

Revised Attachments

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, APRIL 5, 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 March 8 Meeting Minutes			
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) 304 Broadway – Pepper Palace (b) 808 River – River Dawg (c) 601 Broadway – Maurer’s billboard (d) 1004 Broadway – Blackhawk Monument sign (e)			
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) 1004 Broadway – Blackhawk remodel (b) 740 Eddy St. – San Antonio expansion (c) 118 Broadway – Creperie (d)			
5	Discussion / Decision on Sidewalk Cafe plan application(s) submitted for review, if any (a) 118 Broadway – Creperie (b) 404 ½ Broadway – Yolo Cafe			
6	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any			
7	Discussion / Decision on Design(s) submitted for the Façade Improvement Grant program, if any			
8	Discussion / Decision on Design Standard and Ordinance Updates			
9	Items for referral to future meeting			
10	Set date and time of future meeting (April 19)			
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 March 31, 2017		

DRC MEETING
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
March 8, 2017

Ald. Mor called the meeting to order at 10:00 AM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes

1. Present: Chairman Ald. Dar Mor, Maria Rosholt, Dan Gavinski, Jacqueline Morse, Ben Borchers
Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Ald. Brian Holzem, Shirley Tollaksen, Tom Turbett, Mark Sweet, Dells Belles Rep and Ed Legge from the *Dells Events*.
2. Motion to approve the Minutes from February 22, 2016 meeting by Borchers, second by Rosholt. Motion carried.
3. Sign Applications: A. El Asador 458 Broadway – They would like to install new signage. The awning is shown in Terracotta but then asked for orange Tuscan instead. The 400 block color (Palm green) is not required. Morse thinks the Terracotta matches the trim on the building better. The rest of the committee agrees. Morse made a motion to approve the awning using the terracotta color, second by Rosholt. Motion carried.
B. Flat Sign – Flat aluminum sign had a black background to begin with and the colors on it were red and yellow. Then they dropped the background and the letters are cutout. The building front has large brown trim lines (Swiss Chalet look) that makes it very hard to read the sign. Morse suggests adding a background again and making it a diamond shape to fit into and cover the trim in front. Rosholt suggests the background color match the tan of the building. The owners will come up with a look and send to Morse. Motion by Rosholt to make it a diamond shape and match it to the building, second by Morse. Motion carried.
C. Projecting Sign – Chris T will check on whether it is internally lit. Morse suggested they make it the same color as the flat sign. Rosholt thinks it is hard to read. Rosholt made a motion to color match the building with a opaque color while the letters can be lit, second by Morse. Motion carried.
D. Cedar Street Sign - They will take down all temporary signs. They have a lot of frontage and they are within what is allowed. Rosholt motion to approve as presented, second by Gavinski. Motion carried.
Old Dells Events Building – They want an off-premise sign on the building. The building is zoned C-1 Commercial Neighborhood. Mor instructed Chris T that the ordinance needs to be updated to not allow this. Gavinski made a motion to deny, second by Borchers. Motion carried.
Bowman Park Sign – Committee is okay with the sign for Thad using the River Arts District logo.
4. Outdoor Seating Applications: Second Story of Chalet – Coffee Shop is taking over Out of the Woods. Terrace Coffee Shop wants to put out table and chairs, sofas and other seating with umbrellas on Broadway and Cedar St side. They will need a privilege agreement if DRC approves. Morse thinks the pictures look great but is worried about the actual execution. She would like to see actual items not just renderings. They will use the correct color for the block (Palm) for the umbrellas. Holzem asks about movement around seating as this is a public sidewalk. Chris T says they will have to keep 6 ft open for the public to use. The Fire Inspector will need to look over if they decide to use heaters also. Borchers motioned to approve contingent on fire inspector okaying and we will reserve the right to deny if materials end up not matching what was presented, second by Rosholt. Motion carried.
5. Building/Site Plan Applications: None
6. Façade Improvement Grant: Dells Belles-Would like to update their facade. Adding a brick base and white trim. They will remove signs from roof to bottom of the building. Gavinski made a motion to approve as presented, Rosholt second. Motion carried.
Aloha Store – Wants to improve the façade and add a blade sign if possible. The blade sign will not fit unless the awning is raised. Mor agrees that raising the awning is the way to go. The committee was very complementary to Shirley Tollaksen and her work on the building. Borchers moved to approve with the awning raised to accommodate the blade sign, second by Rosholt. Motion carried.
The brick is painted already so they will keep it that way. Power washing or otherwise trying to take off the paint will destroy the original brick. She would like to paint it a grayish white. Morse thinks it looks great. Gavinski motion to approve as presented, second by Rosholt. Motion carried.

Glass & Gifts- Rendering presented by Brian Holzem. The committee was very happy with the look as it followed the Design Standards. Rosholt motion to approve, second by Borchert. Motion carried.

7. Items for Referral: Same as item 4
8. Design Standards and Ordinance Updates – MSA sent their opinions on questions asked from previous meetings. Their estimate to make the changes in the documents etc is \$3500. Chris T went through some of the changes and edits. He brought up Off-Premise signs and the 5 year deadline that new owners/new businesses have before they have to take down the sign or bring into conformance. Chris T will ask Joe Hasler for a legal opinion. Chris would like to send out a letter with all of the changes. Mor said to get the legal opinion first then bring back to DRC before sending.
9. Next meeting: April 5, 2017 10 am is next meeting as the Mor's & Chris T will be gone for March 22.
10. Motion by Rosholt, second by Borchert to adjourn. Motion carried. Meeting adjourned at 11:04 am.

Juli Mor

Item 3(a)

Staff Comment

Sign Application – Pepper Palace awning

DRC 04/05/17

Item 3(a) Pepper Palace – 304 Broadway

The City has received an application from Pepper Palace Inc. rep Tim Elsaesser to replace the awning covering and install new signage at 304 Broadway. The applicant intends to open a new business called “Pepper Palace”.

The new applicant would like to replace the covering of the existing awning with “Jockey Red” sunbrella material and signage for the business. The installer has described the signage material as follows: “the graphics are cut out of a thin vinyl and then heated, welded into the weave of the fabric. It is not just a sticker more like a painted on graphic”.

This building is approximately 20 ft wide, which would allow a total of 100 sq ft of signage, so the minimum of 144 sq ft of signage is allowed.

The top of the awning is approximately 5.9 ft wide for a total awning face area 118 sq ft, 50% of which allows 59 sq ft of signage. The signage is approximately 39 sq ft, so the size meets the Design Standard requirements.

It appears the main items on this request of if the awning color relates to and complements the primary color of the building façade and /or if the awning color is too bright.

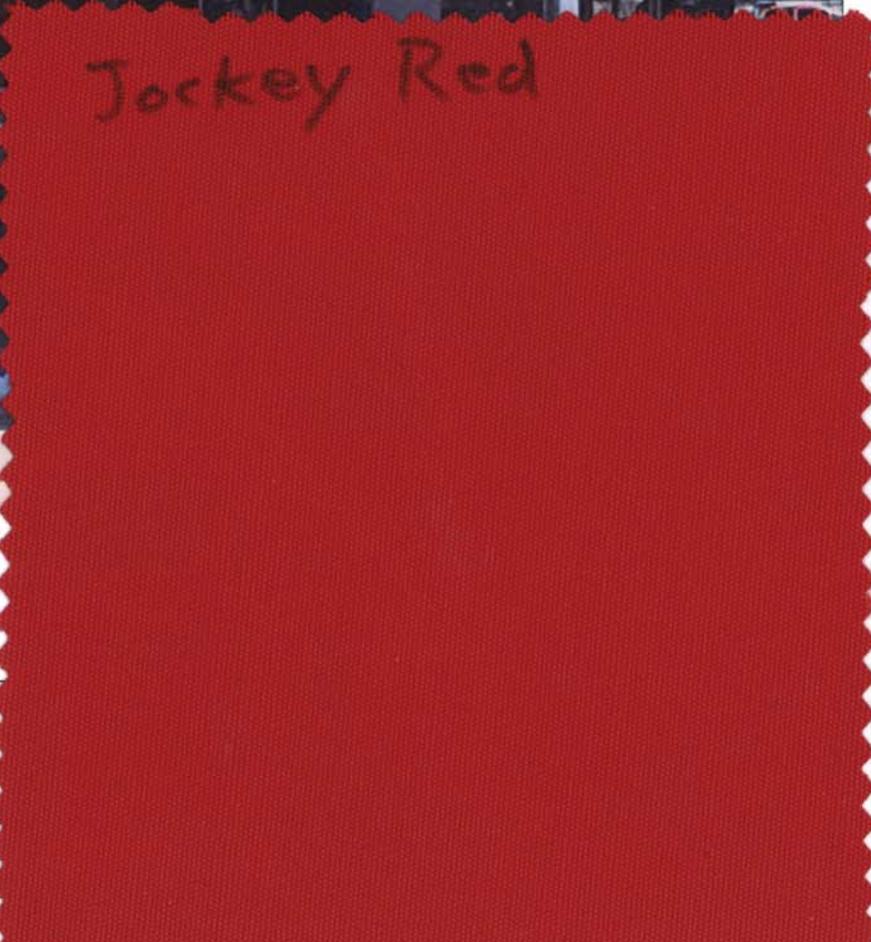
The applicant has stated that the red color is vital to their brand as a business selling hot sauce, and that “Other colors like Terra cotta or brown do not say, “Hot Sauce.””

Terra cotta is the designated color for the 00 block.

The applicant had stated the owner may paint the building so that it more complements the colors of the awning, but that would be something they would have to do in the future for financial reasons.



