

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, JANUARY 11, 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 December 7 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any
4	Discussion / Decision on Proposed Legacy sign application submitted by Dave Jahnke for the Old Time Portraits Canopy sign located at 217 Broadway.
5	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any
6	Discussion / Decision on Building/site plan application(s) submitted for review, if any
7	Discussion / Decision on Design Standard and Ordinance Updates
8	Items for referral to future meeting
9	Set date and time of future meeting (January 25)
10	Adjournment
11	
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>
	<p>CHAIRPERSON – DAR MOR</p> <p style="text-align: right;">DISTRIBUTED JANUARY 6, 2017</p>

Staff Comment
Sign Applications
DRC 01/11/17

Item 3) SkyBox Sports Bar and Grill Sign – 701 Broadway (replacing Roadhouse Saloon).

The City has received an application from Skybox LLC (Tony Angelini – contact) to change copy of signage at 701 Broadway from the “Roadhouse Saloon” to “Skybox Sports Bar and Grill. The applicant has purchased the property and intends to change the name of the business.

The rooftop sign at this location is considered a legal con-conforming. However, Sign ordinance 22.12(2)(e) states:

“If located on property that is sold, with the full ownership of the property being transferred, the nonconforming sign and/or projecting structure must be brought into conformance with the sign regulations of this article at the time of the transfer unless the business will continue to operate under the same name.”

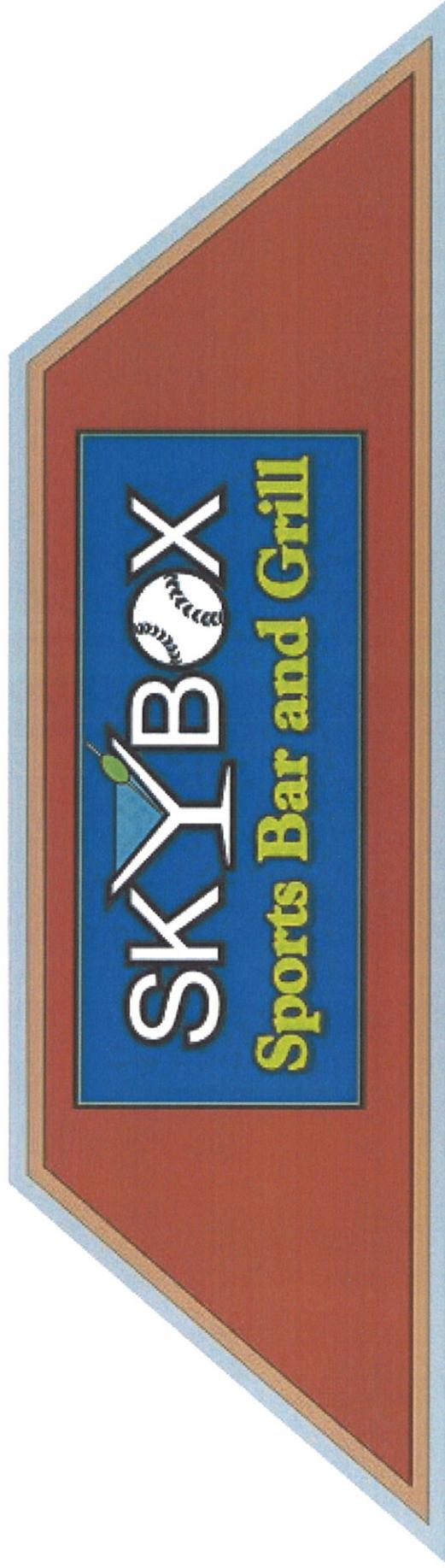
As such, the “Skybox” sign is not permitted on the rooftop structure. If the business will not continue to be the “Roadhouse Saloon”, the rooftop structure will need to be removed.

There are 2 wall signs on this property, and these may converted to the “Skybox” sign upon approval of the Design. The existing wall signs are internally illuminated, so any new lettering would have to comply with the Lighting standard (4) with states: “the sign face (background) shall be opaque with only pushed thru lettering/symbols illuminated.”

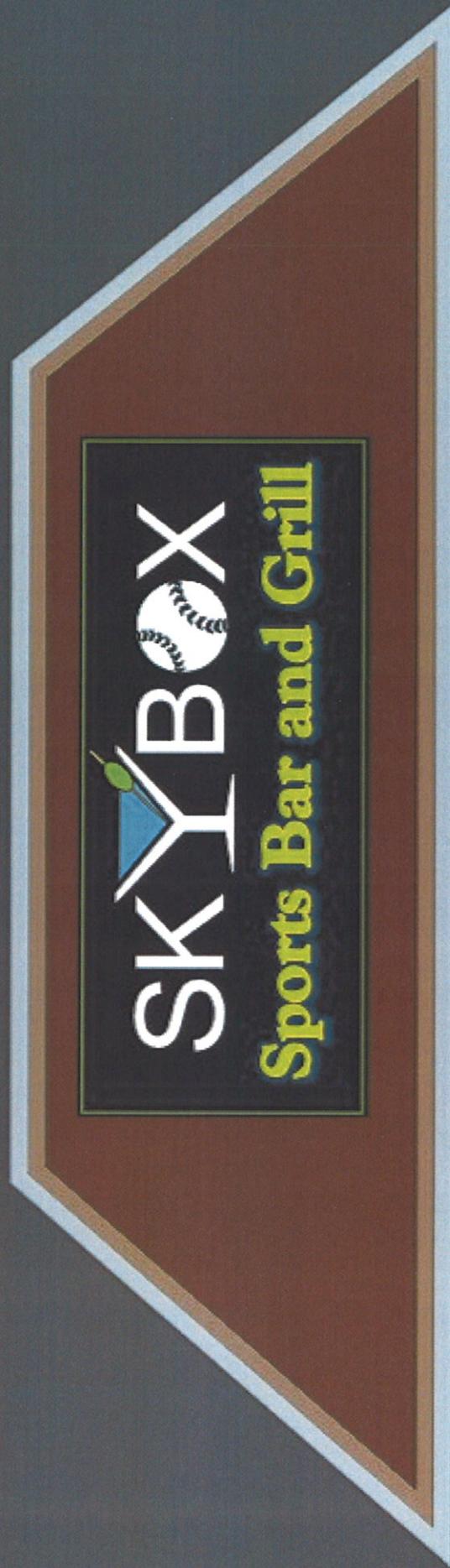
The applicant has submitted renderings of proposed new signs in the existing wall signs on the east and west sides of the building. These signs are backlit, and have an opaque background so only the letter light up at night as required by the standards. This does not appear to be a historic building; on which any back lit signs are discouraged.

These 40”x96” signs are well below the 60 sq ft maximum wall sign standard.

40" x 96" daytime view



Night view: only lettering is translucent, background opaque





Certificate of Appropriateness

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

Address of Property:

701 BROADWAY

Property Owner Name:

SKYBOX LLC (TONY ANGELINI - CONTACT)

Property Owner Address:

1427 HWY. 35 ONAUKA, WI 54650

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

No

PROBABLY CLOSE TO THAT

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

New Construction

Siding

Signage

Building Addition

Landscaping / Fencing

Exterior Lighting

Façade Restoration

Parking / Rear Access

Other: _____

Awning/Canopy/Shutters

Doors, Windows, & Entrances

Roofing

Exterior Painting

Briefly explain the proposed work: (Attach extra sheets if necessary.)

