SURVEY REQUIRED TO VERIFY BUILDING DIMENSIONS.
- VECTOR BASED DIGITAL ART REQUIRED FROM CUSTOMER WITH CONFIRMED PROJECT COLORS PRIOR TO MANUFACTURE OF SIGN.

COLOR REFERENCE

- OPAQUE BLACK
- TRANSLUCENT WHITE
- AKZO NOBEL PAINTED BRUSHED ALUMINUM

Client Review Status

Allen Industries, Inc. requires that an "Approved" drawing be obtained from the client prior to any production release or production release revision.
 Approved Approved as Noted Revise & Resubmit
 Name _____ Date _____

Declaration

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Date / Description

Date	Description
04/18/17	Issue Date
06/01/17	Black & White Color Option

Notes

Project Information

Client	Travel Mart
	802 Broadway
	Wisconsin Dells, WI 53965
File	Travel Mart Wisconsin Dells WI
Sales	House Design SPN PM Marcy Aho



888-294-2007
 www.allenindustries.com

Proposed

91 HOLES
Adventure Golf
Pirates Cove
Wisconsin Dells

CAR WASH

Existing

Google Earth

Affordable Leather
513 Broadway
Wall Sign Application
DRC 121317

The City has received an application for a new sign for the expanded Affordable Leather store located at 513 Broadway. This business has acquired the adjacent building space and is expanding. There is an existing back lit sign structure at this location, and the request is to install a new sign face for this business.

The current design standards state internally lit signs shall have an opaque background. The existing sign is internally lit and matches the other signs on the building, which do not have opaque backgrounds.

The design standards also state the sign style and colors shall complement the character of the building and other signage.

The design standards also contains the following 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.

