

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, FEBRUARY 8, 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 January 25 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any
4	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any
5	Discussion / Decision on Building/site plan application(s) submitted for review, if any
6	Discussion / Decision on Design Standard and Ordinance Updates
7	Items for referral to future meeting
8	Set date and time of future meeting (February 22)
9	Adjournment
10	
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 DISTRIBUTED February 3, 2017</p>

Staff Comment
Sign Applications
DRC 02/08/17

Item 3a) Rocky Rococo / A&W Billboard

The City has received an application from Rocky Rococo and A&W to change the copy of signage on a billboard on STH 13 and to add a Projecting sign on the Building at 1012 Stand Rock Rd.

The billboard sign is not within the C-2 District and is therefore not subject to the Design Standards. The existing sign is a conforming off premise pole sign. This application appears to be a direct message replacement only and not a change to the structure of the sign. This billboard and the associated message change appear to conform to the existing sign ordinance.

Item 3b) Rocky Rococo / A&W Roof sign

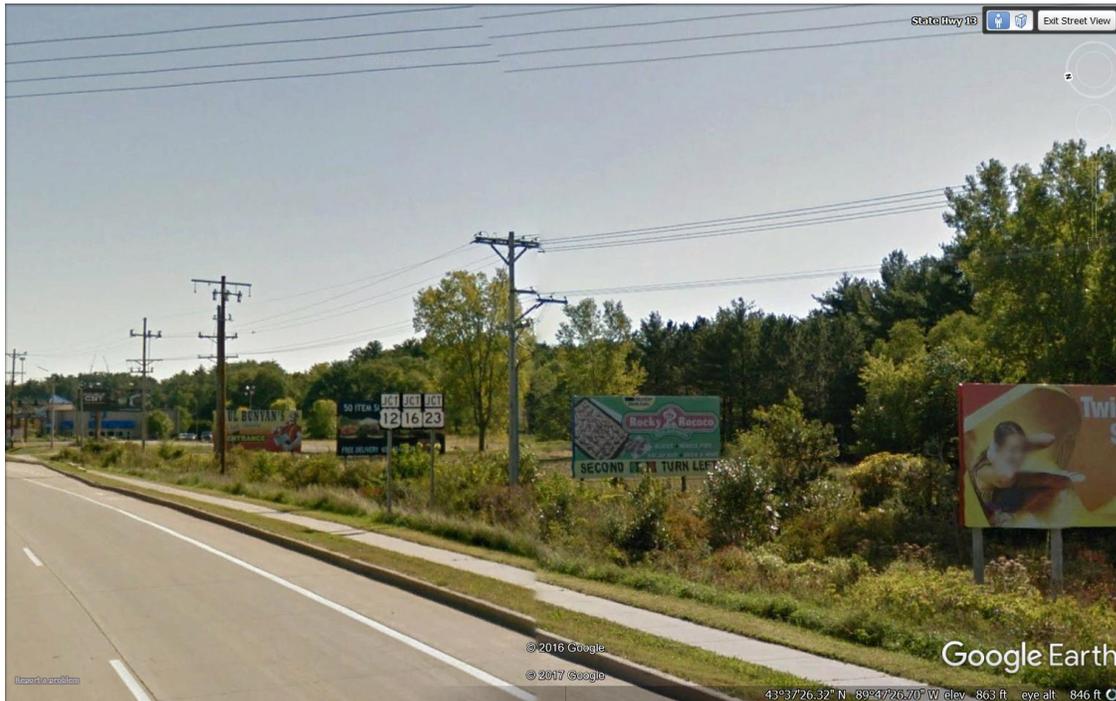
The A&W roof sign proposed for the building is also not within the C-2 District and is therefore not subject to the Design Standards. As the proposed new A&W sign and the existing Rocky Rococo sign are mounted on the roof of the building, they would have to be evaluated as a single combined roof sign on the building. The sign code requires roof signs be 100 ft apart in the C-4 large scale zone where this sign is located.

Exhibit A of sign ordinance section 22.09 allows signs to be measured using multiple connected simple shapes, circles, rectangles, and triangles. The applicant has demonstrated how they calculated the combined signage dimension using a circle and rectangles. The method demonstrated the combined signage falls under the 300 sq ft limit for a single roof sign. The applicant has also demonstrated that if only rectangles are used in the calculation, the combined signage will exceed 300 sq ft by 9 sq ft.