REPLACE "ROADHOUSE" SIGN FACES
WITH "SKYBOX" FACES.

Last Modified: January 4, 2016

Page 1 of 2

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:

\$ 2000

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:

Property Owner

Job Brown
AGENT

Date:

12/27/16

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

Page 2 of 2

CERTIFICATE OF APPROPRIATENESS

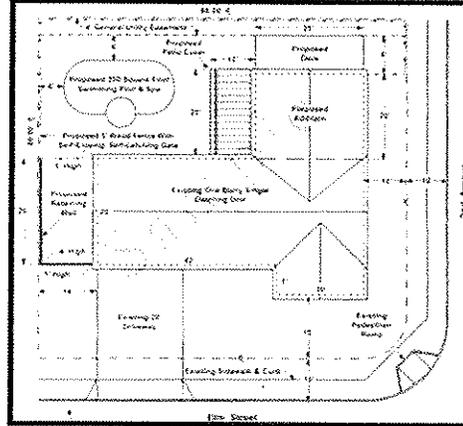
Signage Design Checklist

Instructions

If a section of these standards does not apply to the proposed project (e.g. parking standards for a facade renovation project) the entire section can be skipped by checking the "does not apply" box NA. If any part of a section does apply, please fill out the entire section with checks for completed standards and cross outs for any that do not apply.

The following items shall be submitted for review (unless the Zoning Administrator determines that they are not needed because of the project is limited in scope):

- Certificate of Appropriateness Application
- Design Standards Checklist
- Site Plan (see page 3)
- Building Elevation
- Color / Material Swatches



Sample Site Plan
(Information provided dependent on permit requested)



Sample Elevation

DESIGN STANDARDS CHECKLIST

Applicant	Staff / ZA	DRC
-----------	------------	-----

SIGNAGE DESIGN - GENERAL

SIGN ORIENTATION, PLACEMENT & MASSING

NA

Comments (office use only):

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. Signs are placed to fit in with the building's overall architecture composition and does not compete with its architectural features, especially on historic facades.
2. Placement of signs does not obscure window or doorways, including door, glass panes and corresponding trim and supports.
3. Placement of signs do not significantly obscure the building's architecture features.

EXISTING STRUCTURE



Signage Design Checklist

	Applicant	Staff / ZA	DRC	
<p>1. On masonry buildings, signage will be mounted through the mortar joints, not in the masonry itself.</p> <p>2. The sign installation method does not obscure window or doorways, including door, glass panes, and corresponding trim and supports.</p> <p>3. The sign installation method does not significantly obscure the building's architectural features.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>SIGN INSTALLATION</p> <p><input checked="" type="checkbox"/></p> <p>Comments (office use only):</p> <hr/> <hr/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<p>1. Awnings are not internally illuminated.</p> <p>2. High-lumen exterior lamps: 1) are located and shielded to prevent the casting of direct light or glare on adjacent roadways or properties; and 2) do not interfere significantly with the sign or sign bracket.</p> <p>3. All sign lighting is securely and permanently affixed to prevent movement.</p> <p>4. If a wall or projecting sign is internally illuminated, the background is opaque and only the lettering/symbols are illuminated.</p> <p>5. Any blade sign is not internally illuminated.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>SIGN LIGHTING</p> <p><input checked="" type="checkbox"/></p> <p>Comments (office use only):</p> <hr/> <hr/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<p>1. Sign materials are durable and easy to maintain.</p> <p>2. The sign style, colors and materials complement the character of the building and other signage.</p> <p>3. Sign substrate is either MDO, Aluminum, or Aluminate. If acrylic material is used, it simulates metal or wood.</p> <p>4. No highly reflective material is used.</p> <p>5. The color tones between a sign's lettering/symbols and background have sufficient contrast to make the sign clearly legible.</p> <p>6. The main lettering and predominant background are not fluorescent.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>SIGN MATERIALS, COLORS & LETTERING</p> <p><input type="checkbox"/> NA</p> <p>Comments (office use only):</p> <hr/> <hr/>
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

DESIGN STANDARDS CHECKLIST

Signage Design Checklist

DESIGN STANDARDS CHECKLIST

	Applicant	Staff / ZA	DRC
--	-----------	------------	-----

SIGNAGE DESIGN - TYPE SPECIFIC

MONUMENT SIGN



Comments (office use only):

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. Only one **monument sign** per lot that is not larger than 60 sq.ft. Also the sign area does not exceed the total allowable signage per business frontage (see Municipal Code Section 22.10(3)).
2. The building(s) is setback, or the primary entrance is, 8-ft or more behind the public sidewalk. If not, a **monument sign** is not allowed.
3. The **monument sign** is oriented perpendicular to the sidewalk.
4. The **monument sign** is no taller than 6-ft, at the highest point, above the sidewalk grade.
5. The base of the sign is landscaped.
6. If a LED changeable messaging sign is incorporated in the **monument sign**, it does not make up more than 25% of the sign area, inclusive of the base area.

WALL SIGN



Comments (office use only):

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

1. There is only one **wall sign** present per every 50 feet of frontage (e.g. 1-49 feet: one sign; 50-99 feet: two signs; 100-149 feet: three signs and so on)
2. The sign area does not exceed 60 sq.ft. and does not exceed the total allowable signage per business frontage (see Municipal Code Section 22.10(3)).
3. The primary **wall sign** is located above the street-level windows/doors.
4. If a historic sign board area exists above the **transom** windows, the primary **wall sign** fits within this space and does not extend beyond this signboard edges.
5. Signs below 8-ft from grade do not project more than 2-inches from the building and above 8-ft do not project more than 18-inches.
6. The highest point of the **wall sign** does not extend more than 5 ft. above the roofline, cornice or parapet.



Building & Site Design Checklist

DESIGN STANDARDS CHECKLIST

PROJECTIONS



Comments (office use only):

Applicant
Staff / ZA
DRC

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. Signage on projects meet the requirements under Signage Design - General (p.38-39 in the checklist) and Signage Design - Type Specific (p.41).
2. Building projections (balconies, bay windows, **canopies** and **awnings**, do not extend more than 6 feet beyond the property line at the sidewalk.
3. Building projections relate to and complement the primary colors of the building facade.
4. New **canopies** are not in the public R.O.W.
5. **Awnings** are at least 3 feet in depth and have a minimum clearance height of 8 feet above grade.
6. **Canopies** and **marquees** have a min. clearance of 10 feet from grade AND signage underneath has a min. clearance of 8 feet.
7. **Awning** and **canopies** are not made of shiny material or have a shiny finish.
8. There are no glowing awnings (backlit).

