

Gins
701 Broadway
Sign Application
DRC 011018

The City has received an application for a new sign face at 701 Broadway, the current Skybox bar and grill. The ownership is remaining the same this proposal is just a change of business name.

As an existing back lit sign, the main consideration is conformance with the current lighting standards, which require the background to be opaque. The proposal includes a night view which demonstrates conformance with this standard.

The other standard too address would be that the colors are acceptable and complimentary with the existing building.

Chris Tollaksen
City of Wisconsin Dells

Certificate of Appropriateness

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

Address of Property: 701 Broadway

Property Owner Name: Tony Angelini

Property Owner Address: 1427 Hwy. 35 Onalaska, WI

Street

Municipality

State

Property Owner Phone Number: (Home/Mobile):
608-487-3333

Have you reviewed the Downtown Wisconsin Dells Design Standards?

Yes No

Is the structure more than 50 years old?

Yes X No

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

<input type="checkbox"/> New Construction	<input type="checkbox"/> Siding	<input checked="" type="checkbox"/> Signage
<input type="checkbox"/> Building Addition	<input type="checkbox"/> Landscaping / Fencing	<input type="checkbox"/> Exterior Lighting
<input type="checkbox"/> Façade Restoration	<input type="checkbox"/> Parking / Rear Access	Other: <u>name change</u>
<input type="checkbox"/> Awning/Canopy/Shutters	<input type="checkbox"/> Doors, Windows, & Entrances	_____
<input type="checkbox"/> Roofing	<input type="checkbox"/> Exterior Painting	_____

Briefly explain the proposed work: (Attach extra sheets if necessary. Change name of business from Skybox to Gino's. Existing sign is internally illuminated, and the background will be opaque. Only the lettering will be lighted.

Last Modified: January 4, 2016

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CERTIFICATE OF APPROPRIATENESS

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: \$1000

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: _____

Norb Brown

Date: _____

12/26/18

Property Owner

Norb Brown, agent

FOR OFFICE USE ONLY

Application Number: _____

Received By: _____

Date of Meeting: _____

Approved or Denied?: _____

Date Received: _____

Conditions of Approval or Reasons for Denial:

Last Modified: January 4, 2016

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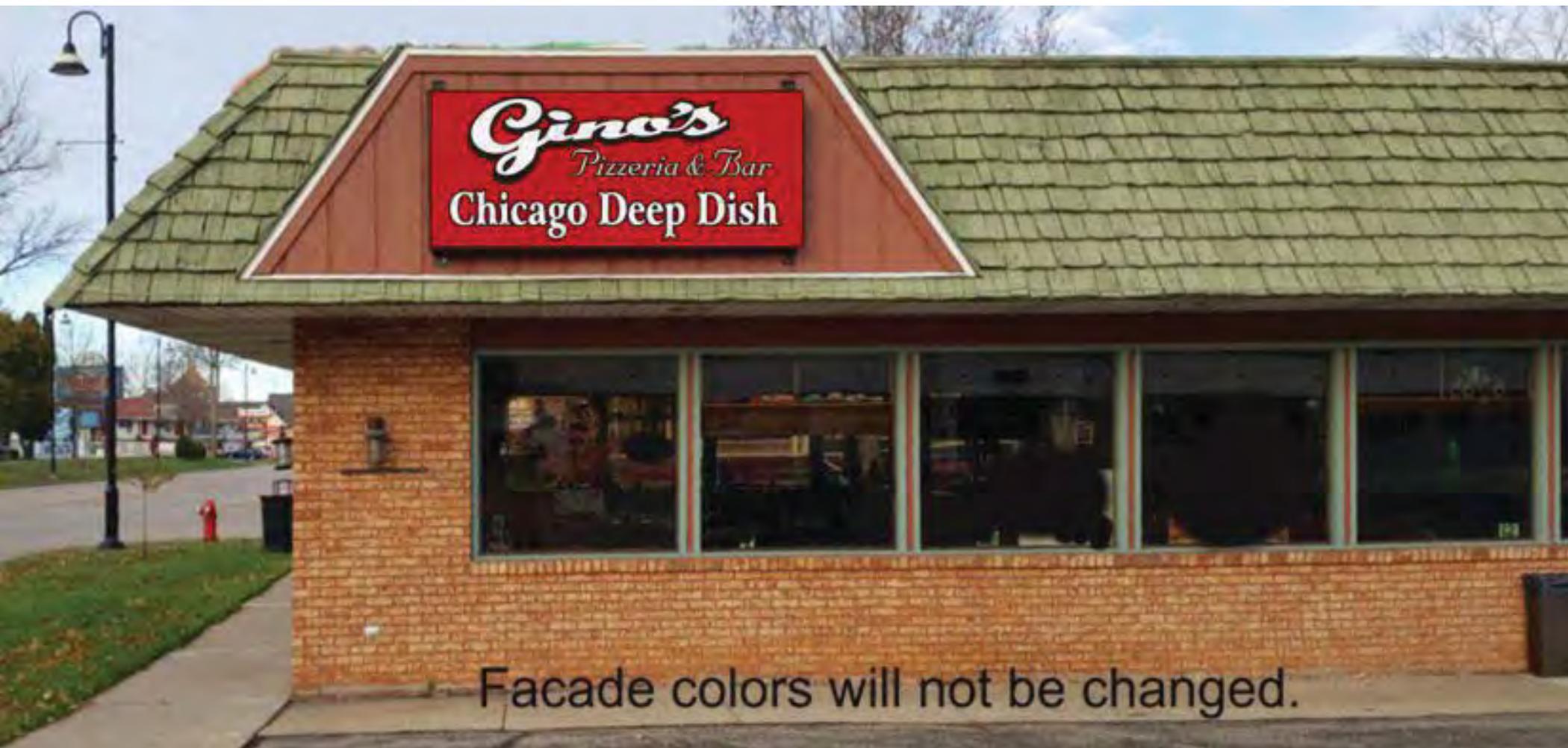
Gino's

Pizzeria & Bar

Chicago Deep Dish

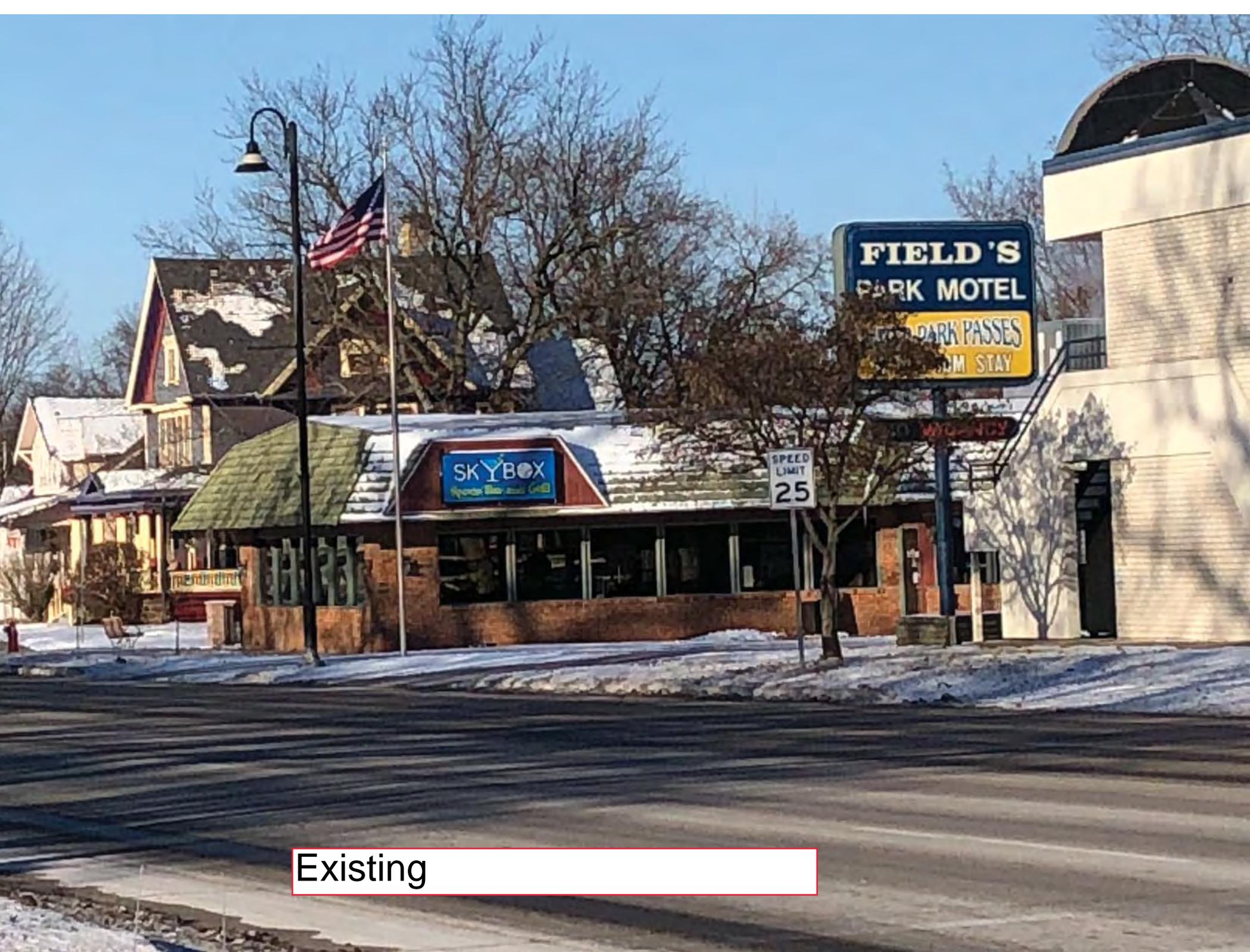
Night view: only lettering is translucent, background opaque