Prepared by: Chris Tollaksen



**Baraboo
Awning**

1111 Walnut Street PO Box 57
Baraboo, WI 53913
PH 608-356-8303 Fax 608-356-0140
info@BarabooAwning.com
www.BarabooAwning.com

Client Pepper Palace	Date	Notes Awnin
Client Address WI Dells	Revision Number Logo Red Sunbrella	
	Revision Date	Designer <i>J</i>



TRADERS

NAV
RESORT

FAMILY RESO

Item 3(b)

Staff Comment
Sign Application – River Dawg awning
DRC 04/05/17

Item 3(b) River Dawg – 808 River Rd

The City has received an application from Ken Nelson to replace the awning face covering and install new signage at 304 Broadway. The applicant intends to open a new hot dog business called “River Dawg”.

The new applicant would like to replace the middle yellow covering of the existing awning with a similar vinyl material that has signage for the business. The intention of the vinyl was to be able to use a picture of the River as the background for the signage. The applicant has submitted 2 renderings and pointed out that the rendering of the new sign with the picture of the hot dog on the building is not the sign he would like to use.

This building is approximately 20 ft wide, which would allow a total of 100 sq ft of signage, so the minimum of 144 sq ft of signage is allowed.

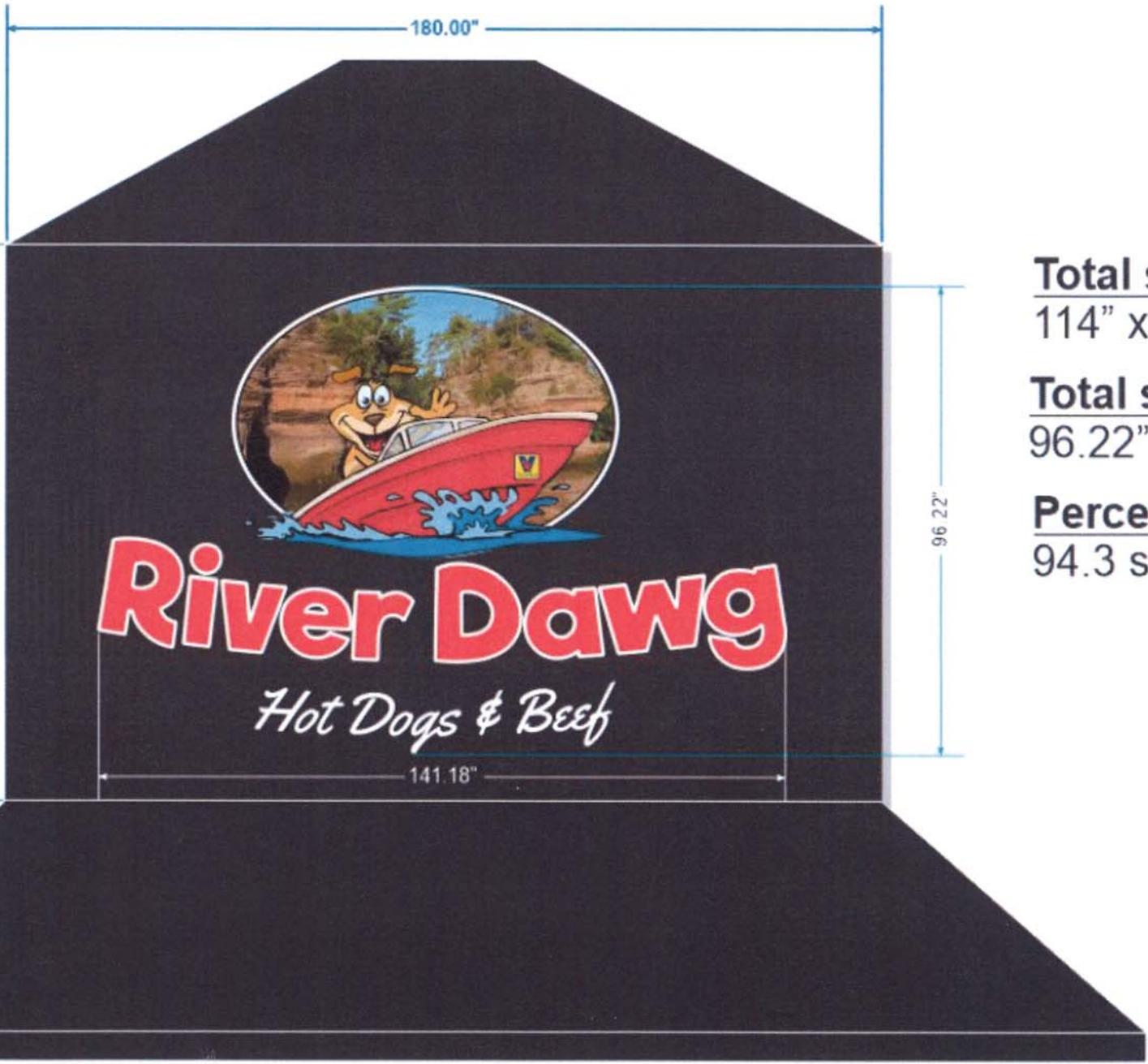
The front of the awning is approximately 15 ft wide and 9.5 ft high, for a total awning face area 143 sq ft, 75% of which allows 106 sq ft of signage. The original signage is approximately 111 sq ft, so the size does not meet the Design Standard requirements. The applicant was going to remove the Vienna Beef logos from the signage and reduce the “River Dawg” lettering to meet the 75% signage requirement.

It appears questionable that this awning relates to and complements the primary color of the building façade.

This sign currently has internal illumination which is now prohibited. Any approval of this request would be contingent on the signage meeting the 75% requirement, the internal illumination being removed, and the committee approval that the awning compliments the primary color of the building façade.

This request also highlights the fact that there is currently no standard for how the awning size itself relates to the building. The current standards only require the awning project between 3 and 6 feet from the building and provide 8 ft of clearance over the sidewalk. However, this awning does not appear to be anywhere near the size and style the that would be preferred.

Prepared by: Chris Tollaksen



Total sqft available

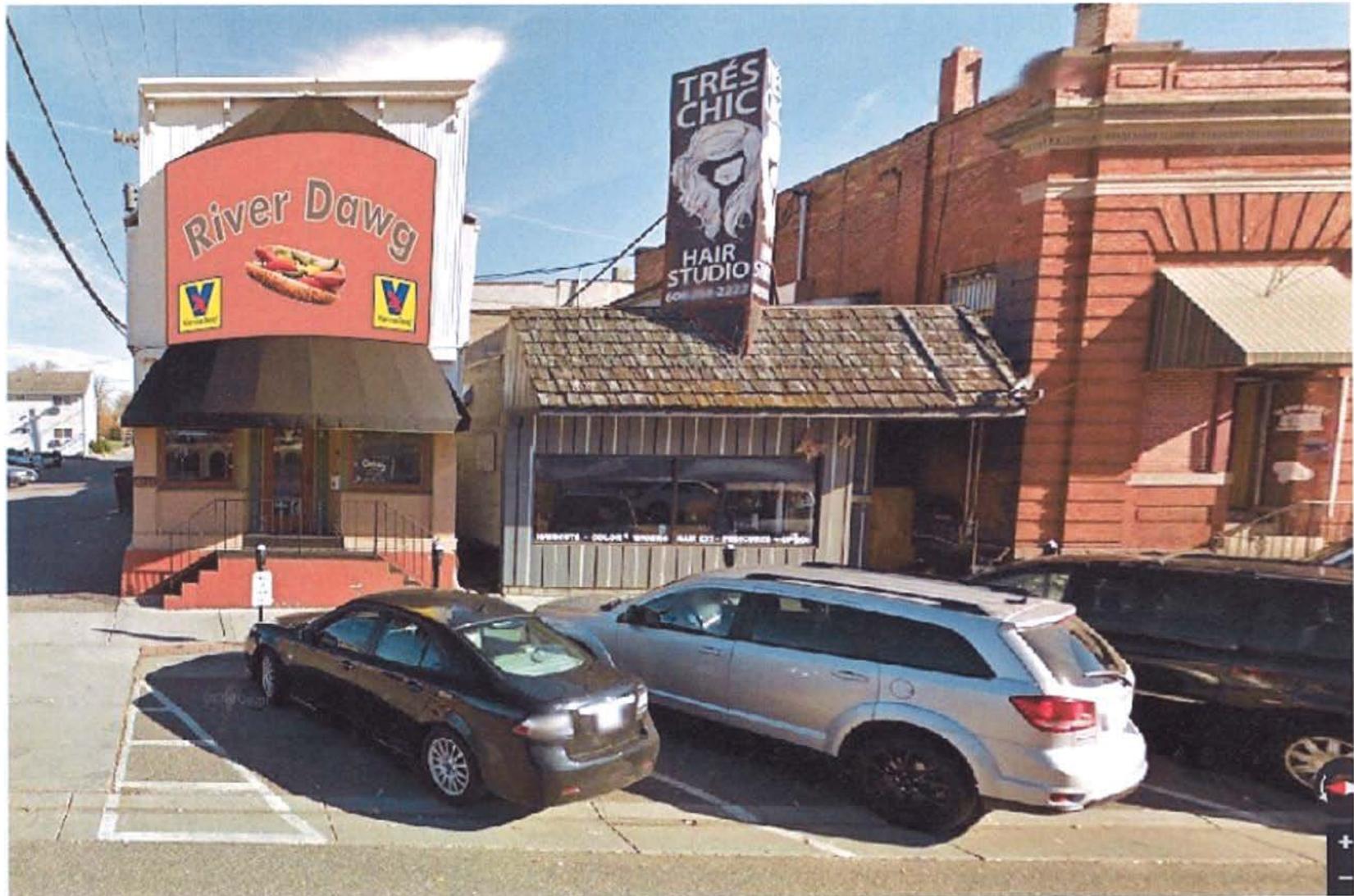
$114" \times 180" = 20,520/144 = 142.5$

Total sqft of graphic

$96.22" \times 141.18" = 13,584/144 = 94.3$

Percentage of graphic to av

$94.3 \text{ sqft} / 142.5 \text{ sqft} = 66.2\%$



879 879 River Rd



Exit Street View



© 2016 Google
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Google Earth

43°37'41.21" N 89°46'30.23" W elev 922 ft eye alt 919 ft

Report a problem

Item 3(c) - missing from original packet

Staff Comment

Sign Application – Maurer’s billboard

DRC 04/05/17

Item 3(c) Maurer’s billboard – 601 Broadway

The City has received an application to replace the billboard signage at 601 Broadway from Zinke’s to Maurer’s Market.