COLORS & MATERIALS



Comments (office use only):

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. There are no day-glo or fluorescent colors used.
2. There are no bright colors used for the primary facade color.
3. Gravel aggregate materials, vinyl siding, **manufactured stone veneer** and polished stone is not being used as an exterior building material.
4. **Metal panel/siding systems** and other panelized products are only being used as accent materials on facades facing Broadway Avenue, cross streets to Broadway Avenue (up to alley), or river/riverwalk.
5. Where allowable, **metal panel/siding systems** and other panelized products are covering more than 50% of the facade.
6. **EIFS**, **metal panel/siding** and other panelized products are not used below 3 feet from grade.
7. A picture and a sample of each exterior material and a facade illustration indicating colors and materials have been provided w/ Checklist.

Staff Comment
Sign Applications
DRC 01/11/17

Item 4) Legacy Sign application – Old Time Photos (Canopy Sign) – 219 Broadway

The City has received an application for Legacy sign designation from David Jahnke for the canopy sign for the Old Time Photos located at 219 Broadway.

For reference, the Sign Ordinance states:

- (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.

The applicant has submitted a written narrative with multiple photos explaining why they are requesting Legacy sign designation. It appears this narrative demonstrates that this sign could fall into several of the Designation Criteria required by the ordinance as shown above:

(i) The narrative associates this sign with the State of Wisconsin Historical Society H.H. Bennett Studio and Museum and the old time photo events it held.

(ii) The narrative associates this sign with H.H. Bennett as part of its association with the Historical Society Studio and Museum.

(iii) The narrative states that the sign was designed to embody the characteristics of the 1980 H.H. Bennett Studio sign and the canopy was designed to embody the characteristics of the original canopy that was on the Finch Hotel at the corner of Oak and Broadway.

(v) It seems the narrative describes how the sign exemplifies the cultural, economic, and historical heritage of Wisconsin Dells through its association with HH Bennett and his significant to all of these qualities of the Dells.

(vi) The narrative states that care and expense was invested in designing and constructing a sign of extraordinary aesthetic quality.

The material, colors, and lettering of this sign are consistent with the current design standards. In fact, this sign is included as an example of an appropriate sign in this section of the design standards.

It appears the canopy has 2 ft high faces, and the signage is made of 1 ft tall letters, therefore the signage would be less than 50% of the flat profile which is under the 75% maximum in the standard. There is signage on the side of the canopy, and it has been determined that such signage should meet the standards of the blade signs. The design of this sign appears to be consistent with the desired design of the blade signs, but by running 10 ft along the side face of the canopy these signs are wider than the 36" maximum width standard for blade signs.

The width of the signs on the side of the canopy appear to be the only deviation from the existing design standards, except of the current prohibition of Canopies with support posts in the ROW.

Based on the narrative provided, this sign appears to be a suitable candidate for Legacy Sign designation. Although if such designation is granted, it should be noted that the exemption from the current ordinance this status provides is primarily to the location of this sign as it exists on a canopy with posts in the ROW. The prohibition of canopies with posts in the ROW is driven by factors other than the Design Standards the City chose to implement, most notably the fact that the ROW is owned by the State of Wisconsin and not the City of Wisconsin Dells. It is made very clear to the applicant, that any circumstances arising from the fact that this sign exists within the State Highway ROW which would cause the City to require this sign be removed, would not be exempted by virtue of this sign's Legacy designation. The Legacy designation allows exemptions for Standards and Ordinances based on design only.

Application for Legacy Sign Designation

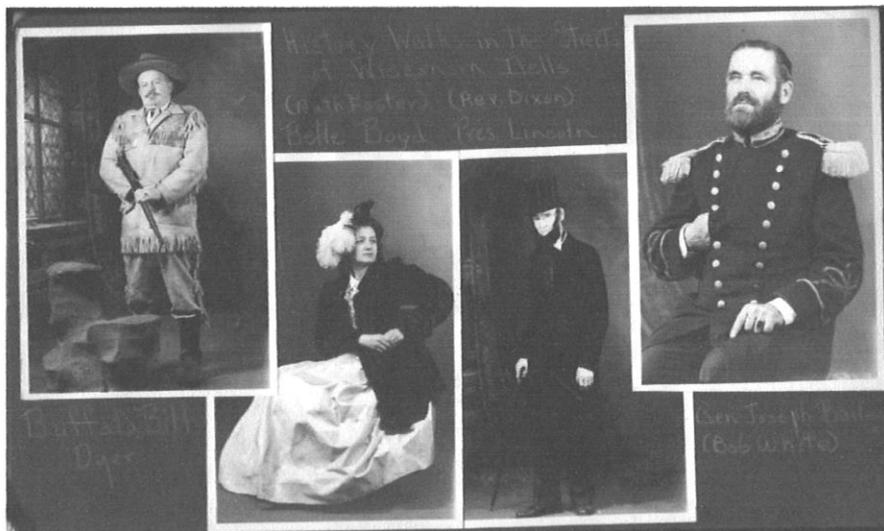
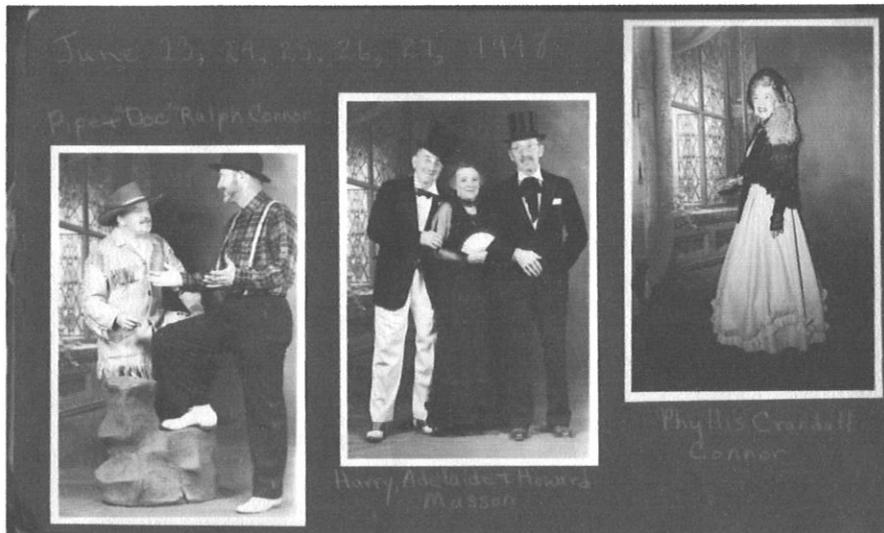
Old Time Portraits - 3 sided canopy sign - Permits 2408, 2409, 2410 Issued 5/8/1996

217 Broadway, Wisconsin Dells, WI

Historical Context

Old Time Portraits has been a part of downtown Wisconsin Dells and the H H Bennett Studio continuously since 1976, but was actually started 28 years earlier.

In 1948, as part of the State of Wisconsin Centennial Celebration, the H H Bennett Studio began taking "Old Time Portraits" as a one year only part of that celebration. Below are some examples of photos taken at the studio in 1948 of local citizens dressed in vintage costumes



In 1976, as part of the nation's Bicentennial Celebration, the H H Bennett Studio opened the original H H Bennett Darkroom for public viewing for the first time, and also began taking Old Time Portraits on a regular basis. The photos below are of the 1980 sign update.