Chris Tollaksen
City of Wisconsin Dells



Proposed





Affordable Leather
-and More-

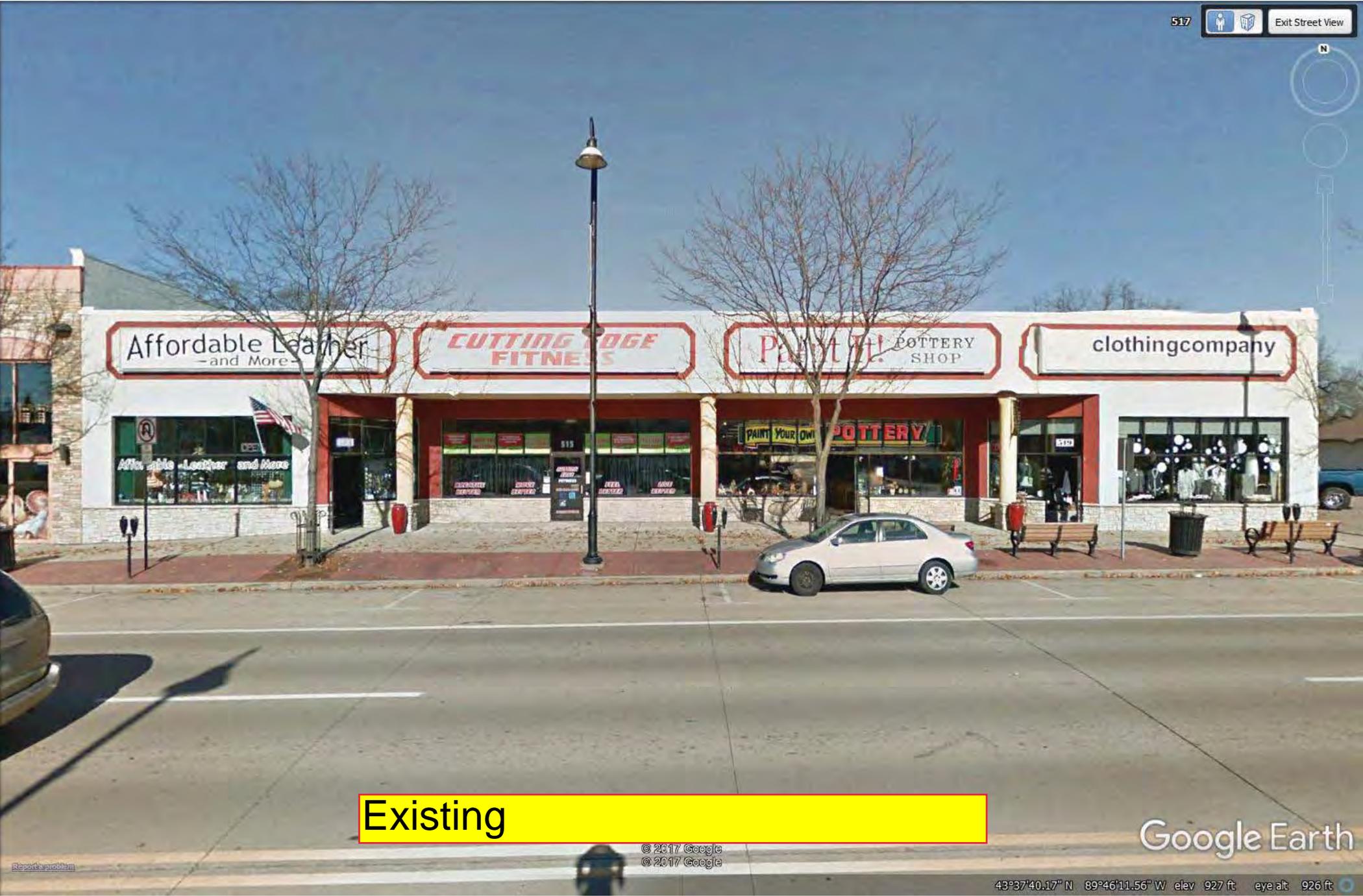
Affordable Leather
-and More-
VICEROY

Paint It! POTTERY SHOP

clothingcompany



Proposed



Existing

Asador
452 Broadway
Window Sign Application
DRC 121317

The City has discovered that Asador as installed some signs along the top of the windows at 452 Broadway.

The signs consist of pictures of the food served at the restaurant with some words. The current window sign standards limits signs to 25% of the total window area, and merchandise to 50% of the total window area. The current general practice is to treat photos of food at restaurants as merchandise. The current practice is to use the all the window on each building face as a complete unit.

These photos of food with words fill about 25-30% of the windows.

There are a couple of places where the other beer signs in the windows.

Using the current practices, these window sign and merchandise displays would meet the design standards.

Asador is also interested in setting up a small service bar and possibly a taco Bar in there outside seating area. They would like to be able to prepare drinks for guests dining in their outdoor seating are from a small bar located outside near the door. Drinks would be limited to patrons within the fenced in patio area.