This is a 24’x12’ vinyl billboard wrap. As an off-premise billboard sign, this is considered legal non-conforming. As these types of signs are no longer permitted the new Design standards do not address them specifically.

I believe the committee will have to review these signs on general design aesthetics.

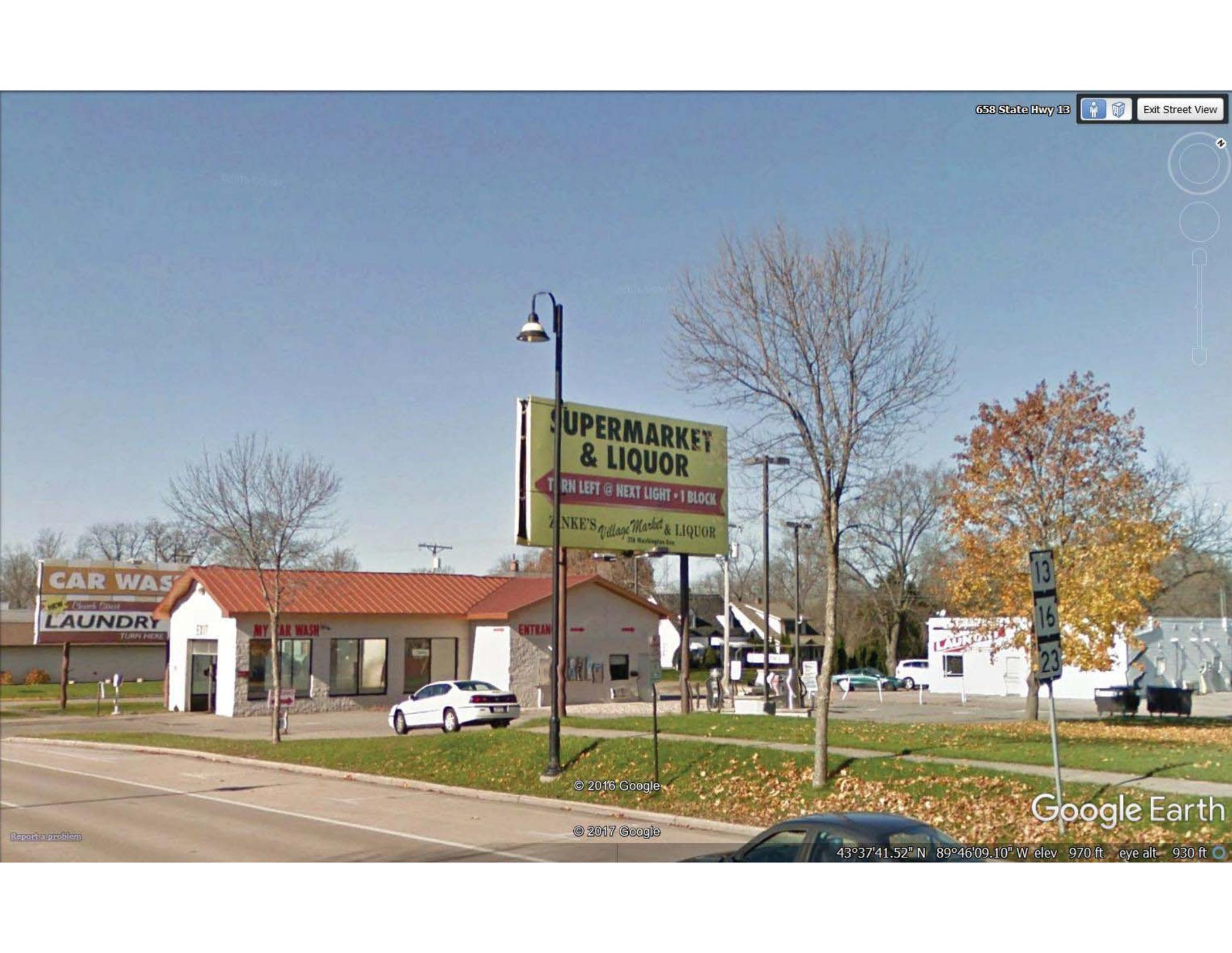
Prepared by: Chris Tollaksen



LEFT AT LIGHT
THEN 1 BLOCK

Maurer's
MARKET

SUPERMARKET • LIQUOR



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Google Earth

43°37'41.52" N 89°46'09.10" W elev 970 ft eye alt 930 ft

Report a problem

Item 3(d)

Staff Comment
Sign Application – Blackhawk
DRC 04/05/17

Item 3(d) Blackhawk – River Rd

The City has received an application from Brad Preissel to replace the existing pole sign at 1004 Broadway with a new monument sign. This new sign is in association with a complete remodel of the Retro two-story building at this location.

The applicant would like to build off the unique shape of the existing pole sign, but replace it with an enhanced monument sign. It appears that much of this project moves this entire property more in line with the intent of the design standards. However, there are some specifics of the proposed sign that do not fully conform to the new standards.

The existing design standards limit monument signs to 6 ft in height and 60 sq ft in size. It is understood that much of reasons for such limited sign size is to accommodate the pedestrian nature of the western downtown area. During the ordinance review during this past winter the monument sign requirements were proposed to be increased east of Church St. to 16 ft high and 144 sq ft maximum.

This proposed monument sign would be 18 ft high and would have a signage area of 13'x16' or 208 sq ft. If the signage is measured to only include a box encompassing the logo and the wording, the signage measured 12' x 12' or 144 sq ft.

Most of the sign lighting was designed to meet the existing standard that only allows the letters to be illuminated. However, this sign also allows the logo, top red accent and the changeable message board to be illuminated.

It is noted that there is an existing sign in this location, however the proposed changes would be structural changes that would trigger a loss in it grandfathered status. However, it does seem reasonable for some consideration to be given for the overall projects progress to in making this property meet the intent of the standards by: 1)Removing a pole sign 2)Removing internally lit signage 3)removing add on signage projecting over the sidewalk 4)removing undesirable manufactured stone on the building and 4)coordinating the colors of the sign to complement to primary colors of the building.

Prepared by: Chris Tollaksen

DESCRIPTIVE TITLE MONUMENT SIGN.



NIGHT VIEW.

- SPECIFICATION NOTES**
- A** ILLUMINATED MONUMENT SIGN.
 - B** FRONT LIT CHANNEL LETTER.
 - C** ILLUMINATED CABINET SIGN
 - D** ILLUMINATED "NO VACANCY SIGN".
 - E** ILLUMINATED ARCH TOP IN A FRONT LIT CHANNEL.
 - F** BASE BY OWNER.

Approved by: _____ Date: _____ Landlord: _____ Date: _____

This artwork is copyrighted and may not be otherwise used without permission. It is the property of La Crosse Sign Co., inc., and must be returned to them.

LA CROSSE SIGN CO.	DESIGN	SALES	FILE	COLOR KEY
<p>LA CROSSE SIGN CO. <i>MAKE A STATEMENT!</i></p> <p>1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450 2242 Mustang Way • Madison, WI 53718 • 608-222-5353 2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189</p>	Drawing by: MICHAEL V JOLIN	Job Name: BlaMotMonSign	Revision Number: REVISION 1	
	Sign Type: MONUMENT SIGN.	Job 720 RACINE STREET	Job File Location:	
	Date Created: 3/30/2017	Address: WI DELLS		
	Last Modified: 3/30/2017	WI, 53965		
	Scale:	Salesperson: BILL RUPP		
		Job Number: #92821		

*COLORS ON SKETCH ARE ONLY A REPRESENTATION. ACTUAL COLOR OF FINISHED PRODUCT MAY DIFFER

799 Race St



Exit Street View

Black Hawk

MOTEL

TRAVELERS CHOICE
GOLDEN WINNER
RATED #1 IN THE U.S.
AND #2 IN THE WORLD

HEATED
INDOOR
POOL

© 2016 Google
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Google Earth

43°37'38.18" N 89°45'46.23" W elev 941 ft eye alt 938 ft

Report a problem

Item 4(a)

Staff Comment

Building façade renovation Application – Blackhawk

DRC 04/05/17

Item 4(a) Blackhawk Building design– River Rd

The City has received an application from Brad Preissel to update the building façade of their Retro two-story building at 1004 Broadway. This project involve a complete renovation of the interior and exterior of the building.

The remodel of this building does not include any significant structural changes such as those normally required for openings for windows.

It appears that the colors and materials of the new façade move this building further in line with the design standards.

The building materials are to me a cultured stone and samples have been requested for the committee to review. Natural stones are listed under Recommendation "B" on page 32 as a preferred material (i.e., high-quality natural cut stone or brick veneer). The existing material on the building is the manufactured stone veneer, which is now prohibited. The manufactured stone is described on page 8 and is shown in upper portion of the sidebar on page 32.

Prepared by: Chris Tollaksen



NORTH-WEST PERSPECTIVE



**Architectural Design
Consultants, Inc.**

**BLACKHAWK MOTEL
BLACKHAWK MOTEL**



NORTH-EAST RENDERING



**Architectural Design
Consultants, Inc.**

**BLACKHAWK MOTEL
BLACKHAWK MOTEL**

Item 4(b)

Staff Comment

Building façade renovation Application –San Antonio Restaurant 740 Eddy St.

DRC 04/05/17

Item 4(b) San Antonio Restaurant Façade 740 Eddy St.