Facade colors will not be changed.

Proposed



Existing

Joy of Nails / Tres Chic
402 ½ Broadway
Sign Applications
DRC 011018

The City has received a rendering for a proposed sign on the corner of the second floor of Chalet. This corner space is partially divided and is occupied by two separate businesses; however each business can be accessed from either side of the building.

The standards allow one wall sign, maximum 60 sq ft, per 50 feet of street frontage. There appears to be about 50 ft of street frontage on each side for this location. Therefore, there may be enough street frontages for 2 signs at this location.

Exact sign dimensions have not been provided, but the sign appears to be approximately 4'x8' = 32 sq ft.

During a previous discussion about signs at this location, it was preferred for the signage to be mounted on the building, rather than the small railing that exists above the business entrance. At the very least, any signage that would be mounted on the railing should be sized to properly fit within that space. The rendering provided shows the signs not fitting within that space, which would be a violation of the standards on "Orientation, Placement, & Massing".

There are also standards on "Materials, Colors, & Lettering", one of which states: "2. The sign style, colors, and materials shall be complementary with the character of the building and other signage."

The City also has a color palette in the Design Standards that leans toward subdued colors, and generally a cream color is preferred to a stark white. However, the existing building is white, so white in the signs seems more acceptable in this case. However, there should be some complementary design elements between the two different signs to tie them together. Potentially adding a red and/or yellow border that matches the other existing building colors could tie things together.

Chris Tollaksen
City of Wisconsin Dells

The Chalet

Très Chic
HAIR
STUDIO, LLC
608-254-2222



THE JOY OF NAILS



NAIL SALON & ACADEMY

WELCOME TO

Sinchiladas
A WESTERN EMPORIUM

Sinchiladas
TRADING COMPANY



Uptown Trading Post
209 Broadway
Legacy Sign Application
DRC 011018

Robert Steinweg has submitted an application to obtain Legacy Sign status for a projecting sign on the front of the Uptown Trading Post. The applicant has stated that this sign was originally installed around 1940-1945. The applicant has submitted a narrative that explains the extraordinary aesthetic quality, creativity and innovation of the sign, and the difficulty in finding someone to work on a sign this unique. In 2012 the sign was damaged and it was decided at that time that it was too difficult to have the neon sign repaired.