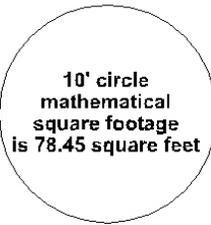
In most cases, each individual business is allowed their own on-premise sign, and in combined business areas the code allows the applicant to obtain a CUP to erect a multi-tenant sign that as a single structure exceeds 300 sq ft. In this case, it seems reasonable to allow the use of a circle to calculate the area of the circular sign, and consider this a single roof sign within the 300 sq ft limit. However, it also seems understandable that this sign could be considered not aesthetically pleasing, in part due to the clashing red and orange colors.



2nd  TURN LEFT



Circle 10'x10' or 78.45 square feet
Box 2 6'x27.5' or 165 square feet
Box 3 4'x11' or 44 square feet
Total of 287.45 square feet box method



Box 3

Box 2



Box 1

Box 3

Box 2

Box 1 10'x10' or 100 square feet
Box 2 6'x27.5' or 165 square feet
Box 3 4'x11' or 44 square feet
Total of 309 square feet box method

Downtown Design Standard Review

1. Monument Signs
 - a. Allow height greater than 6 ft off Broadway.

Committee Recommendation (011117) – 10 ft Height OK East of Church St and >1/2 Block N or S of Broadway
2. Vending machine signage
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. 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
5. 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?
6. Incidental signs
 - a. Count toward maximum 25% of window.
 - b. Do not include merchandise signs, e.g. realtor listings

Committee Recommendation (011117) – Incidental Signs count toward 25% maximum. Beer signs and Realtor Signs are not considered incidental.
7. Super Graphics
 - a. No fee
 - b. DRC and Council approval required - (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)
8. 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
9. Outdoor retail non-food sales and services
 - a. Table and tent set-up
 - b. Currently requires CUP from Planning and Council
10. Review of outdoor dining
11. 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.
12. Continue to review On-premise signs outside of the downtown
13. Design Standards outside of downtown
 - a. Signage or Architectural

Section 22.12 Non-Conforming Signs & Structures

- (1) **Definition.** Any sign or projecting structure constructed in accordance with ordinances and other applicable laws in effect on the date of its construction, but which by reason of its type, size, height, location, design, material, method of illumination, number of signs, or construction is not in conformance with this Chapter shall be considered a legal non-conforming sign or projecting structure.
- (2) **Continuation/Loss of Status.** The lawful use of a nonconforming sign or projecting structure may continue unless one (1) or more of the following occurs:
 - (a) The sign or projecting structure is structurally altered in a way, except for normal maintenance or repair.
 - (b) When the sign or projecting structure is fifty (50) percent or more damaged by fire, flood, explosion, earthquake, war, riot or act of God.
 - (c) The sign or projecting structure is relocated.
 - (d) The sign or projecting structure fails to conform to Code Sec. 22.04 regarding maintenance and repair, abandonment, dangerous or defective.
 - (e) 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.

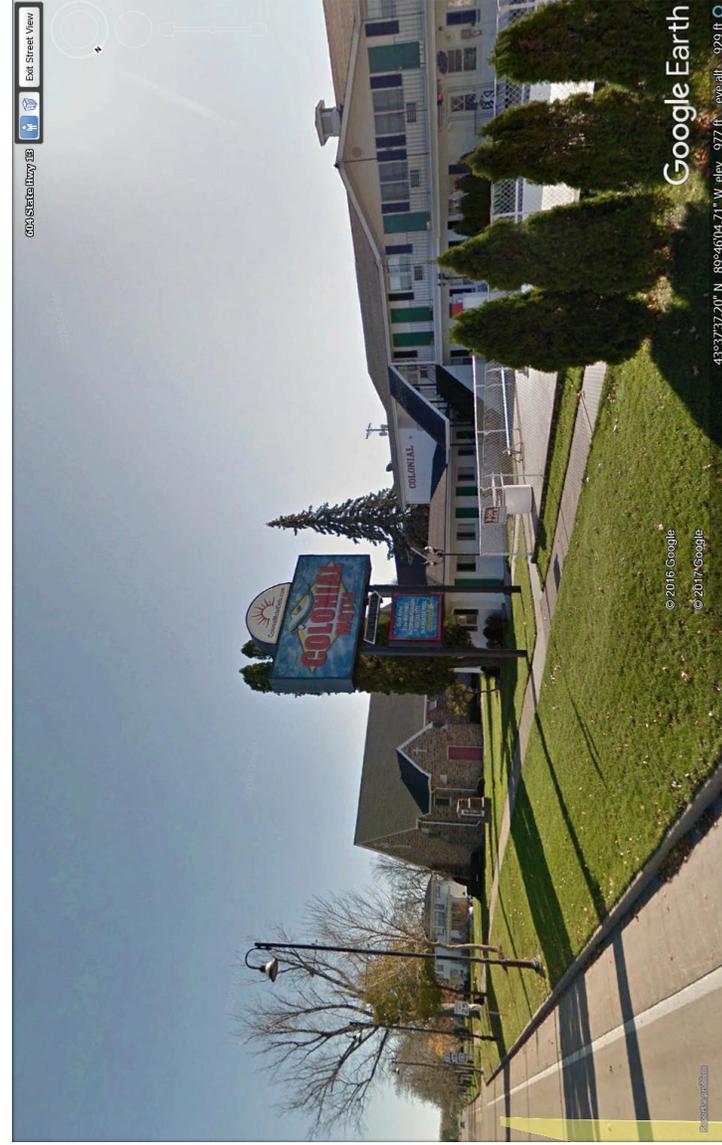
Exemption: Existing pole signs in the C-2 District east of Bowman Rd may be granted an exemption from 22.12(2)(e) by the DRC