In 1996, the Old Time Portrait operation was moved to the adjacent building at 217 Broadway as part of preparations for donating the original studio to the Wisconsin State Historical Society. The original time line was that the Old Time Portraits operation would relocate for summer of 1996. The studio would be donated in late 1996, and the new state museum would open in 1998. That timeline proved optimistic as the project was expanded from the original plan to a much larger museum incorporating 3 buildings. The new museum opened in spring of 2000.

In choosing a design for the facade of the relocated Old Time Portraits, we were inspired by the original canopy that was on the Finch Hotel at the corner of Oak and Broadway (photo courtesy of dells.com by permission)



In planning the architecture that would be adjacent to the restored 1875 facade of the H H Bennett Studio, the Wisconsin State Historical Society emphasized the importance of having complimentary designs, but ones that would be different from the style of the original H H Bennett Studio so that the integrity of the original design would stand out. Colors were chosen to compliment the brick of the restored H H Bennett Studio, and the same philosophy was applied to the facade design of the former Dells Post Office building at 211 Broadway, which was to become the entrance to the newly expanded museum. The burgundy color of the new Old Time Portraits sign was chosen to provide a rich accent color, and the raised gold vintage style letters were intentionally chosen in an antiqued version to eliminate any harsh contrast between the letters and backgrounds. This is not how signs were typically being done in the downtown area at that time, and added to the cost of the project, but we felt it was very important to create an upscale look adjacent to the new H H Bennett Studio and History Center.



The current sign has been in place for 21 years, and is a successor to the previous sign that was updated in 1980. It provides a visual anchor with the H H Bennett Studio which now has a reproduction of the original sign that was in place in 1875 when the studio was originally built.

It anticipated many of the qualities in design and color palette that the design committee has now established for the entire downtown area, and it has become a visual landmark in the 200 block along with the entire H H Bennett Studio History Center.

I hope that the Design Review Committee will consider designating this sign as a Legacy Sign under that portion of Chapter 22 of the sign ordinance that deals with legacy signs.

Sincerely,

A handwritten signature in blue ink, appearing to read "David C. Jahnke". The signature is fluid and cursive, with a long, sweeping underline that extends to the left.

David C Jahnke
Bennett Organization, Inc.
Lyndale Investments, LLC

Mail address: PO Box 656, Wisconsin Dells, WI 53965
Physical address of building: 217 Broadway, Wisconsin Dells, WI

Submitted December 27, 2016



Original Sign Permit - Issued 05/08/1996

APPLICATION FOR SIGN PERMIT - CITY OF WISCONSIN DELLS NO. #13-96

REC. NO. 5320

APPLICATION is hereby made for a PERMIT to erect or reletter a sign in conformity with the Ordinances of the City of WI. Dells, upon the property designated below and in the manner described herein.

Name of Applicant BENNETT ORGANIZATION *BUSINESS IS TIME PORTRAITS*

Address of Applicant PO Box 656

Owner of Premises (Approval Letter) DAVID SKE

Address of Legal Description of Premises 7 BROADWAY

Zoning of Premises COMMERCIAL

Type of Sign: Wall Sign Free Standing or Ground Sign
Projecting Sign

On or Off Premise on Other CANOPY

A copy of a sign sketch illustrating the size, shape and message of the proposed sign MUST accompany this application. A site plan drawing showing the positioning of the sign with respect to the highway, buildings and/or other signs, MUST accompany this application.

Dimensions 12' x 38' (H) x 12' x 12' (W)

Single Faced Double Total Square Feet

Type of Lighting (ELECTRIC PERMIT REQUIRED) None

Value of Sign 7000

Name and Address of Person or Company who will install the sign

RAINBOW SIGNS - WISCONSIN DELLS
CERTIFICATE OF APPLICANT: I hereby certify that the above application is a true and correct statement of the work to be done; that any changes therefrom shall, before being made, be submitted for approval, and that the sign shall conform to all City Ordinances and State Codes where such may apply.

DATE 4-29 1996 Signed: [Signature]
Applicant: Owner-Agent-Contractor

Fee Received \$ 150.00
Date 5/11 1996 Signed: [Signature]
Clerk-Treasurer

Subject to compliance by the applicant with all requirements of the City of Wisconsin Dells Sign Ordinance and State Codes and Statutes, permit approval is hereby granted to authorize installation and maintenance of the specific sign described herein at the precise location herein described. The applicant, NINETY (90) DAYS from the date of issuance of the sign permit, is to erect the sign described in this permit. If the erection is not complete within said time, the permit shall become null and void.

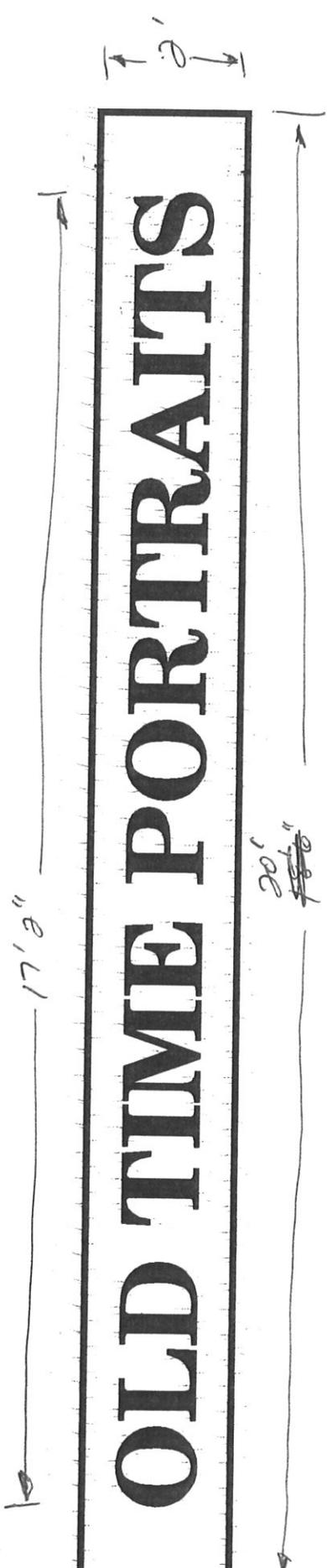
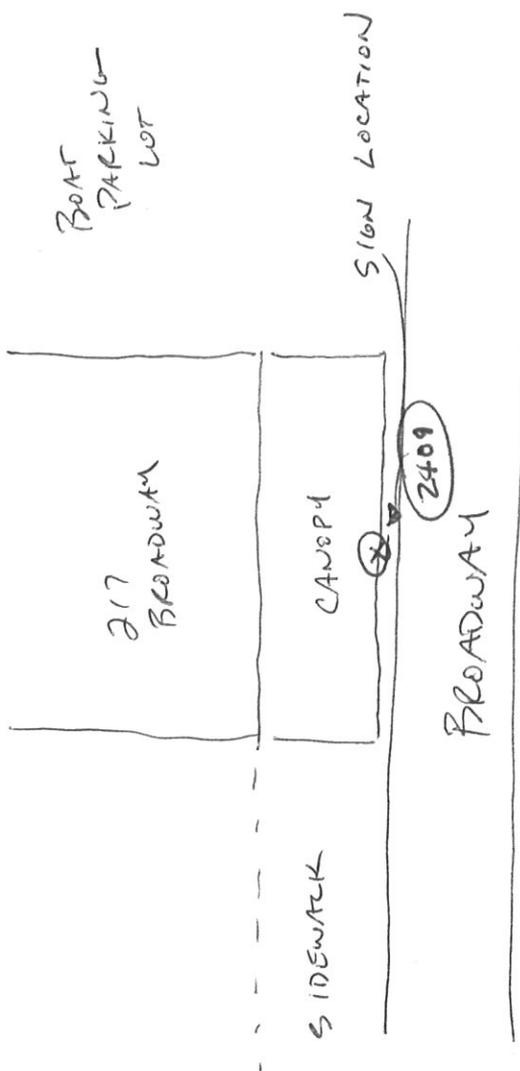
PERMIT NUMBER _____ Date of Issuance 05/08 1996