Due to advances in LED lighting, it now seems that the sign would be repaired using LED lights in a fashion that would mimic the original neon look.

The City has not been provided with exact dimensions of the sign, but it is roughly 6 ft tall by 4.5 feet wide, making it much less than the 50 sq ft maximum size limit for projecting signs.

Given the Uptown Trading Posts longevity in the community this sign seems like a suitable candidate for Legacy status.

The current standards call out the unique use of neon spelling out the name as an appropriate aesthetic quality. It does seem that the use of the chasing arrow is a similar unique aesthetic.

Review of the design standards finds this sign to be mainly in line with the new design standards for projecting signs. However, the new lighting standards have a recommendation that states exposed neon "may be used selectively but should not be visually obtrusive or dominate the street frontage".

Given the somewhat subjective nature of this recommendation, officially granting this sign Legacy status would protect it from any future interpretations of the existing recommendations or any new standards that may be created.

If approved, the sign shall be maintained in good working 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



Historical



Current

Tuesday, December 05, 2017

LEGACY SIGN DESIGNATION FOR BUILDING SIGN AT UPTOWN TRADING POST, 209 Broadway

The projecting sign from the front of store building in the shape of an Indian holding a bow and 4 arrows pointing downward that flashed in sequence was installed sometime around 1940-1945. The exact date is unknown because the records cannot be found.

The Uptown Trading Post was started by Walter and Dorothy Steinweg in 1939 and has been in operation ever since. At this point it is one of the oldest souvenir and gift shops in the Dells area, and in itself is an icon for that type of store. My parents were active in the store from 1939 to 1975. My wife Barbara, and I have operated this store and Gifts of the World in Lake Delton since then.

For years there have been people who came in to the store and said they remembered the store when their parents and grandparents brought them to the Dells. They remembered the store both by the sign outside and the interior appearance which is much the same as it was with the tin ceiling installed when the front half of the building was built in about 1907. The back half of the building was rebuilt in 1984-85 replacing a one story section which was only a stockroom. The "new" part included a basement and two full floors, with a tin ceiling very close to the original design, and made by the same company that made the original ceiling.

Why was the store name Uptown Trading Post? Probably because trading posts were where native Americans did bring their crafts to sell in earlier times, like the Indian Agency House in Portage which was one of many of the Astor fur trading company. In the Dells, at the time of 1939, there were two other businesses that used "trading post" as part of the business name. Parson's Trading Post in Lake Delton owned by Cap Parsons., and Dells Park Trading Post in the land near the north end of the railroad bridge, owned by Roland "Pipe Dyer" who really was the original trader in the Dells. He and his wife Ruth were the parents of Jean Dyer Reese, granddaughter of HH Bennett. Apparently my Dad thought it would be good to have a "trading post" store on the east side of the river. The Uptown part of the name was used because at the time in 1939 the only souvenir type shops in the 200 block were the part of the HH Bennett Studio, now the 9th Wisconsin State Historical site. The other store was Borchers' store which became the Winnebago.

All of the other businesses in the two hundred block were considered year round businesses, not summer like the Riverview shops in the zero and 100 blocks where the boat docks were located. The Finch Hotel was also in the 200 block, and was a major place to stay at the time. Anyway if you were working in the two lower blocks, and you said you were going "uptown" to the post office or the bank, people knew what you meant. So my Dad added the Uptown word to the name of the store.

The reason that the sign was made in the shape of an Indian figure is that, at one time, the crafts made by local members of various Indian tribes including the Winnebago, now known as Ho Chunk, were a significant portion of the souvenir merchandise offered for sale. This included beadwork, baskets, and children's toys. Silver jewelry was also an item, but usually not made by local Indians.