The City has received an application from Barrientos design & consulting to update the building façade of the El Rey bar 740 Eddy St. This project involves a complete renovation of the interior and exterior of the building, combining it with the existing San Antonio Restaurant next door to double the size of the restaurant. This remodel includes opening up the wall separating the two buildings and combining them into a single building.

The façade work on this building involves removing existing coverings on the front of the building to expose the original brick underneath. The intent is to leave this brick in its natural state. The remodel will also include increase the clear glass on the street level so that the building is now well in line with the design requirement of a minimum of 35%. The existing windows in the building had been filled in and this project will open and restore most of the windows on the first and second floors. The few windows that will remain filled will be on the alley side and will be due to practical matters, such as being in the location of the dumpsters which would likely cause damage, or being located in odd areas in the interior of the building. The remaining window infill will be painted to match the existing brick that will remain on the outside of the building.

There were a couple of comments on the original design. One of which was that the projection over the doorway in this case would be considered a “Marquee” as it is a roof like structure, rather than an awning which is a lightweight frame with a covering. As such, the required clearance above the sidewalk is 10 ft rather than the 8 ft for an awning. Raising the marquee will allow room for a blade sign to be installed in the future, though it is understood there is not an intent to install a blade sign at this time. It was agreed by the designer that raising the marquee also fits better with this buildings proportions and the existing San Antonio awning next door. It is also recommended to enhance the design of the cornice at the top of the building. The applicant is considering using a decorative profile for the top roof edge on the Eddy St. side to address this recommendation. They have provided a spec. sheet.

There is a requirement that the building be given a base to add architectural interest. The designer understands this requirement and will commit to meeting this standard. However, because the original brick front of the building is currently covered, it is unknown if there is some sort of base that already exists. The applicant intends to design an appropriate base after the front brick is exposed and bring it back to the DRC for approval. Therefore, approval of this design will be contingent on the final base design being approved at a future date. It is noted, that the base design should wrap around the side of the building at least to the first window.

Prepared by: Chris Tollaksen



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Memo

To: Chris Tollaksen & DRC
From: Stephen Tremlett, Urban Designer
Subject: Re: San Antonio Restaurant Facade Improvement Review
Date: March 27, 2017

This is a review of the proposed front and side facade improvements to 740 Eddy Street (expansion of the San Antonio Restaurant), per request of Chris Tollaksen. The review is primarily focused on the applicant meeting the scale, articulation and roofline section of the Downtown Design Standards; however, additional comments are provided as well for consideration.

Standards NOT met include:

- **Standard #5 (Scale, Articulation, & Roofline Section – P28):** A discernable “base” has not been established. The standard requires this base to include at least the first two feet of the building and up to the entire first floor. Generally, this is done by including a different material and/or color to differentiate between base and middle. Ideally this transition between the different material/color would have at least a 1.5-inch relief from the primary brick wall with the base at least wrapping around the corner the building enough to not seem as if the base material is just pasted on the building (i.e., the base shows up on the side/alley at least initially). In some cases, the base could be established by only changing the brick patterning/style (left image below). *



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MEMO

March 27, 2017

** Note: Standard 4 (Scale, Articulation, & Roofline Section – P28) requires a horizontal expression line between the first and upper floors; however, this is only for NEW buildings. Therefore, this is not a requirement in the case of a façade improvement of an existing building. However, it could be a way to establish a base to the building.*

- **Standard #5 (Projections – P31):** The marquee above the entrance does not provide a 10-FT vertical clearance. This intent of this standard is to allow for pedestrian-scaled signage to exist below the overhang structure now or in the future. Awnings are allowed to be lower as they generally will include signage right on the fabric awning. The 8 FT 2 IN clearance should be increased. *If a waiver is considered by the DRC, the marquee should at least be raised to match the bottom of the adjacent “San Antonio Mexican Restaurant” marquee. However, the waiver request is on the applicant to prove the reduction in vertical clearance meets one of the three waiver scenarios outlined on page 5 (in the side bar).*

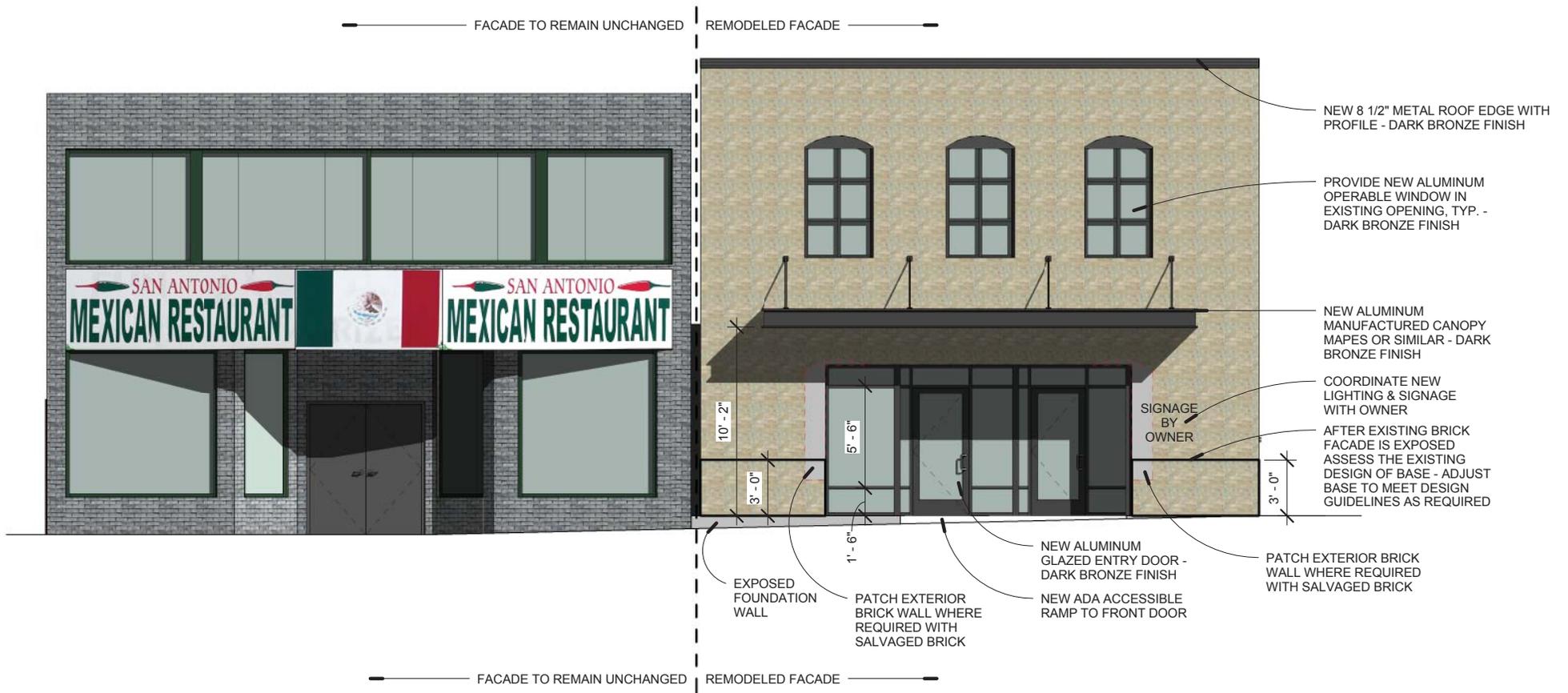
Recommendations to be considered (NOT REQUIRED):

- Recommendation ‘H’ (Scale, Articulation, & Roofline Section – P28): A unique and decorative cornice design is encouraged to generate character and building identity. *Current proposal does establish a “top” to the building; however, this could be enhanced with further design consideration.*

Sincerely,



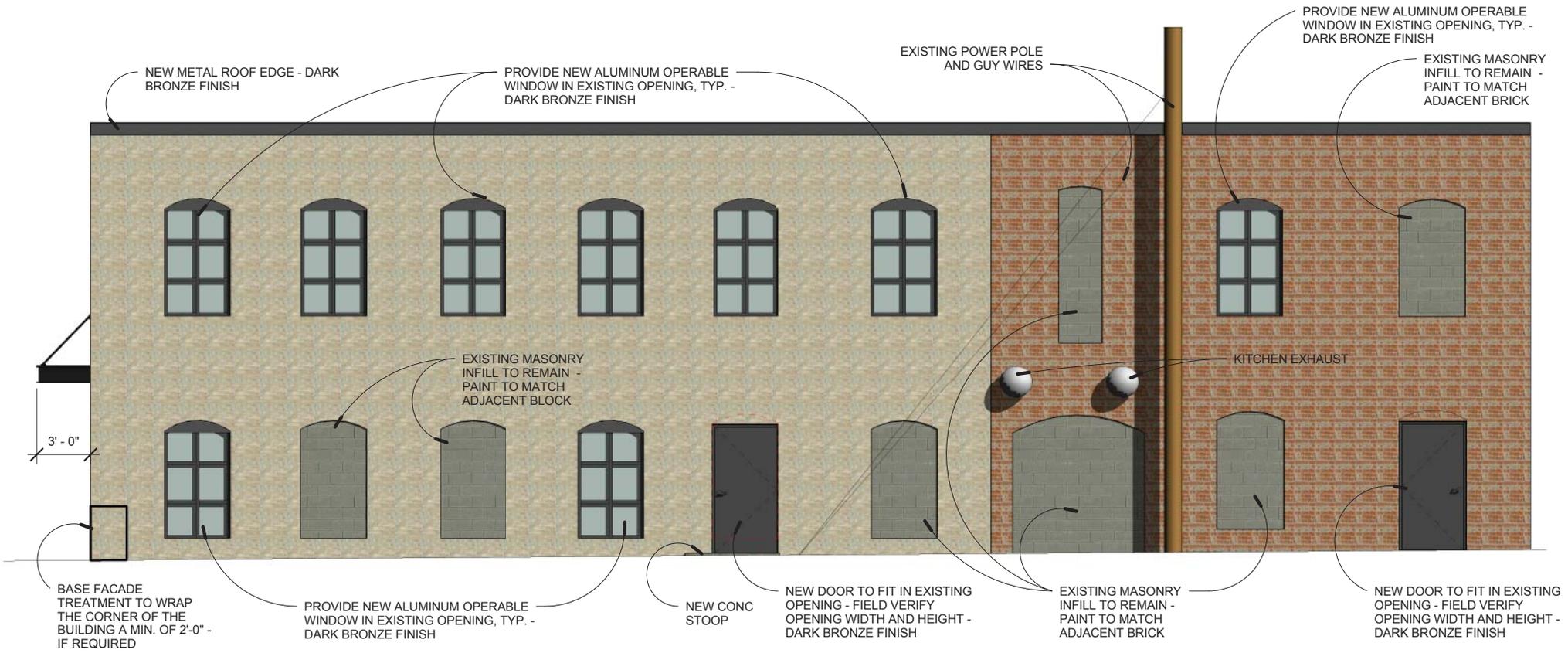
Steve Tremlett, MSA Professional Services