SIGN NUMBER _____

I.D. TAG NO. 2408, 2409, 2410 Signed: Michael T. Hansen

I.D. LOCATION Rockwell town at canopy Sign Inspector

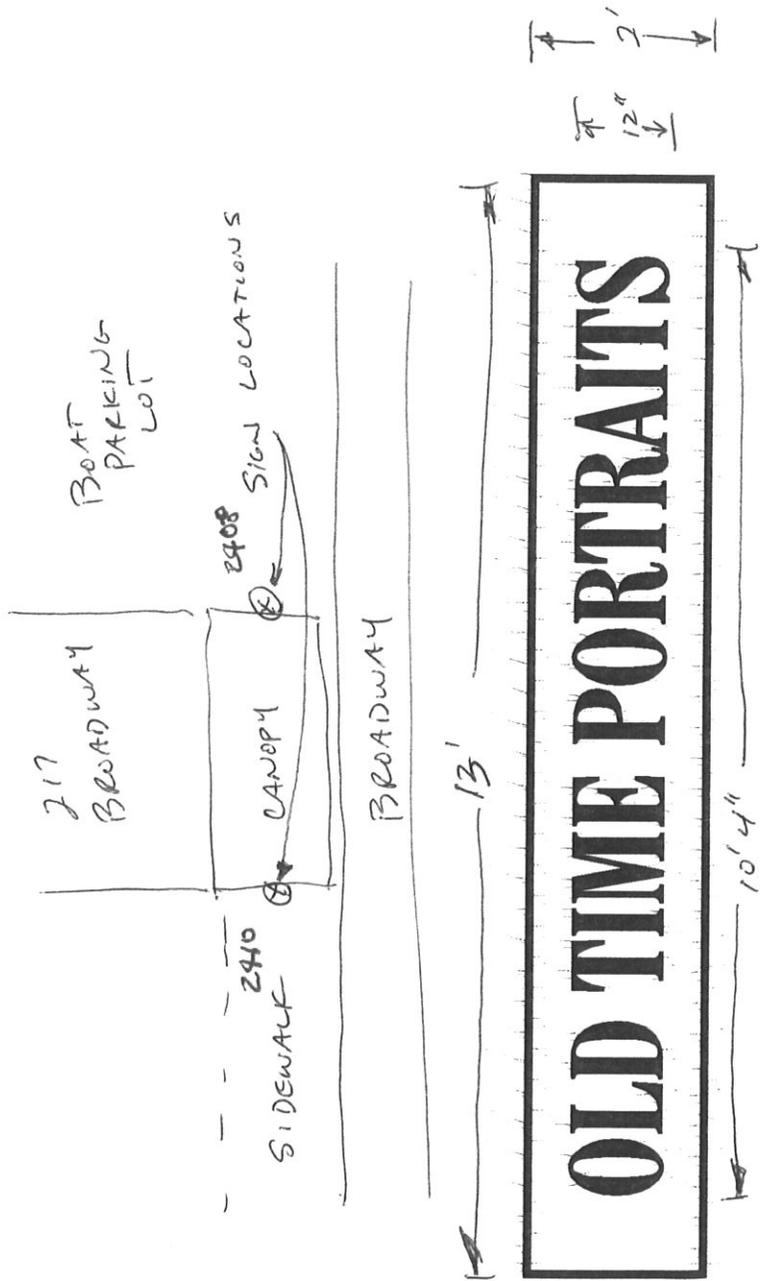
THIS PERMIT IS REVOCABLE



CANOPY FACE FACING BROADWAY (SOUTH)

12" RAISED LETTERS APPLIED TO EXISTING FACE

TOTAL COPY SIZE = 17.17 SQ. FT.



(2) CANOPY FACES FACING SIDEWALK (EAST, WEST)

12" RAISED LETTERS APPLIED TO EXISTING FACES

TOTAL COPY SIZE = 10.33 SQ.FT. (FACE X 2 = 20.66 S.F.)

TOTAL SQ.FT. ALL 3 FACES (COPY ONLY) = 37.83 S.F.

Materials, Colors & Lettering

Signage reinforces business brand and identity. It can also strengthen or detract from the Wisconsin Dells' unique downtown character.



APPROPRIATE The lettering is simple, effective and uses subdued colors. The three-dimensional lettering is historically appropriate and improves legibility in varied weather conditions.



APPROPRIATE These *wall signs* exemplify the effective use of color (high contrast and part of the building color scheme), simplicity (only two words) and graphics (the camera image quickly communicates the core business function).



APPROPRIATE This *wall sign* complements the building architecture in both style and color scheme; however, the use of an internally lit cabinet would not be permitted per Standard #4 under lighting (P13).

Standards

1. Sign material **shall** be durable and easy to maintain with preference to wood and metal.
2. The sign style, colors and materials **shall** be complementary with the character of the building and other signage.
3. Sign substrate **shall** be either MDO (exterior grade plywood), Aluminum, or Alupalite. If acrylic material is used, it **shall** simulate metal or wood.
4. Highly reflective material **shall not** be used, as it is often difficult to read.
5. The color tones between a sign's lettering/symbols and background **shall** have sufficient contrast to make the sign clearly legible. Light letters on a dark background or dark letters on a light background have the highest legibility.
6. The main lettering and predominant background **shall not** use fluorescent colors, but may be used in a secondary role.

Recommendations

- A. Generally limit the number of colors to three. Competition between too many colors often results in decreased legibility.
- B. Subdued and darker colors are encouraged.
- C. Lettering that is simple and bold is encouraged.
- D. Overly-ornate and trendy typefaces that are hard-to-read are discouraged.
- E. Excessive lettering is discouraged, including listing products/services and slogans.
- F. If three-dimensional letters/symbols are used, one-half inch depth or reveal is encouraged to make each letter stand out from the background.
- G. Use of symbols, logos and other graphics as a part of the sign is encouraged to reduce the need for excessive lettering, are easy to recognize, and contribute to the unique identity of a business.
- H. **For multi-tenant buildings**, sign colors of individual tenant signs should be compatible with each other.

Awning, Canopy & Marquee Sign

Awning/canopy/marquee signs are signs that are applied to the face of an awning or canopy that projects over a window or door opening.