Chris Tollaksen
City of Wisconsin Dells



MARISCOS

SEA FOOD

NOW
HIRING
ALL POSITIONS

602-728-0073

DOS EQUIS

FOR
RENT

"Homemade"
TORTILLAS



TORTILLAS



CLOSED WILL RETURN
Please Call Again

STOPPER

WIFI

Restaurant
EL

452

NOW HIRING
ALL POSITIONS

Restaurant
EL
Asador





DELIVERY ONLY

ANTOJITOS

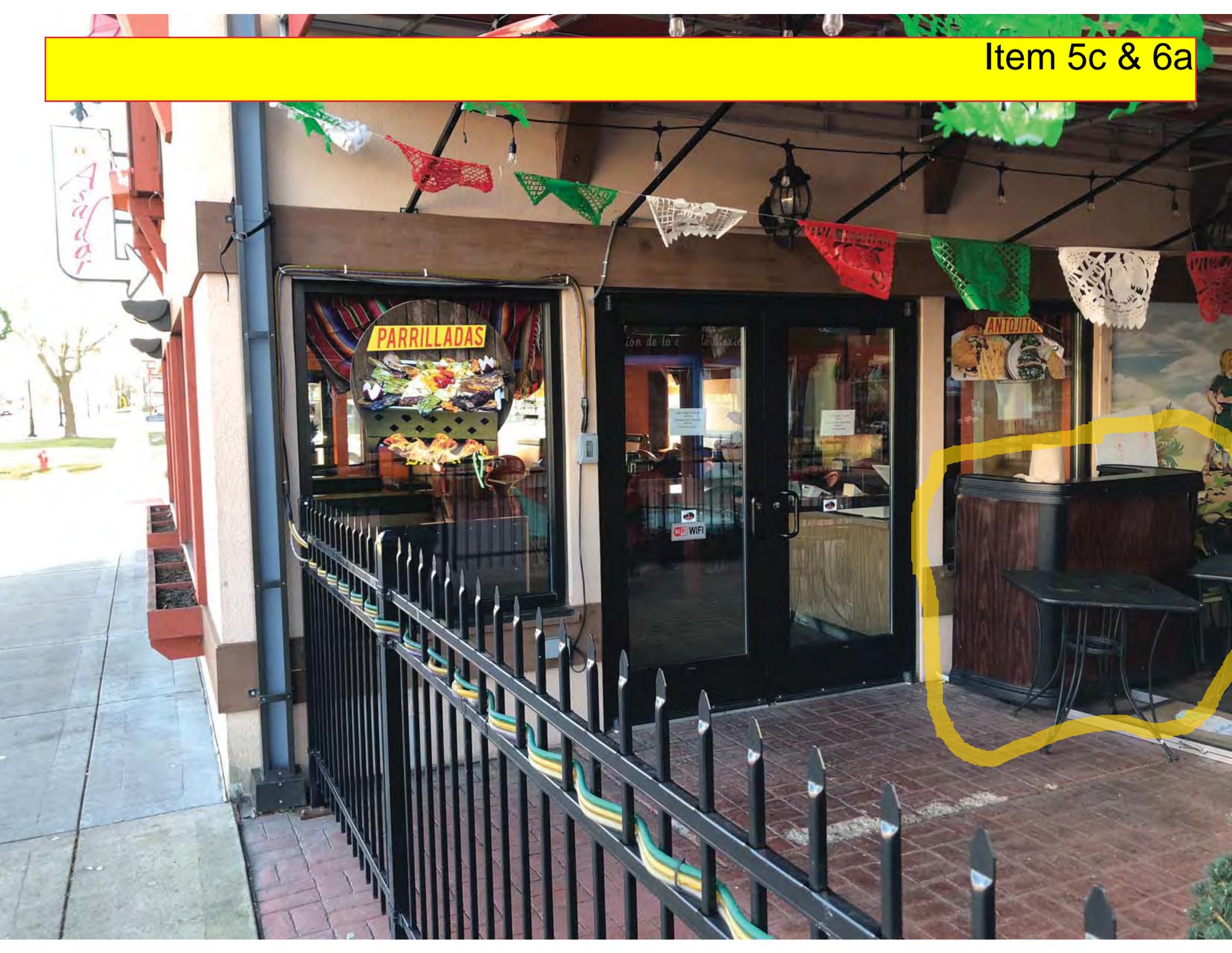
SEAFOOD

Miller Lite

MARISCOS

OPEN

Item 5c & 6a

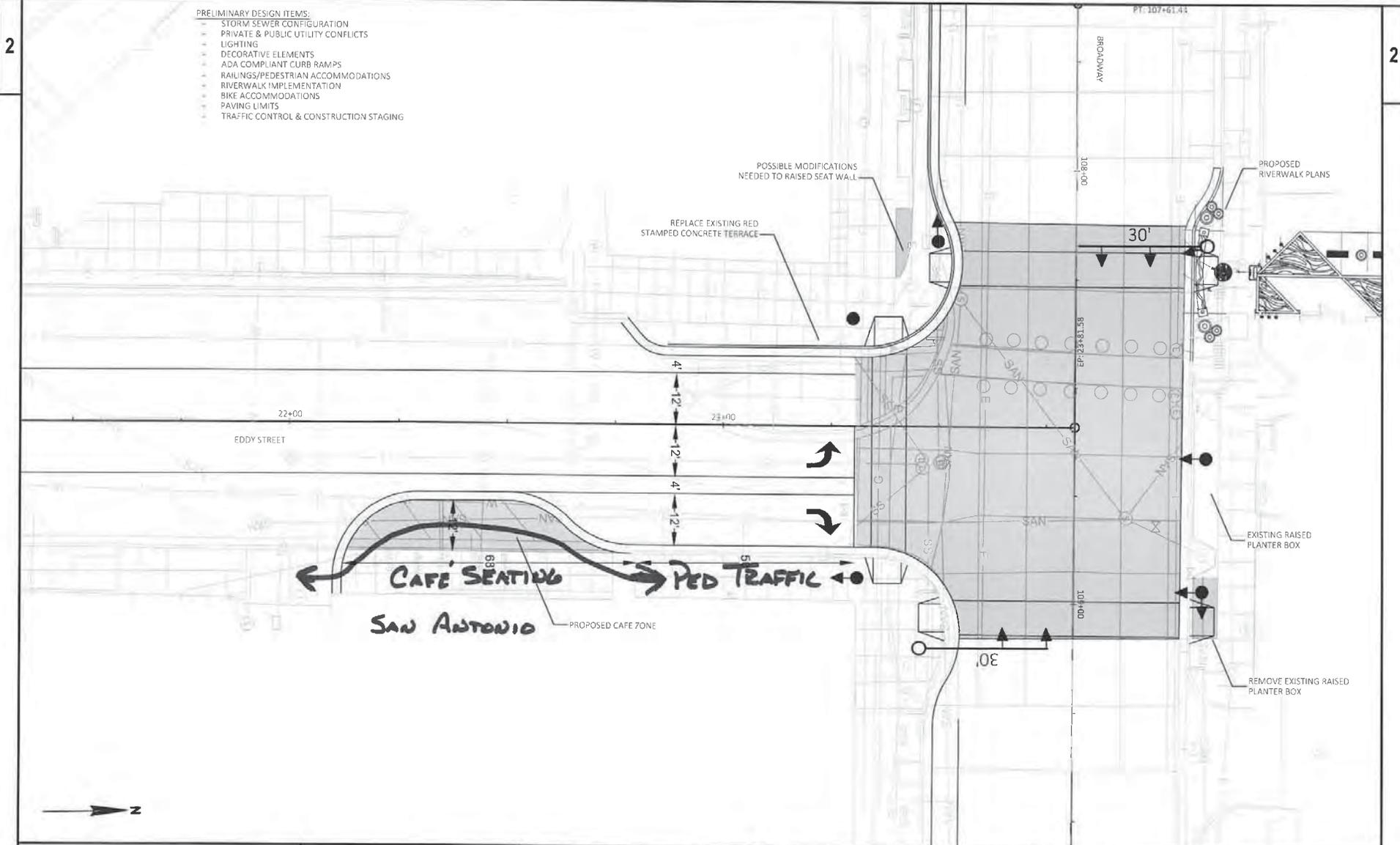


PRELIMINARY

2

2

- PRELIMINARY DESIGN ITEMS:
- STORM SEWER CONFIGURATION
 - PRIVATE & PUBLIC UTILITY CONFLICTS
 - LIGHTING
 - DECORATIVE ELEMENTS
 - ADA COMPLIANT CURB RAMP
 - RAILINGS/PEDESTRIAN ACCOMMODATIONS
 - RIVERWALK IMPLEMENTATION
 - BIKE ACCOMMODATIONS
 - PAVING LIMITS
 - TRAFFIC CONTROL & CONSTRUCTION STAGING



PROJECT NO: 00085080	HWY: WIS 13/16	COUNTY: COLUMBIA	BROADWAY & EDDY STREET INTERSECTION	SHEET E
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FILE NAME: F:\803\85100085080\CADD\C30V85080_TRAFFIC SIGNALS.DWG
 LAYOUT NAME: 5r-3_01
 PLOT DATE: 10/21/17 1:08 AM
 PLOT BY: SARAH CARPENTER
 PLOT NAME:
 PLOT SCALE: 1 IN 20 FT
 W: 5001/CA2DS 5-SHEET 42



