



VR Universe  
321 Broadway  
Sign on projecting structure  
DRC 032118

The City has received an application for a new sign at 321 Broadway, the previous location of Subway. This property has been sold and the new owner is remodeling it as a Virtual Reality Arcade. This business is moving from a location in Lake Delton.

The applicant originally wanted to re-install the signage from the previous location onto this location. The previous location was 1010 Wisconsin Dells Parkway Suite C, which is a strip mall type building on a frontage road off the Parkway. Utilization of these signs, designed for a different setting does pose some aesthetic concerns. The original sign proposed for this location was designed for a much larger building, and does not appear to fit proportionally with this building.

As an alternative, the applicant is proposing a box sign, similar to what was part of a pole sign. The applicant would like to purchase a new 3ft x 14ft box sign and have it installed on the 4ft x 18ft front face of the projecting marquee.

The 42 sq ft of signage would be less than 75% of the marquee flat profile.  
Flat profile total 72 sqft (75%=54 sq ft)

A rough scale measurement of the rendering provided indicates the signage would be 78% of the flat face of the marquee, and therefore larger than the standards would allow. It may be the rendering is not scaled correctly.

The Design Standards do not allow awnings to be internally illuminated. The projecting structure where this sign is proposed seems to be a marquee rather than an awning. See the sign ordinance definitions:

- (2) **Awning:** an architectural projection that provides weather protection, identity or decoration, and is wholly supported by the building to which it is attached. An awning is comprised of a lightweight, rigid skeleton structure over which a covering is attached.
- (6) **Canopy:** an architectural projection that provides weather protection, identity or decoration, and is wholly supported by the building to which it is attached and a ground mounting, by one or more stanchions. A canopy is comprised of a structure over which a covering is attached.
- (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.

The Design Standards state signage "...style, colors, and materials shall be complementary with the character of the building and other signage..." and "...shall fit in with the building's overall architectural composition.." and "...should be placed to align with other signs on that building and other buildings on the same block face." The applicant has pointed out that his proposed sign is the same type as the two buildings immediately west of his.

Chris Tollaksen  
City of Wisconsin Dells

LS REALTY

**VR** UNIVERSE  
VIRTUAL REALITY ARCADE

**PAINT BALL**  
TARGET SHOOTING

323

**PAINTBALL**  
SHOOTING RANGE  
HOW MUCH GEAR DO YOU WANT?  
ROUNDS  
★ 50 50  
★ 80 80  
★ 100 100  
★ 120 120

PAINTBALL OPEN 2 BLOCKS  
DOWN ON THE LEFT



1741  
**VR** UNIVERSE  
VIRTUAL REALITY ARCADE  
COMING SOON

**VR**UNIVERSE

VIRTUAL REALITY ARCADE

original idea - abandoned



River Dawg  
808 River Rd  
Signs  
DRC 032118

#### PORTABLE SIGN

The City has received an application for a new portable sign at the River Dawg located at 808 River Rd. The applicant currently has what te describes as a “heavy duty” plastic sign that is 2’ wide x 3’ tall. The standards state that portable signs should be constructed of durable materials, such as wood or metal.

The location for this sign is somewhat unique, as this business has exterior stairs to its entrance that are in the sidewalk ROW. Therefore there is no space to place the sign directly in front of the River Dawg and maintain the 6’ clearance on the sidewalk. The applicant has stated that he has permission from the neighboring business to place the sign in front of their property.

#### WALL SIGN

The applicant would like to install a wall sign on the top of the south face of the building. They propose a 3’ x 10’ sign of their logo.

The applicant has stated that they have a promotional agreement with a radio station to broadcast from their building 4 hrs/day – 3 days/wk during the summer. As such, they would like to be able to add a sign for the radio station on the side of the building. Businesses are allowed 60 sq ft of on-premise signage.

Chris Tollaksen  
City of Wisconsin Dells



P  
PARKING  
→

Top Hat  
Motel

Hot Dogs - Italian Beef - Gyros

OPEN

HOT DOG

GYROS

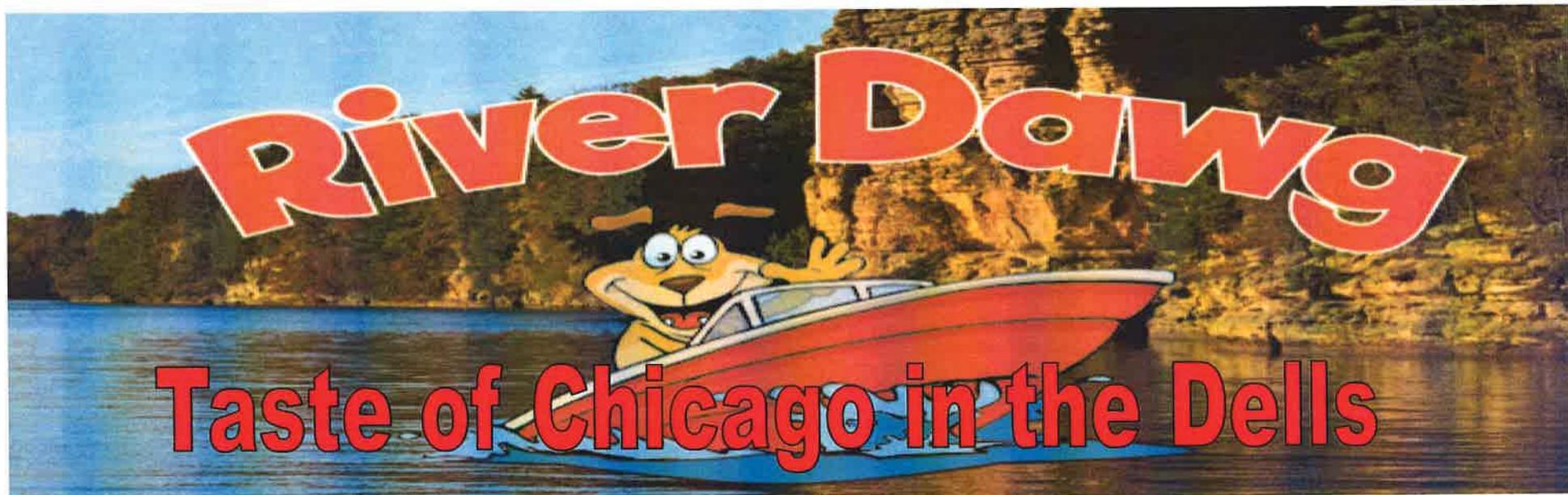
GYROS  
COMBO MEAL



Includes Fries & Drink

HAIR





Taste of Chicago in the Dells

Listen for us on



River Dawg  
808 River Rd  
Outdoor Seating  
DRC 032118

**OUTDOOR SEATING**

The River Dawg would also like to propose the idea of them providing outdoor tables and chairs near their business. As there is no open outdoor area immediately adjacent to their business, the applicant would like to propose adding tables and chairs to the bump-out area in front of the City parking lot adjacent to their building. The applicant would not provide table service to this area or restrict this area to their customers only. However, the applicant would purchase the furnishings to provide tables in chairs in this area so their customers would have access to an area to sit and eat. The applicant is working on a design for this use, and understands they would need to enter into a privilege agreement with the City.

Chris Tollaksen  
City of Wisconsin Dells

810



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Google Earth

43°37'40.68" N 89°46'29.22" W elev 909 ft eye alt 914 ft

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