Standards

1. Changes to *awnings*, *canopies* and *marquees* **shall** meet the requirements under Building Design - Projections (p.31) within this Design Standards Handbook.
2. *Awning* signs **shall not** cover more than seventy-five (75) percent of the valance/flat profile, and **shall not** cover more than fifty (50) percent of the *awning* roof.
3. *Canopy* and *marquee signage* **shall not** cover more than seventy-five (75) percent of the valance/flat profile or side panels.
4. Signage on retractable *awning* **shall** be located on the front valance/flat profile, so that the signage is visible whether the *awning* is extended out or retracted against the building's façade.

Recommendations

None



APPROPRIATE This *awning* includes a sign that covers less than 50% of the *awning* roof and has an external light source above the *awning*. The *awning* is over a doorway and more than 8 feet above the sidewalk grade.



NOT PERMITTED The signage on this *awning* covers more than 75% of the valance.

SIGNAGE DESIGN - TYPE SPECIFIC

Projections

INTENT: To reinforce the existing building character within the downtown area.

Standards

1. Signage on projections **shall** meet the requirements under Signage Design - General (p.10-15) and Signage Design - Type Specific (p.19) within this Design Standards Handbook.
2. Building projections, such as balconies, bay windows, **canopies** and **awnings**, **shall not** extend more than six (6) feet beyond the property line at the sidewalk.
3. Building projections **shall** relate to and complement the primary colors of the building facade.
4. New **canopies** in the public **right-of-way** are **prohibited**.
5. **Awnings shall** be at least three (3) feet in depth and have a minimum clearance height of eight (8) feet above the sidewalk grade.
6. **Canopies** and **marquees shall** have a minimum clearance height of ten (10) feet above the sidewalk grade with any signage underneath these structures having a minimum clearance height of eight (8) feet.
7. **Awnings** and **canopies shall not** be made of shiny materials or have a shiny finish.
8. Glowing **awnings (backlit, light shows through the material)** are **prohibited**.

Recommendations

- A. If a building has **transom** windows, the **awning** **should** be mounted below those windows.
- B. Retractable, open-ended shed **awnings** are the **preferred** style.
- C. The **preferred** material for **awnings** and **canopies** is fire resistant, textile material. Metal, glass, vinyl with matte finish, canvas, canvas blend, and acrylics that resemble canvas are also appropriate materials.
- D. **Awnings** with a front valance or skirt, which hangs down from the **awning's** front edge, are **preferred**.



ALLOWED This image demonstrates Standard 7 requirements for **awning** placement.



APPROPRIATE This **awning** is made of textile fabric with the traditional shed profile, hanging skirt valance, and sits below the **transom** windows.



NOT PERMITTED **Awnings** may not be illuminated internally, as it is inconsistent with the desired historic character for the downtown area.

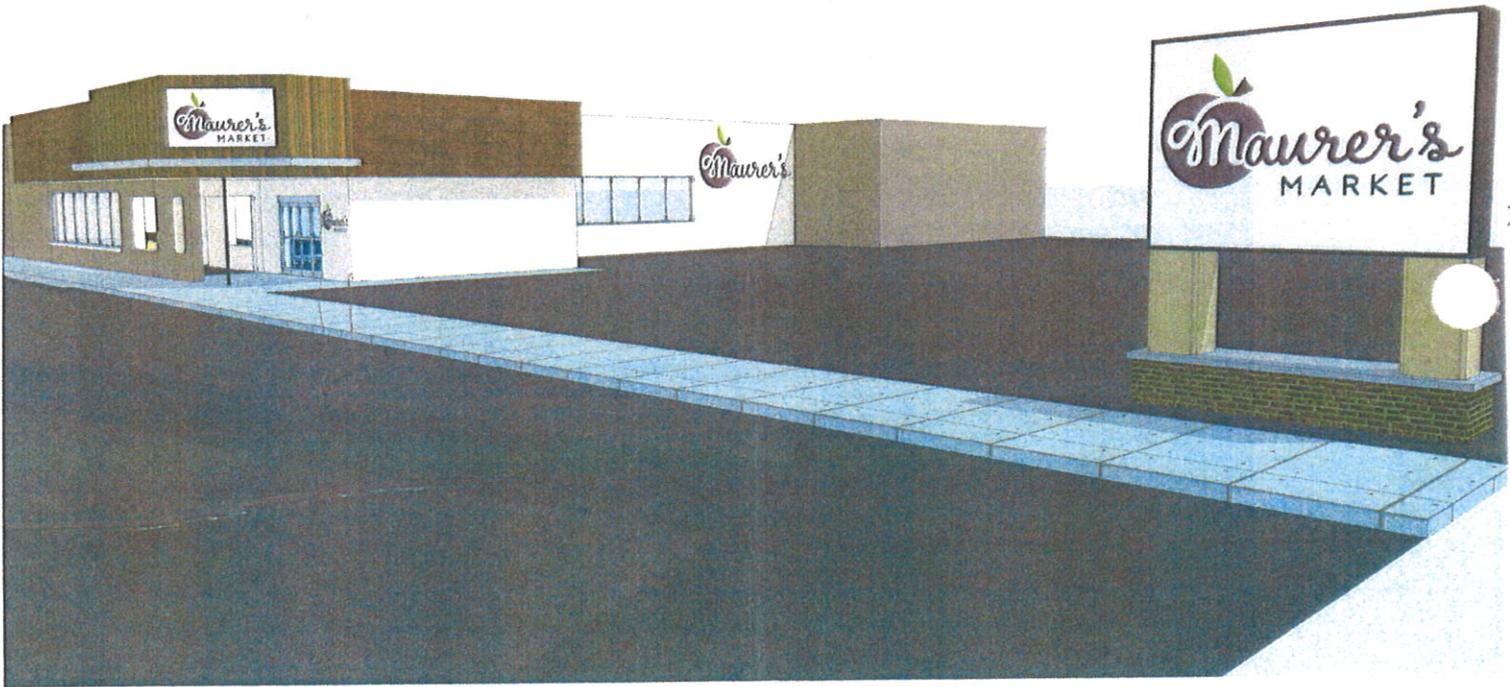
Downtown Design Standard Review

1. Monument Signs
 - a. Allow height greater than 6 ft off Broadway.
2. Incidental signs
 - a. Count toward maximum 25% of window.
 - b. Do not include merchandise signs, e.g. realtor listings
3. Projecting structure signs (Awnings and canopies)
 - a. Not allowed on side of awning
 - b. Currently signs are allowed on the side of canopies. Add language that they are required to meet sign and design standards of a blade sign.
 - c. Currently "shall not be made of shiny materials or have a shiny finish". Do we want to specify no vinyl?
4. Vending machine signage
5. LED string lighting – not currently addressed in standards
 - a. Allow larger bulbs as in plaza or at high rock?
 - b. No Christmas lights in the summer
 - c. Christmas lights in trees
6. Window coverings in off season
 - a. Currently no regulations as they are not signs
 - b. Specify that opaque window coverings (over 50%?) must meet a design standard?
7. 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
8. Outdoor retail non-food sales and services
 - a. Table and tent set-up
 - b. Currently requires CUP from Planning and Council
9. Review of outdoor dining
10. Off-premise signs outside of downtown
 - a. Increase regulation?
 - b. C-4 (majority of Wis. Dells Parkway) Currently there is a 100 ft separation requirement
 - c. C-1 (surrounding downtown) C-3 (other highway zones) Currently 500 ft separation req.
11. Continue to review On-premise signs outside of the downtown
12. Design Standards outside of downtown
 - a. Signage or Architectural

7(1)



REQUIRED



76'

Monument Sign

A monument sign is a sign mounted or incorporated into a solid base and not attached to a building.