① Front Facade Rendering
 3/16" = 1'-0"

San Antonio Restaurant
 CONSTRUCTION
 3/28/2017

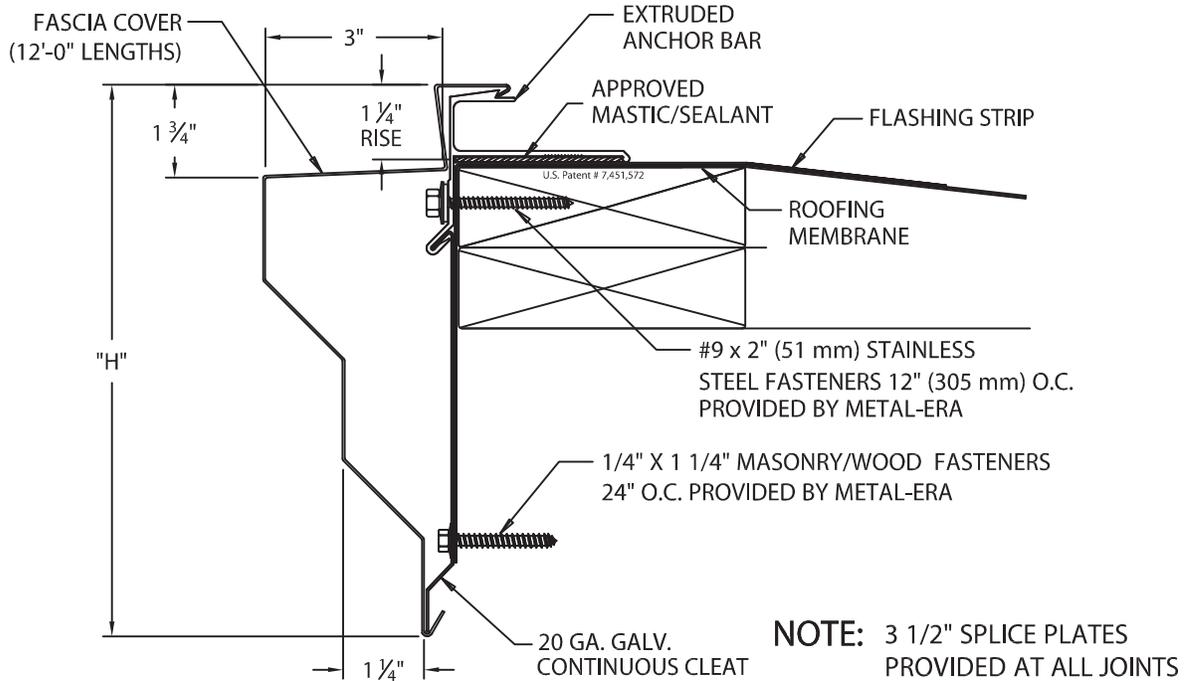
PLAN COMMISSION SET



① Side Facade Rendering
3/16" = 1'-0"

DESIGNER SHADOW LINE FASCIA

BUILT-UP OR MODIFIED VERSION



Fascia is to be installed per Specifications and METAL-ERA's Installation Instructions Dwg. # 11110-4256.

DESIGNER SHADOW LINE FASCIA DIMENSIONS

PRODUCT ID. NO.	H DIM
<input type="checkbox"/> AEFM-SL85	8 1/2" (216 mm)
<input type="checkbox"/> AEFM-SL100	10" (251 mm)
<input type="checkbox"/> AEFM-SL115	11 1/2" (292 mm)
<input type="checkbox"/> AEFM-SL130	13" (330 mm)

Fabrication will proceed only after receipt of signed print approval.

Print Approval:

Architect and/or contractor shall verify all dimensions, sizes and quantities. All products to be installed in strict accordance with Metal-Era's printed instructions.

Approved by: _____

Date: _____

MATERIAL:

- .050" (1.27 mm) Aluminum
- .063" (1.60 mm) Aluminum
- OTHER _____

Color: _____

Finish: _____

QUANTITIES:

_____ Lineal Feet 12'-0" (3.65m) Lengths

_____ Outside Miter(s) @ (_____°)

_____ Inside Miter(s) @ (_____°)

_____ Right Endcap(s)

_____ Left Endcap(s)

PROJECT:

ARCHITECT:

ROOFING CONTRACTOR:

REPRESENTATIVE/DISTRIBUTOR:

Corporate Offices, Manufacturing
1600 Airport Road; Waukesha, WI 53188
Phone: 800-558-2162
Fax: 800-373-9156
www.metalera.com



DATE: 12/11/08

DRN BY: JJC

CKD BY: SAK

SHT.# _____ OF _____

DWG# 11010-1408

E

780 Eddy St



Exit Street View



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Google Earth

43°37'38.04" N 89°46'35.83" W elev 917 ft eye alt 910 ft

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Item 4(c)&5(a)

Staff Comment

Building façade renovation and sidewalk cafe Application –Creperie 116 1/2 Broadway.

DRC 04/05/17

Item 4(c) & 5(a) Creperie Façade 116 ½ Broadway.

The City has received an application from Vladimir Vylkov to update the building façade of the small walk-up window located at 116 ½ Broadway. This project involves a recovering the existing awning and repainting the exterior to become in line with the design standards.

This walk-up window had most recently been used to sell retail items. The applicant intends to set up a small creperie to serve food out of this window. As this will involve selling food directly to customers standing on the public sidewalk, this is considered a sidewalk café, which is a use that also requires DRC approval.

The applicant would like to meet any façade design standards, so they will recover the existing awning with the Gingko sunbrella fabric color designated for the 100 block. They have also presented color schemes for the building exterior that they hope will complement the awning.

In an effort to fully conform to the design standards, the applicant would like to apply a natural brick veneer to the base of the building. The applicant is working on a rendering for the committee to review and hopes to have something completed that they can bring to the meeting.



The applicant also understands that proper maintenance of their area is of vital importance if they are to be approved to sell food to patrons on the City sidewalk. It will be their responsibility to manage the area to ensure that the sidewalk does not get blocked. They will also be expected to diligently clean up any trash or mess caused by their food items, even if it occurs a store or two down from their locations. The applicant has also agreed to monitor the City garbage can in their area, and empty the can into their dumpster in the alley if needed.

Due to this location between two existing buildings, the applicant has agreed to ensure that a 3ft wide clear path always be maintained in their space to ensure emergency response personnel have clear access if required

The applicant will return with sign proposals if use is approved.

Prepared by: Chris Tollaksen

From: Vladimir Vylkov totallywolf@gmail.com

Date: Mar 30, 2017, 3:28:31 PM

To: totallywolf@gmail.com

"La Petite Creperie" is a small over the counter creperie located on 116 1/2 E Broadway st in Wisconsin Dells,WI.

Our main goal will be to focus on students and people looking to get a satisfying, healthy meal and beverages at a fair price.

We intend to deliver fresh, good quality food and fast service:3-5 minutes per customer depending the size of the order.

We will offer a variety of sweet and savory crepes on our menu as well as a build-your-own crepe option.

The place is conveniently located between a T-shirt store and a Paintball attraction.

Our goals will be:

1) Cleanliness. We understand that keeping the city and its streets clean should be our first priority.

There is a public trash can in front of the store. We are going to be responsible for the trash disposal,as well as washing (hosing) the street in front of the shop every morning, also picking up and cleaning after the customers if accidents occur.

2) Making sure we aren't creating any traffic or blockage of the street and politely advising our customers to make room for the traffic flow of the street.