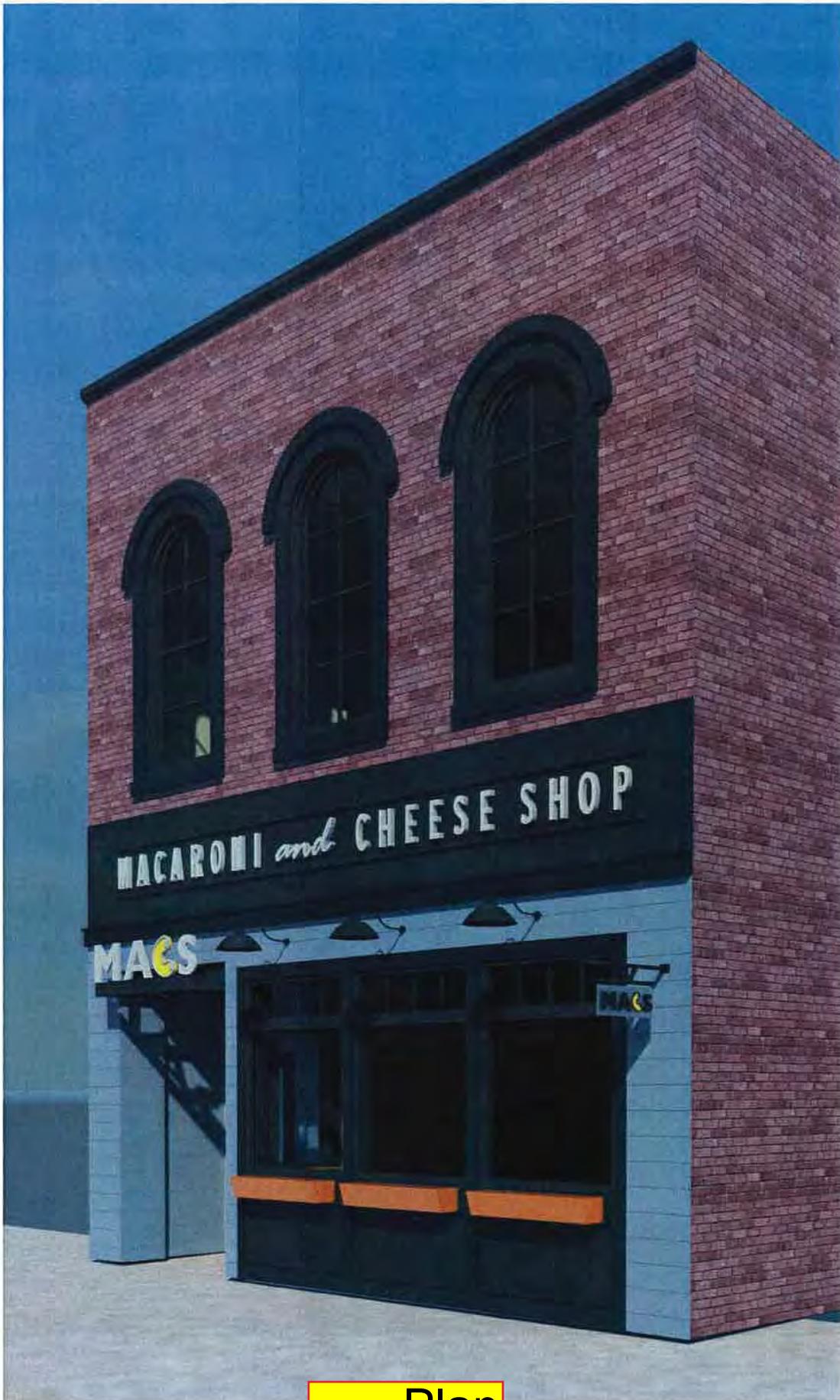
MACARONI *and* CHEESE SHOP

MACS

212

EAT. DRINK BOUTEN

Actual



Plan



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April 17, 2017

M.A.C.S. Wisconsin Dells

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