SIGNAGE DESIGN - TYPE SPECIFIC



ALLOWED This sign is less than six feet tall, includes landscaping around the base, and includes LED changeable messaging signage that covers less than 25% of the overall sign.



APPROPRIATE This sign uses high-quality materials similar to the adjacent building, is low and horizontal in profile, and incorporates landscaping along the base of the sign.



APPROPRIATE This sign is at pedestrian-scale, uses quality building materials and has a horizontal profile.



NOT PERMITTED This sign is too tall, vertical and modern in style to fit the vision for the downtown.

Standards

1. Each lot **shall** be allowed to have one (1) **monument sign** up to sixty (60) square feet in size, and **shall not** exceed the total allowable sign area established per business frontage (see *Sign Code: Sec. 22.10(3)* for more details).

2. **Monument signs shall** only be used for buildings set back, or where a business' primary entrance is, eight (8) feet or more behind the public sidewalk. In the downtown area this includes residential buildings that have been converted to commercial use.

3. **Monument signs shall** be oriented perpendicular to the sidewalk so that they are easily viewed from the sidewalk and street in both directions.

4. **Monument signs shall not** be more than six (6) feet tall, at the highest point, from the sidewalk grade. ←

5. The base of the sign **shall** be landscaped.

6. A LED changeable messaging sign may be incorporated in a **monument sign**, but **shall not** make up more than twenty-five (25) percent of the sign area, inclusive of the base area.

Recommendations

A. **Monument signs** with horizontal proportions are **strongly encouraged**.

C. Contemporary design are **discouraged** in the downtown district.

D. A high-quality durable base material is **encouraged**, such as brick, stone or cast-in-place concrete.

DRC/BID JOINT MEETING
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET

June 20, 2016

7(7)

Ald. Mor & Chairwoman Trumble called the meeting to order at 9:02 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, Dan Gavinski, Maria Rosholt, Ben Borchert, Jacqueline Morse, Chairwoman Kelli Trumble, Mark Sweet, Ald Jesse DeFosse, Justin Draper

Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Ald. Brian Holzem, Ald Ed Fox, Mayor Brian Landers, BID Intern Becca Frederiksen, Ed Legge from the *Dells Events*.

2. Private Outdoor Furnishings: The recommendations by the BID Committee were outlined in a guideline sheet. It was noted that for furnishings that are proportionate to buildings Jackie Morse of the DRC can provide examples. Trumble emphasized that heavy duty commercial grade furnishings are being used. The decision not to allow picnic tables was discussed and agreed upon.
3. Trumble went over the definition of a food truck in WI with a document prepared by Becca BID intern. Chapter 9 Mobile Food Establishments from the WI Admin Code was attached as well. Culture Food Stands are different than regular food stands and are encouraged in the Farmers Market. Gavinski asked why we would want anything that is not taxed, Mor added there would need to be a fee. Holzem asked if they would need a permit also. Mor brought up having the look of a truck but make it permanent by attaching it to utilities to make it real property. DeFosse said he really likes food truck and thinks they are an exciting new trend in the restaurant world but does not feel they belong in Wisconsin Dells. Mayor Landers asked who has ownership of the food truck if it's attached and real property. Is it the property owners? Chris T thinks Sauk and Columbia handle this differently. Sweet asked if a food cart and food truck are considered the same thing. Mayor Landers thinks a food truck in front of brick & mortar businesses is not in our best interests, especially if it replaces upgrading the façade or doing other improvements to the business front. We need to start governing what people do with their businesses if we are looking to get an anchor business etc. Holzem said he is against food trucks in general and thinks we should support the store owners in their fixed locations. We want visitors to patronize existing stores. The DRC will handle applications for food carts on a case-by-case basis. A food cart on an owners property is more acceptable than an outside person coming in and placing a food cart on someone else's property. DRC can allow or deny these based on their individual merits. Chris T thinks they are okay if it is the property owners cart and they are making other improvements to their property. Mor said if the consensus is that we are not going to allow them in the future then how will we deal with the existing? Frozen Bear could be grandfathered since it is on their own property, Cheesecake would be a no since it's not on their property and it is not operated very often. Chris T just wanted to add that Zegradog advised using the Bennett square. Draper made a motion to not allow food trucks in the C2 district, second by Rosholt, DeFosse added but permissible for special events since that is a different permit process. Motion carried.
Food Carts Gavinski said they would be okay for a property owners that is selling product in his store out of a food truck. Mor suggested putting a moratorium on them right now and then get the design standards worked out. A. on property by owner of cart B. selling products already in the store C. Approval for entire business façade look. Motion by Trumble, second by Gavinski. Motion approved.
4. Culture Stands: These are different than food carts and are encouraged in the Farmers market. They are not cooking or making products, just selling them. It was asked if there is a committee that will vet the vendors and Trumble said yes there was a committee. Motion by Gavinski to allow as presented, second DeFosse. Motion carried.
5. Blade Sign Brackets: Quote from Dave's Welding. Right now this is the business owners expense but the question was asked since we are encouraging these, should we help? Trumble reminded us

Chris Tollaksen

From: tony robley [tonyr.apraz@gmail.com]
Sent: Friday, July 29, 2016 7:25 AM
To: Chris Tollaksen
Subject: Re: Permanent food truck

Chris

Regarding the 1st issue, since assessments are based on Jan. 1st each year if the unit was not there on that day it would not be assessed.

On the second issue if they are permanent in nature and owned by the property owner they would be taxable as real estate.

Let me know if you have any more questions.

Tony

On Thu, Jul 28, 2016 at 5:20 PM, Chris Tollaksen <ctollaksen@dellscitygov.com> wrote:

Tony,

It sounds like we have a property owner who would like to like to be able to put the wheels back on the unit, disconnect the utilities, and move the unit for winter storage. Does this change things?

We also have a business owner that has plans to set-up shipping containers in a permanent manner to create an outdoor mall. This intention appears to be more permanent in nature, but not every unit would be hooked up to water and sewer.

Thanks,

Chris Tollaksen

City Planner/Zoning Administrator

City of Wis. Dells

(608) 253-2542

Fax (608) 254-8904

From: tony robley [mailto:tonyr.apraz@gmail.com]
Sent: Thursday, July 28, 2016 7:19 AM
To: Chris Tollaksen
Subject: Re: Permanent food truck

Approved by BID Committee on June 22, 2016. Recommendations advanced to Design Review Committee for consideration.

Introduction:

The intent of the proposed guidelines for furnishings in outdoor business spaces within the Dells River Arts District are to communicate the vision for the downtown revitalization, and to inspire businesses to connect to the city spaces in cohesive yet creative ways.