The original sign above the store was a cut out design of a teepee with the word gifts at the bottom, plain and simple but affordable at the time. I still have this original sign; it was externally lighted on the building. Neon was being used more for signs at the time, so if you thought a sign using neon would help attract customers to your store that is what you did. My Dad had some neon border made for the top and sides of the front show windows and a "Gift Shop" sign for the middle of the larger show window. This is still in use today, but its days are numbered because of the difficulty of finding someone to repair or replace it. Disposal of old neon is another problem that is very difficult to deal with, because of the mercury present.

For all practical purposes, neon signs are not being made today because of the development of LED lighting which looks like neon. Neon signs involve the use of mercury, which cannot be used now, and the skill level to make a neon sign is almost gone. I am sure you have heard of mercury being a hazardous substance. The only significant places where neon work is done now is at the neon museums in Ohio and Las Vegas Nevada, under closely controlled conditions. I know for certain the sign of an Indian chief shooting a bow with neon arrows pointing down is the only one of its kind in the world.

At one time in Briggsville, there was a man by the name of Vernon "Barney" Parrot who was easily the best neon sign craftsman in this area. He learned the trade working in Chicago making and installing neon on the large theater marquees for the big theaters in the loop in Chicago. The neon used there involved multi-layer displays with all the colors and flashing that was typical of that time. Barney Parrot had the artists skill of proportion scale, color, and size to make neon that was very readable and distinctive in any sign he ever made.

Since Mr. Parrot had already done quite a bit of neon work around town, he and my Dad apparently discussed what would look good on the front of a souvenir gift shop like Uptown Trading Post. Who suggested the Indian figure I do not really know, but that is what developed from the sketch Barney made. I remember hearing some discussion about it, but unfortunately I don't have the original sketch of the plan. Since it was to be an outdoor building sign it needed a case to mount the neon tubing on the outside, an internal frame to hold the transformers (2) and the flasher for the arrows. The question was who could make the case. Mr Parrot could make box cases in his shop in Briggsville, but the equipment he had was not big enough to handle the Indian figure.

Well it just so happened that there was a man by the name Merle H Spicer who was superintendent of schools in Wisconsin Dells in the 1930,s until about 1939, who then moved to Pardeeville as superintendent there. My Dad having taught business education in Wis. Dells while Mr. Spicer was here, so they were well acquainted, my Dad also taught the same in Pardeeville from 1940 to 1945.

Mr. Spicer was the inventor of the all-electric score board that he developed as a hobby during his school years, he also taught physics, electronics, and radio, being highly skilled in these fields. In Pardeeville he founded the All-American Scoreboard Company which eventually made the first all electric scoreboard for Yankee Stadium in New York City, as well as many scoreboards for basketball and football. There is a descendant of his company that still operates in Pardeeville to this day. Mr. Spicer was also a captain in the artillery branch of the US Army during World War I, so was Harry S Truman. You had to be very good in mathematical calculation, and leadership to attain this rank and field an artillery unit.

My Dad asked Mr. Spicer if his metal shop could make such a case for the Indian sign, and that is how that came to be. The rest of the story is that Mr. Parrot painted, made the neon, and installed the sign on the front of 209 Broadway. He serviced the sign until he retired; he has been deceased for quite a number of years. A couple other sign people also did some repairs over the years. As a youngster, my Dad and I had tours of the All American Scoreboard company, over several years. We saw the parts of the board that went to Yankee Stadium when they were being made and when they were ready to take them out east and install them. Mr Spicer went to the stadium along with help from the factory to install, test, and complete the operation.

Fast forward to Memorial Day 2012 when the part of the sign still operation was hit by the strongest hail storm of the type ever to hit Wisconsin, according to the NOAA weather site, following a narrow path through the Dells from the West side of the river destroying a good portion of the neon, and the west side of our house roof among other damage done, plus other damage to other signs, building, and roofs.

Since I still have the case for the sign, I have been investigation the possibility of replacing the neon with LED strips which are being used as replacement illumination for internally lit box signs and letters. A certain type of LED strips can be surface mounted as on the case of the Indian sign.

Nobody is replacing neon any more, and externally lighted flat signs look unevenly lit, and cluttered with light fixtures sticking out from the sign face , or mounted above or on the ground. I am certain that the LED strip lighting would recreate a good image of the original sign.