- (3) **Compliance.** Within thirty (30) days of occurrence of any of the above, the sign or projecting structure shall be brought in compliance with this Chapter with a new permit secured, or the sign or projecting structure shall be removed at the owner's expense.
- (4) **Maintenance and Repair.** Nothing in this Chapter shall relieve the owner or user of a legal non-conforming sign/projecting structure or the owner of the property in which the sign and/or projecting structure is located from the provisions of this Chapter regarding safety, maintenance and repair of the sign and/or projecting structure.

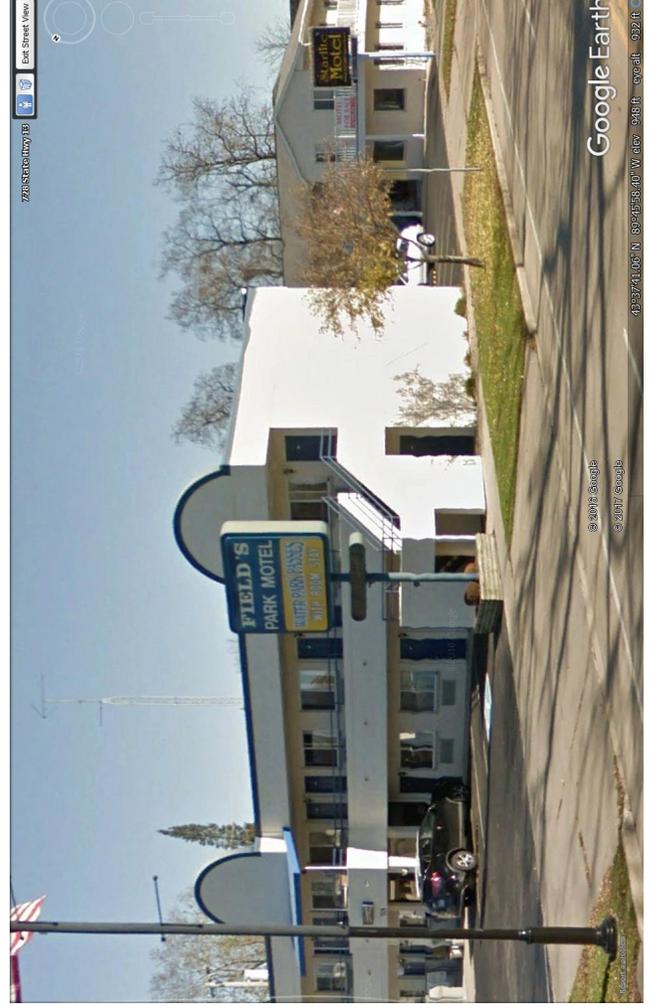
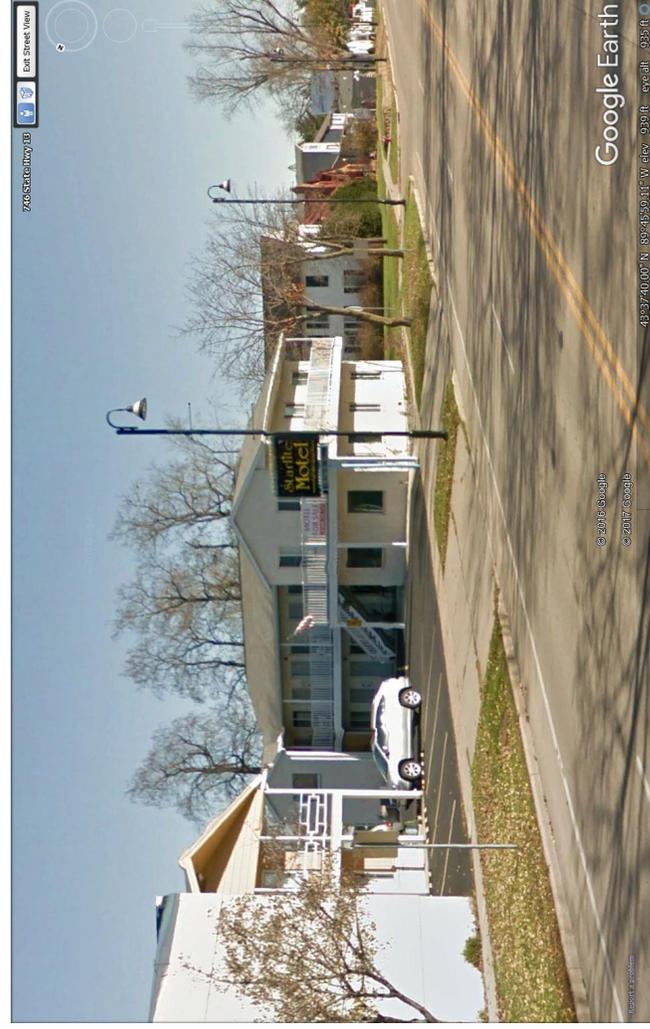
Section 22.13 Enforcement