Recommendations

- Follow and use the Dells River Arts District Materials and Shapes Thinking (Attached).
- Use only heavy duty outdoor commercial grade furnishings.
- Furnishings must be proportionate to the building. (Jackie can provide examples)
- Follow and use the District Block Color Program for Umbrellas. (Attached).
- Use living plants and flowers to soften hard surfaces.

Umbrellas

Goal: cohesive look within each block.

- Use only heavy duty outdoor commercial grade furnishings.
- Use same umbrella product as selected by the City for public spaces.
Contact: Fiberbuilt Umbrellas, Inc. 2782 NW 29th Ter, Lauderdale Lakes, FL 33311
www.fiberbuiltumbrellas.com
- Follow and use the District Block Color Program.
- Branded umbrellas including business logos not permitted. No varying shades permissible.

Tables

Goal: primary focus on food presentation.

- Use only heavy duty outdoor commercial grade furnishings.
- Encourage mix of square and round styles.
- Color tones: black, gray and brown.
- Encourage use of multiples sizes (e.g. 2-top and 4-top) which in turn allows for larger groupings.
- Use of picnic tables are not permitted.

Chairs

Goal: provide quality seating.

- Use only heavy duty outdoor commercial grade furnishings.
- Follow Cafe Zone chair style as example.
- Color tones: black, gray and brown.
- Recommend stackable chairs yet not required.

Private Outdoor Furnishings cont.

- Recommend mix use of armless and arm chairs.
- Backless and armless bar stools are acceptable.
- Cushions not permitted.

Stanchions

Goal: frame seating areas.

- Color tones: black, gray and brown.
- Encourage use of Dells River Arts District Materials and Shapes Thinking (Attached).
- Incorporate living plants and flowers into stanchion plans to soften hard surfaces.

**BID Committee
June 22, 2016**

Attending: Kelli Trumble; chairwoman

Kevin Ricks; BID

Dan Gavinski; BID

Kyler Royston; BID

Jesse DeFosse; BID

Mark Sweet; BID

Chris Tollaksen; Public Works

Brian Holzem

Jim Decker

Dan Fulwiler

Maria Rosholt

Lisa Nelson

Jenifer Dobbs; WDVCB

Ed Legge; Dells Events

Ed Fox

Meeting called to order by Chairwoman Kelli Trumble. Kevin Ricks moved to approve June 8 minutes. Second by Kyler Royston. Approved.

DellsRAD FARMERS' MARKET:

A sub-committee formed to organize a Farmers Market in the downtown has met for months. A first time event is being planned for Sunday, September 11 from 9AM - 1PM. on the 700 block of Oak Street. This test will help to finalize plans for a regular Sunday market starting May 14, 2017 and lasting until Harvest Fest weekend in October. The emphasis of the market will be on Wisconsin made products. The name of the market would be DellsRAD (Dells River Arts District) Farmers' Market. Some vendor recruitment is already taking place. Moving forward, entertainment would be a part of the Farmers Market package. A job description for hiring a director of the Market was emailed to the committee.

The suggested layout would keep the Market shoppers in the street and flex spaces used for vendor parking behind their spaces. The sidewalks would be open for regular pedestrian traffic. Other venues were considered but Oak Street was deemed the most desirable. The Thunder Valley Market was contacted and seem supportive of this new market.

Kyler made a motion that BID supports the subcommittee's work in establishing the DellsRAD Farmers' Market and would like to see the plans move forward. Second by Jesse DeFosse. Approved unanimously.

JULY 4th FESTIVITIES:

Kyler reported that all plans are in place. The band will perform in front of the City Building. Assist Wisconsin will handle beer sales. Kiwanis will handle the food concessions. 5K Fun Run registration remains open.

Kevin found that other fireworks displays in the area plan to start at dusk.

PROJECT UPDATES:

ZebraDog provided a schedule for the vignettes on the River Walk. The bid should be awarded on July 19. A seven week fabrication schedule is anticipated with installation occurring by September 23.

Corena Ricks should complete the painting on Duchess Plaza by this Friday. Lighting for the Plaza has been ordered. Log benches are being crafted at present time. The tables, chair and umbrella being used in the plaza and sidewalk cafe zones were made available for viewing at this meeting. The Duchess Plaza will be open for public use over July 4th weekend, before the Grand Opening on July 9th.

Work continues on the River Walk extension. A sample of the brick to be installed on Illinois Avenue should be in place shortly to view.

DUCHESS PLAZA GRAND OPENING:

Mayor Landers secured private funds for the performance of St. Louis band, "Super Jam". Plans are to close off Broadway at Oak Street between 7-9PM on July 9th for the ceremonies and performance. Amanda McGowan with Dells Boat Company has been gathering information from former Duchess boat pilots as part of the program.

PRIVATE BUSINESS OUTDOOR FURNISHINGS:

 A sub-committee comprised of Jackie Morse representing Design Review and Justin Draper representing BID formulated a list of recommendations for both committees' consideration. The intent is to provide guidance to private businesses who desire to furnish outdoor spaces at their businesses. In keeping with already approved DellsRAD material guidelines, the recommendations are for use of heavy duty

commercial grade furnishings made from metal, stone or timber. Umbrellas should also follow the approved District Block Color Program. Recommendations for umbrellas, tables, chairs and stanchions were provided in the list.

Discussion following the presentation of the guidelines suggested flexibility will come from Design Review for individual cases. It is understood that businesses are not limited to only purchasing furnishings used by the city in the public areas. Giving businesses an opportunity to create furnished outdoor areas tastefully but within a budget is encouraged. Also, brought up in discussion was that individual businesses by their nature have individual unique needs and those should not be discouraged for the sake of uniformity. Concerns were also noted about prohibiting picnic tables as some creative opportunities might be discouraged with such an action.

Committee consensus was to advance the guidelines presented today to DRC along with the discussions issues raised.

STRATEGIC PLANNING FOR DOWNTOWN PARKING:

The goal of this BID sub-committee is to advance recommendations from BID to the Parking Board. Improved signage on free parking season and way finding system are two areas identified as needing attention. Due to a lengthened enforcement season and higher parking rates, funds are becoming available. Brian Holzem reminded the committee that the city budget process begins soon and proposals requiring funding need to be presented in short order to the Parking Board for discussion.

TASTE OF THE DELLS:

Jenifer Dobbs and Mark Sweet summarized this years festival. Jenifer saw potential with the first ever Fish Boil on Friday night which was marred by storms later in the evening. Kilbourn Fire Department had their best attended Annual Dance on Saturday night and would like to partner with Taste again. Mark reported that storms caused serious problems for the large restaurant tent as it was taken down Friday evening. By 7AM on Saturday morning the tent was fully operational again and the festival was not disrupted. Heat caused sales to be down. A new setup needs to be seriously considered because of the problems with the tent and cement blocks. The Saturday evening attendance showed promise and lighting would need to be part of the budget if done again in that manner.

AGENDA: JULY 6 MEETING:

Items will include Parking recommendations, downtown redevelopment retail mix discussion, Duchess Plaza Grand Opening, reports on other revitalization projects.

Jesse DeFosse moved to adjourn. Second by Kevin Ricks. Approved.