The advances in LED lighting have been nothing short of amazing, and I am well versed in the types available and the uses of what is on the market. At the present the case for the Indian sign is in storage with only a coat of primer paint, so the only way to show what it would look like is to see a photo as it was when in prime condition. It definitely meets the Design Criteria in Sec 22.09(4)(a). I am positive that the sign can again be used to guide people to the Uptown Trading Post as it did for most of the 78 years that the shop has been on Broadway in Wisconsin Dells. There would be no noticeable changes in the appearance, size, or operation of the sign.

Signs for a business in a resort town like Wisconsin Dells, Minocqua, Eagle River, Lake Geneva, Gatlinburg, Myrtle Beach, and countless others, need a sign that calls ATTENTION to the business, NOT just identifies it. Each business has the need and right to have such a sign. As long as the sign meets dimensional, location, no glare lighting, and safety standards, then the design should be the result of the cooperation between the owner/operator, and the sign company. A uniquely designed sign is an important asset in getting customers to come in the front door.

A photograph of the Uptown store front with the sign in operation, and another Moccasin sign that was damaged by an earlier storm, and then removed, is enclosed. The exact date of the photo is not known, but is probably in the 15 to 20 years ago date range. It served its purpose well for a long time.

ROBERT W STEINWEG or

BARBARA J STEINWEG

Robert W Steinweg

Barbara J Steinweg

State of Wisconsin
Columbia County

The above named appeared before me this
14 day of ~~December~~ *2017*

My commission expires *May 4, 2021*



- (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.

- (e) Covenant by Recorded. If the application is approved by the City Council, the City shall record a signed covenant in the office of the County Recorder at the Legacy Sign owner's expense. The covenant, which shall run with the land and be binding on successors and assigns, shall specify which elements of the Designated Legacy Sign are to be protected; and state that any alteration or removal of these elements shall be done in accordance with Code Sec. 22.09(4)(a). This covenant shall serve as notice of the approval as a Designated Legacy Sign, and shall not be removed from the property without the consent of the City Council.
 - (f) Design Standards. Legacy signs shall comply with the following requirements (as applicable):
 - (i) Restoration and or repair of an intact or nearly intact Legacy Sign shall be consistent with a documented appearance at the time of approved legacy sign designation.
 - (ii) Restoration and or repair shall not add typographical or other elements which result in an increase in the size of the restored and or repaired sign.
 - (iii) Text changes shall not result in changes to character defining features.
 - (iv) Text changes shall match or be compatible with existing text in material(s), letter size, font/typography, and color.
 - (v) The sign shall use materials and technology representative of its period of construction.
 - (vi) The sign shall be structurally safe or can be made safe without substantially altering its documented appearance at the time of approved legacy sign designation.
 - (vii) Relocation of a Legacy sign off site is discouraged unless it is technologically impractical or otherwise infeasible to maintain the Legacy Sign in the original location. The burden of proof is upon the applicant and shall be to the satisfaction of the Design Review Committee (DRC). Relocation of a Legacy Sign shall be to a location within the original premises, or to a location deemed appropriate by the DRC.
 - (viii) A Legacy Sign may be replaced as long as the replacement sign is consistent in look, materials and technologies as the documented appearance at the time of approved legacy sign designation.
 - (g) Maintenance. The owner, lessees, and any other responsible persons shall take all steps necessary to maintain the Legacy Sign in good condition and to prevent any deterioration or decay that would adversely affect the value or integrity of the Legacy Sign. The Design Review Committee may require annual maintenance inspections of the sign by the building inspector. Failure to maintain the Legacy Sign in accordance with this Section is a violation of the Wisconsin Dells Municipal Code and is subject to loss of legacy sign designation and may be subject to prosecution.
- (5) Multiple-tenant Signs. Businesses located within a shopping center, commercial subdivision or distinct area of the city may joint together and request accommodations to the provisions of this ordinance to construct a Multiple-tenant Sign identifying their businesses on a single sign structure.