3) There will always be a 3 feet clearance through the whole building. In case of an emergency the fire department will have easy access through the whole building

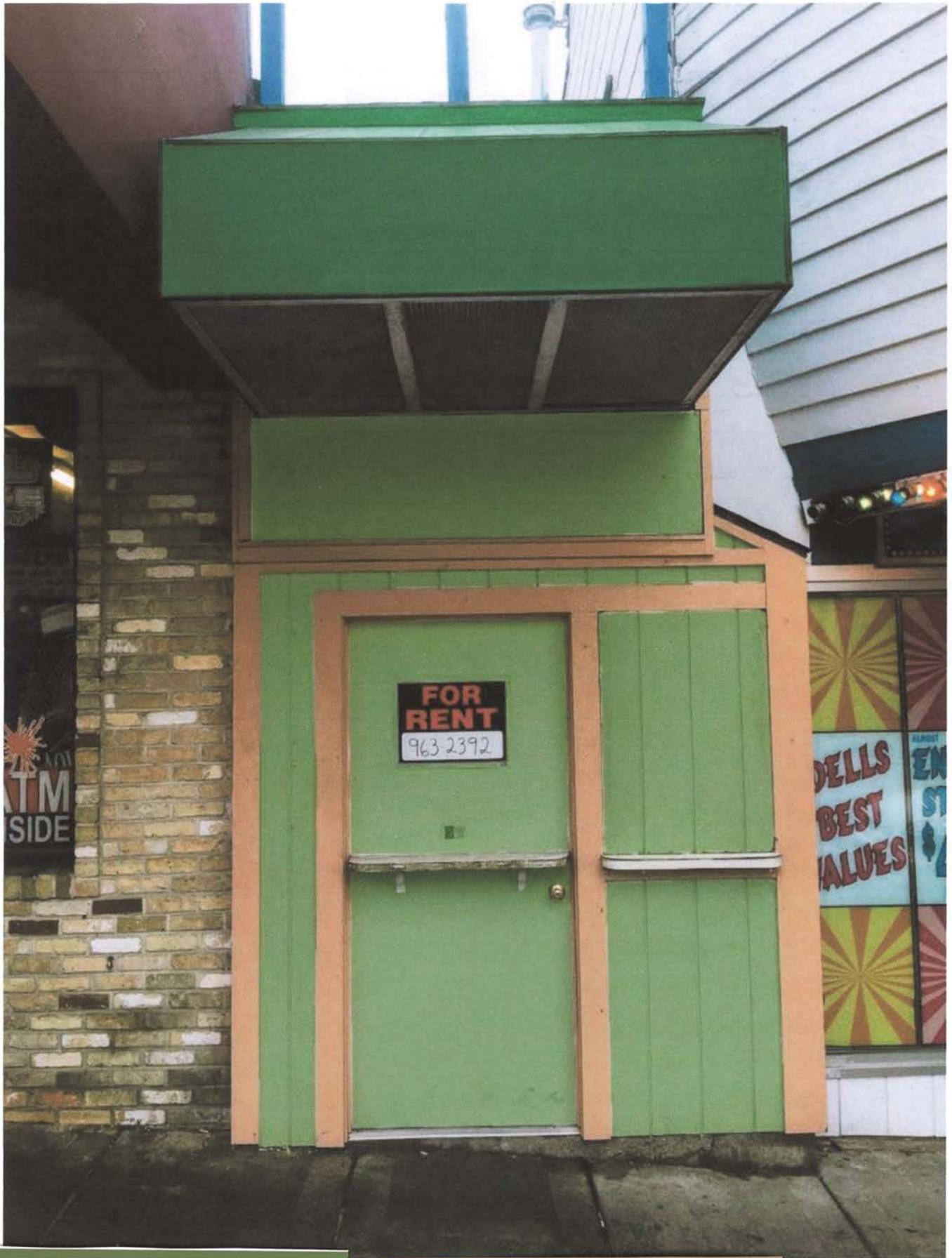
Our hours of operation will be

Mon-Sun

8:00am-10:00pm



Awning Stripe Green 70GY 22/165



Truly Olive 90YY 22/200

Canyon Dusk S210-4M



FOR RENT
963-2392

ATM
SIDE

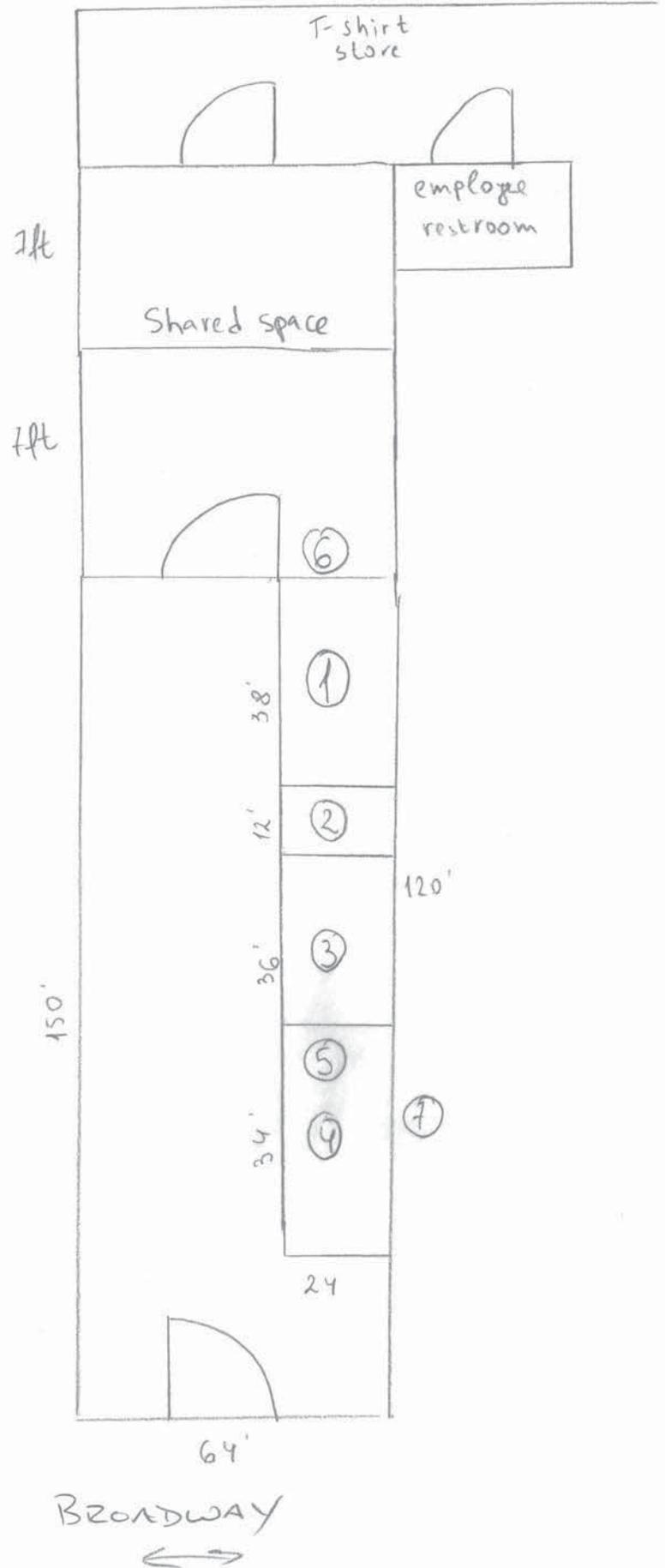
BEST VALUES
ALMOST EVERYTHING
EN ST \$

La Petite Crêperie

Equipment schedule

- ① Three-Compartment sink
- ② Hand washing sink
- ③ Salad bar prep area under counter fridge
- ④ Crepe stove
- ⑤ Undercounter beverage fridge
- ⑥ Mop sink
- ⑦ Air vent

Floors: Tile
 Cookline: stainless steel
 Food prep: stainless steel
 Walls: stainless steel



From: Vladimir Vylkov totallywolf@abv.bg
 Subject: menu
 Date: Mar 13, 2017, 10:55:51 PM
 To: totallywolf@gmail.com

Sample menu:

Jam crepe (cherry,rasbery,plum)
 Nutella
 Nutella & Peanut Butter
 Nutella & Banana
 Nutella & Banana & Strawberry
 White Chocolate & Peach
 Maple Syrup & Walnut
 Maple Syrup & Almond
 Traditional: crêpes with maple
 syrup & brown sugar OR Fresh
 lemon & white sugar

Ham & Cheese
 Ham,Cheese & Egg
 Turkey & Cheese
 Turkey,Cheese & Egg
 Cheese,Spinach,Tomatoes

Build your own crepe.
 add ice-cream



<p>choice of ice cream</p> <p>nutella strawberries bananas</p> <p>mojo</p>	<p>choice of ice cream</p> <p>kiwi strawberries bananas choco syrup</p> <p>mutt</p>	<p>choice of ice cream</p> <p>blueberries strawberries blackberry syrup</p> <p>purple rain</p>	<p>choice of ice cream</p> <p>caramel bananas butter cinnamon & sugar</p> <p>jeans flambe</p>	<p>choice of ice cream</p> <p>strawberries mangoes peach syrup</p> <p>red mango</p>
<p>choice of ice cream</p> <p>choco syrup peanut butter bananas</p> <p>fudgin' good</p>	<p>choice of ice cream</p> <p>mangoes matcha sauce or condensed milk</p> <p>tokyo sundae</p>	<p>choice of ice cream</p> <p>choco syrup marshmallows graham crackers</p> <p>smores</p>	<p>choice of ice cream</p> <p>bananas crushed oreos choco syrup</p> <p>oreo obsession</p>	<p>choice of ice cream</p> <p>kiwi strawberries nutella</p> <p>five-0</p>

WLDelft_Design_Sinks&S... Stainless Steel Wall Hung Hand S... | eBay - Private Message List

You will save more with Stainless Steel Hand Sinks. See all eligible items.

EXTRA 10% OFF WHEN YOU BUY 3 OR MORE See all eligible items.

Stainless Steel Wall Hung Hand Sink

Item condition: **New**

Quantity: 1

Price: **US \$127.60**

Best Offer

A seller you've bought from

Shipping: **FREE** Standard Shipping (2-3 business days)

Delivery: **Estimated or earlier by Thu, 10/26**

Payment: **PayPal** VISA MasterCard

Pay with **PayPal CREDIT**

Get low monthly pay

15 days money back, buyer protection

100% Satisfaction Guarantee




Three 3 Compartment Stainless Steel Commercial Kitchen Sink

Details

- Heavy-duty - constructed from 16-gauge #304 stainless steel for wash and prep area for use in any kitchen, bar, restaurant, laundrette, catering, storage, or other commercial setting.
- NSF certified - meets strict standards for public health protection.
- High-quality - built for high-volume use to last a lifetime.
- High-capacity - three generous basins (14" x 10" x 11" deep, each) room for washing and rinsing.
- Pre-drink holes - 1/2" diameter (1/2" diameter on the 3-0) to accept a standard faucet (faucet not included).
- 1" water drip channel runs along all 3 basins.
- Safe - flared edges and corners for easy cleaning and hygiene.
- Compact size - 33 1/2" wide, 30 1/2" deep to back, 35 1/2" high for maximum height.
- Flare construction - Made to fit a standard 3" x 11" base cabinet.
- Sturdy - customised legs with adjustable non-slip feet and additional stability that minimises vibration on uneven floors.
- Convenient - fast and easy assembly.
- Very popular in design and tested for use in a commercial kitchen. The main sanitary improvements such as washers, seats and a board. This is intended and to be expected in public health.

What's included

- Sink with legs and braces
- Assembly hardware and tools

WLDelft_Design_Sinks&S... Waring WSC160 16" De... | eBay - Private Message List

Waring WSC160 16" Electric Crepe Maker - 120V

Item # 404979885 Item # WSC160



Facebook Twitter

You May Also Need

Carroll King Cream Whipped Top Air Fryer

Waring CAC107 Cream Cheese Slicer

Waring CAC106 Stainless Steel Chopper

Milner 227C Hand Mixer

WLDelft_Design_Sinks&S... Avantco SCL2-36 36" Sa... | eBay - Private Message List

Avantco SCL2-36 36" Sandwich / Salad Prep Refrigerator - 9

Item # 178521230



Facebook Twitter

You May Also Need

Avantco SCL170 17" Air Fryer Cooker

Avantco SCL160 16" Air Fryer Cooker

Avantco SCL150 15" Air Fryer Cooker

Avantco SCL140 14" Air Fryer Cooker

Avantco SCL130 13" Air Fryer Cooker

Avantco SCL120 12" Air Fryer Cooker

Avantco SCL110 11" Air Fryer Cooker

Avantco SCL100 10" Air Fryer Cooker

Avantco SCL90 9" Air Fryer Cooker

Avantco SCL80 8" Air Fryer Cooker

Avantco SCL70 7" Air Fryer Cooker

Avantco SCL60 6" Air Fryer Cooker

Avantco SCL50 5" Air Fryer Cooker

Avantco SCL40 4" Air Fryer Cooker

Avantco SCL30 3" Air Fryer Cooker

Avantco SCL20 2" Air Fryer Cooker

Avantco SCL10 1" Air Fryer Cooker

Item 5(a)

Staff Comment

sidewalk cafe Application –Yolo Café 404 1/2 Broadway.

DRC 04/05/17

Item 5(b) Yolo Café sidewalk seating.

The City has received an application from Nihat Almas to provide sidewalk café seating for the Yolo Café located at 404 ½ Broadway. The DRC had reviewed and approved a proposal from this applicant at the March 8 meeting. At that time the applicant had presented a seating design for a food and beverage area only that was to be primarily based out of the store that was previously “Out of the Woods” on the corner of the building. Since then the applicant has been informed that he will not be able to rent the corner store. He can continue to operate out of his existing location at the Yolo Café. The applicant has stated that he will still be able to utilize the sidewalk space all the way to Elm St. in front of the old Out of the Woods store, but he will not have seating along Elm St.

The applicant would like to set-up an outdoor dining area on the elevated sidewalk adjacent to the property they would like to rent on the second level of the Chalet along Broadway. The Sidewalk Café would be incorporated into the business that they intend to operate out of the adjoining stores, which will offer Hookah service to their patrons in the seating area. The applicant intends to operate the Sidewalk Café June through September, with approximate operating hours of 12 pm - 10 pm.

A primary concern with this request is the offering of the Hookah service. Hookahs are large tobacco pipes that can be shared by multiple people at once. The applicant has indicated his desire to open such a business in the Dells, and that he has been unable to do so because of the indoor smoking ban. The applicant would like to operate his business at this location because it allows him to utilize the outdoor space for the smoking of the Hookah. However, the outdoor space is not on private property, but rather in the road Right Of Way, which is why the applicant must obtain City approval to operate a business on public property.

The City is currently in the process of implementing a Downtown revitalization plan. One of the recommendations of that plan is to restrict smoking along Broadway. The plan states that having smokers in front of businesses “...sends a poor message to kids, affects passer-by (and customers) and presents a negative image of downtown...”. This statement may be debatable, and it was written in reference to cigarette smoking as opposed to Hookah smoking. However, this application is to allow a private business special permission to operate on public property. It seems counter-productive for the City to encourage an activity that the revitalization consultant is recommending the City restrict.

The serving of food and drink at the outside seating area still requires special City approval. Previous sidewalk cafés have been allowed in other elevated areas, but those areas were to be designated as “No Smoking” areas. The remainder of this report applies to the private service of food and drink on the public sidewalk.

As this particular request is for a service area over the existing sidewalk, there are concerns with items falling from the service area to the ground below. Any approval of this use should be contingent on the applicant have a system in place that will ensure that items will not fall to the sidewalk below. The applicant must agree that the City may, in its sole discretion, accept or deny any proposed system to prevent items from falling from the service area. The applicant is proposing using installing material, matching the designated block color, along the railing to prevent any items from falling off the elevated area to the sidewalk below.

The City Zoning Code has a defined land use “21.8 Sidewalk Café” which is allowed as a Permitted Use in the C-2 Commercial – downtown Zoning District, with approval from the Design Review Committee. The standards for such use are as follows:

19.907 Sidewalk café

- (1) **Generally.** The provisions of this section provide the opportunity for restaurants in identified areas of the city to use adjoining public sidewalks for the purpose of providing outdoor seating.
- (2) **Purpose.** The provisions of this section are intended to:
 - (a) enhance the pedestrian ambiance of the city by promoting additional activity on city sidewalks and visual interest;
 - (b) enhance the appropriate use of existing public spaces; and
 - (c) increase economic activity in the area.
- (3) **Location.** A sidewalk café shall be located directly in front of the restaurant with which it is associated.
- (4) **Obstructions.** A sidewalk café may not interfere with any public service facilities located within the street right-of-way, including public telephones, mailboxes, public signs, public benches, public art, public fountains, and bus stops. In addition, a sidewalk café may not interfere with fire escapes, drop ladders, building access points, and other points of normal or emergency access.
- (5) **Pedestrian movement.** No portion of the sidewalk café may impede pedestrian movement. Generally, a 4-foot wide unobstructed walkway allows adequate pedestrian movement.
- (6) **Planters.** Planters may be used as a visual amenity and to frame off the space allocated for the sidewalk café. The size of plant materials shall be compatible in scale with the immediate area. Hanging planters are not permitted.
- (7) **Lighting.** Lighting shall be limited to table top lamps of low intensity. The building inspector may allow additional lighting to provide appropriate levels for safety.
- (8) **Furnishings.** All furnishings shall fit the character of a public streetscape. An umbrella over each table may be permitted if it does not create an obstruction.
- (9) **Floor covering.** A floor covering may not be used in the sidewalk café.
- (10) **Tables.** Round tables may not exceed 36 inches in diameter and square tables may not exceed 36 inches in width.
- (11) **Food preparation.** All food shall be prepared within the restaurant.

The applicant has stated that the interior stores will have 2 bathrooms, one men’s and one woman’s. Based on the bathroom requirement for a bar, the maximum capacity of this facility, including indoor and outdoor patron areas, will be 80 people. A concern with the use of a Sidewalk Café is the disruption of pedestrian flow on the sidewalk. As a general rule a minimum of 4 ft of clear sidewalk must be maintained. The DOT requires a minimum of 6 ft of clear space on the street level sidewalk. The applicants plan indicates the elevated sidewalk is 9 ft wide, and has stated their tables, chairs, and plantings should take up around 3 ft, leaving 6 ft of clear sidewalk space. It seems likely that in reality their outdoor furnishing will take up more than 3 ft. Due to the relatively low pedestrian traffic on the elevated sidewalk, maintaining the City required 4 ft clear space should be adequate. Any approval should be contingent on the applicant complying with any request from the City to increase the clear sidewalk space if the City deems it necessary in the City’s sole judgement.

It should also be made clear to the applicant that there is to be no barking, calling out, or other attempts to attract the attention of pedestrians on the public sidewalk. There are City Ordinances against Public Nuisances Affecting Peace and Quiet prohibits the amplification of any sound on a public street. However, it seems reasonable to consider special allowances to be given to Sidewalk Cafés, as the Sidewalk Café permit allows for a portion of the public street to be utilized for a private business. It is standard for restaurants to play background music for diners. Such music is not intended to be as advertising or announcing the presence of the

business. Any allowance made for such music would be contingent on continued cooperation by the applicant to keep volumes at or below levels deemed acceptable to the City in its sole discretion. The City reserves the right to revoke any privilege allowing such music to be played from a speaker outside it the City at any time feels that the music is being used as an advertisement or to draw attention to the business. It should be noted that this property fully surrounded by commercial properties, however, being elevated any amplified music may travel above the street and buildings and into the residential areas to the north of Broadway.

A concern with food being served outside is the cleanliness of the area. All businesses are required to maintain the sidewalks in front of their property by sweeping up garbage on a regular basis. The applicant would be expected to be diligent in their maintenance of the sidewalk in front of their property. This would include removing any refuse that may end up on the sidewalk below. It will be the responsibility of the applicant to ensure all refuse is removed from around and under their dining/smoking area. The applicant must ensure that the dining area is maintained at a high standard. Maintenance, such as repairs and painting must be performed of high quality and on a regular basis.

If approval is granted for this use by the Plan Commission, the applicant must also obtain an agreement with the City for the use of the elevated sidewalk as it is Public Property as a Road Right of Way.

Any approval of this CUP should come with the following contingencies:

1. The applicant obtains a Privilege agreement from the Public Works Committee to use the public Right of Way.
2. The applicant complies with any requests from the City to prevent items from falling from the service are to the street below.
3. The applicant complies with any safety requests by the City. This includes but is not limited to restrictions on use of burning charcoal at the outside or inside areas and restrictions on the use of gas heaters.
4. The applicant complies with any requests from the City to provide more clear sidewalk space.
5. The applicant maintains the sidewalk and street around the dining and smoking area.
6. Any music played outside is for ambiance purposes only and not for advertisement or to attract attention. The applicant will cooperate with any City requests for volume level.
7. The applicant cooperates with the City to resolve any issues that may arise as a result of this use.

Green: PMS 573c



SUNBRELLA COLOR
Palm



Chris Tollaksen
City of Wisconsin Dells

400 blk color:



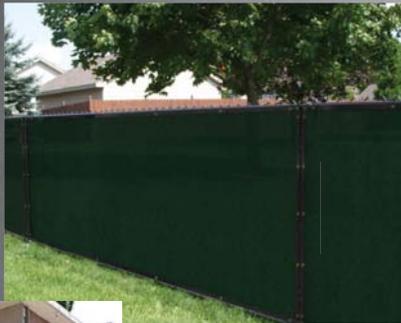
YOLO CAFÉ

Nihat Almas & Engin Akdemir

404 1/2 BROADWAY, WISCONSIN DELLS, WISCONSIN 53965

- **Yolo Café** is a Hookah Lounge where customers can receive quality food, drinks, Hookah and service at a very reasonable price. Our business goal is to expand its business to the terrace in front of the existing café area and customize our existing inside café area to better serve our customers. Our aim is to create warm and welcoming environment for adults who would enjoy eating light bites and smoking water pipe "Hookah" in a very relaxed and comfortable surroundings.
- **Our terrace** will have comfortable low tables with chairs and umbrellas for protection from the sun heat and rain. The fence of the terrace will be covered with special material first to prevent any items from falling out from the terrace tables or area and second to protect the whole outside seating area from excess wind. At the same time giving customers more private area away from the Main Street noise and traffic. For colder Wisconsin nights we will have gas heaters to keep the area warm. Adding few garden flowers and pots with small trees we will hopefully provide the most authentic secure environment possible for everyone to enjoy smoking hookah and receiving that "Middle Eastern" experience.
- **The Hookah** we offer will be only organic, using organic coconut charcoal and organic Hookah tobacco. Organic coconut charcoal benefits are quick lighting, little to no smell, delivery of a consistent and even heat and most importantly it gives no sparks when exposed to the wind.

Fence cover options for the terrace, umbrellas, table and chair options.



Garden flowers and tree options



Gas heater options



Organic Hookah

Organic Hookah is single-stemmed instrument for vaporizing and smoking flavored organic tobacco, whose vapor/smoke is passed through a glass water basin before inhalation.

The word "Hookah" is a derivative of "huqqa", a Hindustani term.



Components of a Hookah



BOWL- also known as the head of the Hookah, can be made of metal or clay that holds the coal and tobacco during the smoking session.



The BOWL is loaded with tobacco then covered by a perforated aluminum foil.

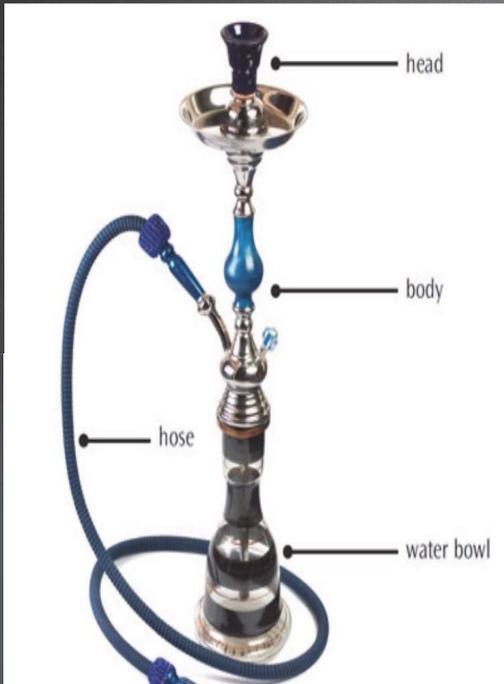


A **HOOKAH COVER** windscreen is a cover that sits over the bowl area, with some form of air holes. This prevents wind from increasing the burn rate and *prevents ash and burning embers from being blown onto the surrounding environment.*

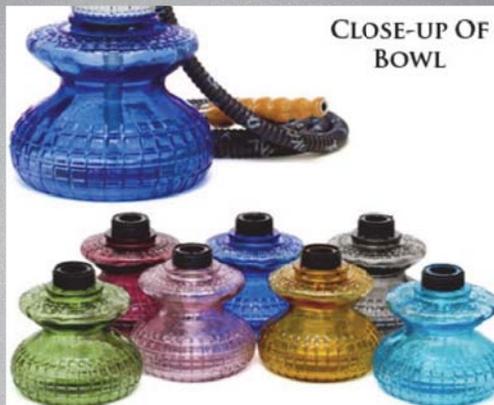
Other forms of Hookah Cover



Other Hookah parts

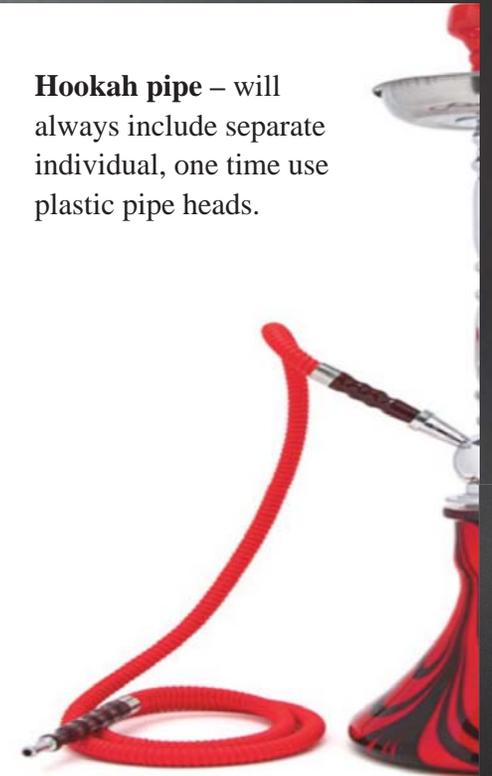


Components of a Hookah



Water Bowl

Hookah pipe – will always include separate individual, one time use plastic pipe heads.



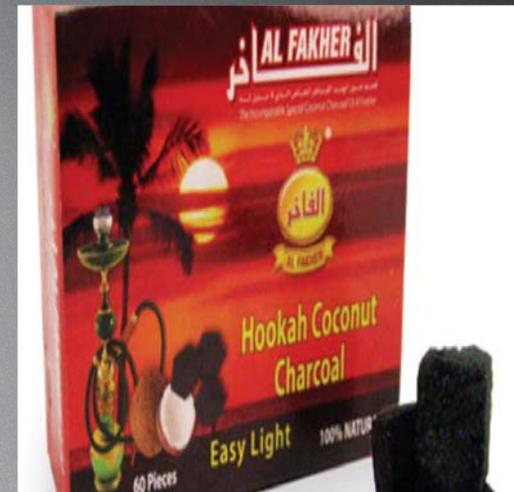
Organic Coconut Charcoal



Ready made organic coconut charcoal cubes before use.



Charcoal cubes while lit on fire.



Charcoal box.

Drinks corner



Item 8

Downtown Design Standard Review

1. MSA Proposals
 - a. Billboard height and structural support standards
 - b. Interior Window Covering standards
 - c. Next meeting – Outdoor sales
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 Restaurant
 - 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 - 16 ft height and 144 sq ft max OK.
 - i. 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??
 - b. Signage on projecting structures
 - i. Not allowed on side of awning OR CANOPY
 - ii. A figure or silhouette is a sign
5. LED string lighting –
 - 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
6. Incidental signs
 - a. Count toward maximum 25% of window.
 - b. Do not include merchandise signs, e.g. realtor listings, beer signs
7. 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
8. TOM from RAINBOW COMMENTS
 - a. DOWNTOWN MATERIALS – Alumalite = 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)

9. 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
 - d. Ordinance updates now
 - i. Wraps must use camouflage straps
 - ii. New off-premise pole signs must be uni-pole
 - iii. No wood pole signs – MSA proposal
 - iv. Continuity in height? - MSA proposal

Committee initial comments for MSA Proposal

10. Food trucks and carts
 - a. Joint meeting recommended food trucks not allowed in C-2
 - b. Joint meeting recommended food carts be allowed with standards to be approved, including:
 - i. Cart is used on and by the property owner
 - ii. Cart is selling products already available in the store
 - iii. Approval of the entire business façade look
11. Review of outdoor dining associated with permanent restaurant
12. Outdoor retail non-food sales and services
 - a. Table and tent set-up
 - b. Currently requires CUP from Planning and Council
13. 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
 - d. Sliding glass doors –
 - i. window when closed, no window when open.
 - ii. Merchandise OK when OK, 50% limit when closed

MSA UPDATES

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-premise 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.

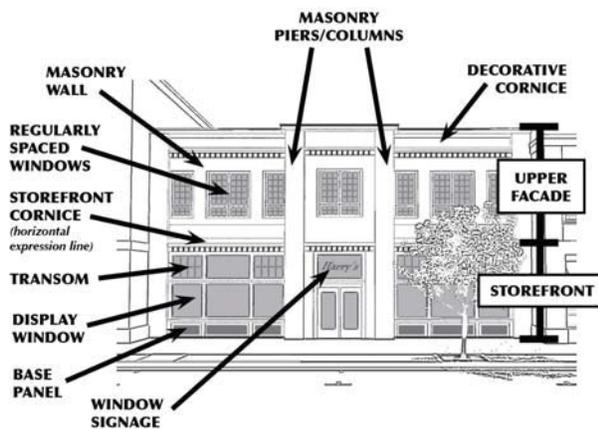
Terms

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

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.