- (1) **Order to Correct.**
 - (a) Whenever the City, its agents or employees, shall upon inspection of sign or structure find conditions in violation of this Code, an Order shall be issued to the owner and/or occupant of the sign or structure to correct the conditions.
 - (b) The order shall identify the conditions to be corrected and specify a time within which the owner and/or occupant shall comply.
 - (c) The order shall be served upon the owner and/or occupant by delivering a copy to the owner, occupant personally, or by delivering the same to and leaving it with

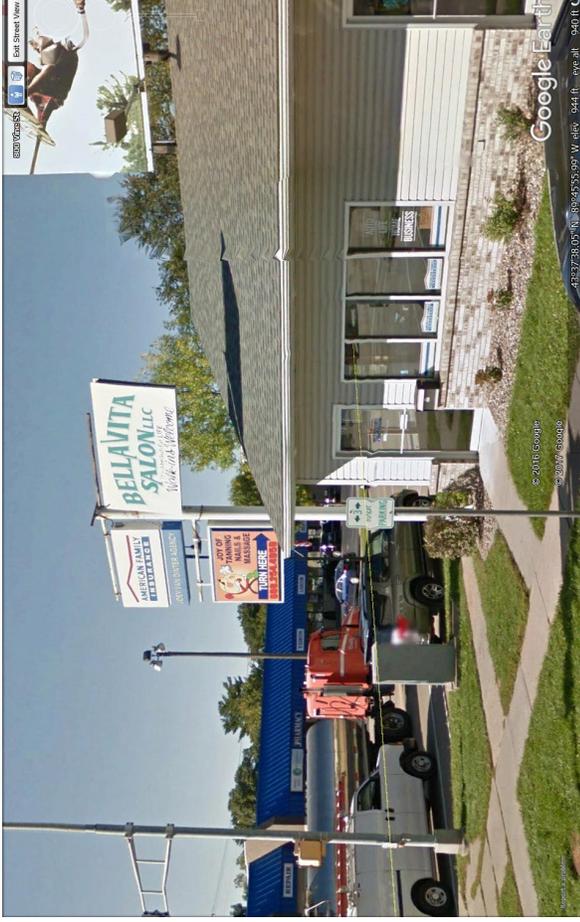
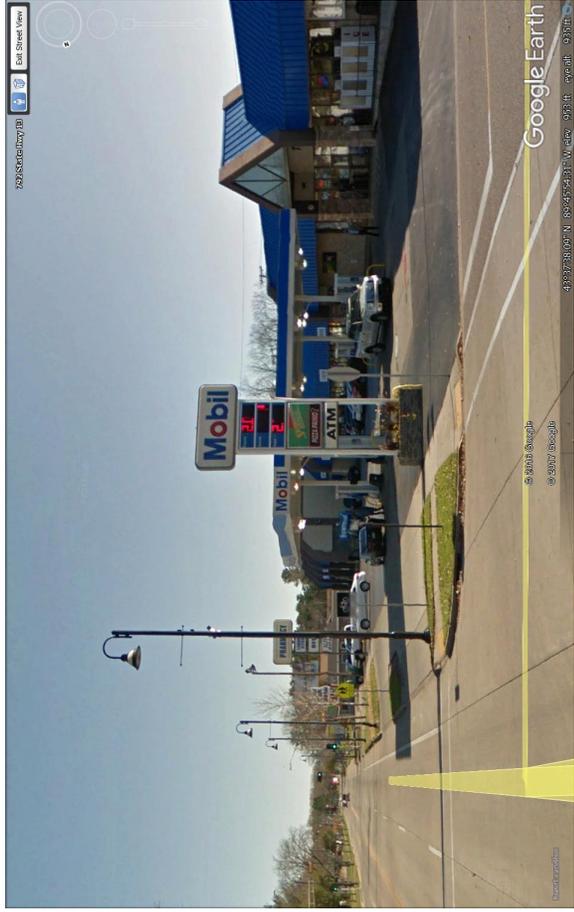
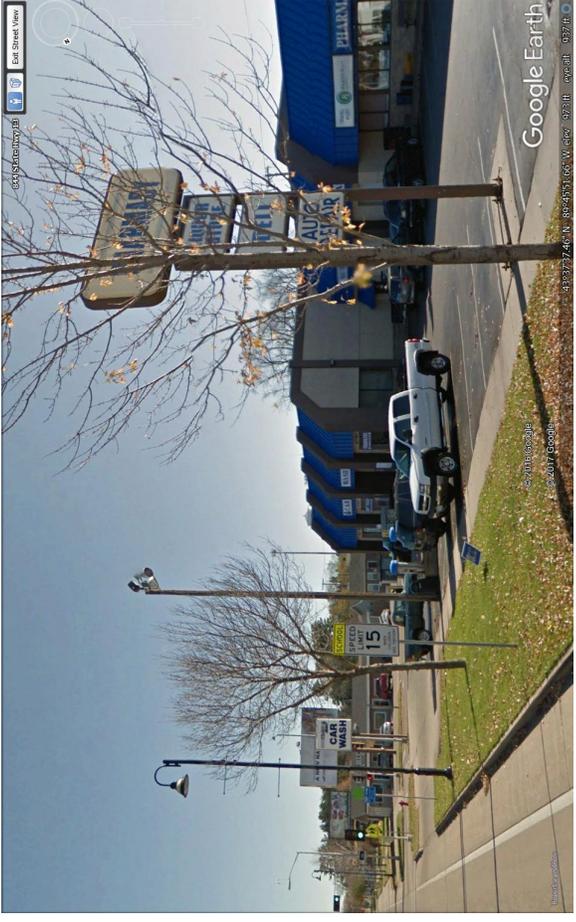
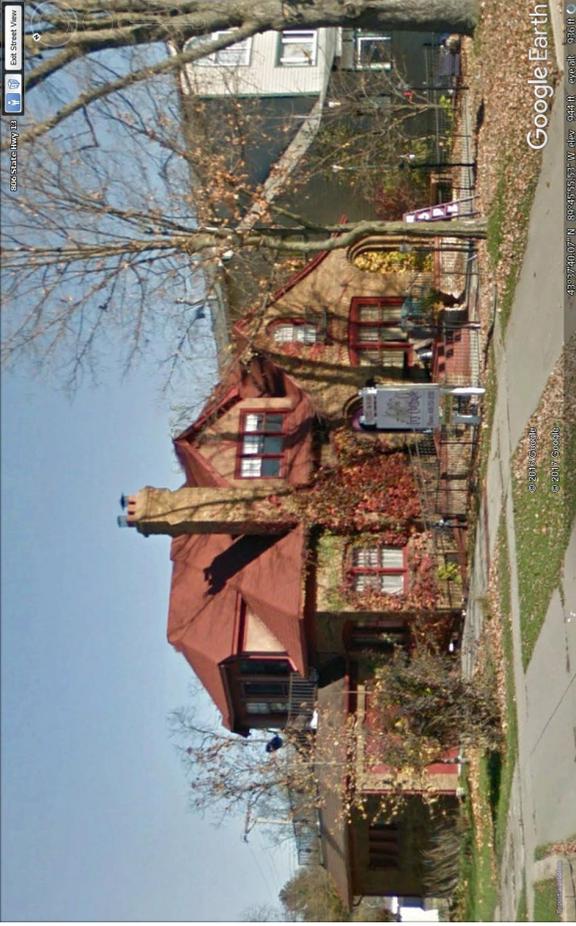
Item 6(1)



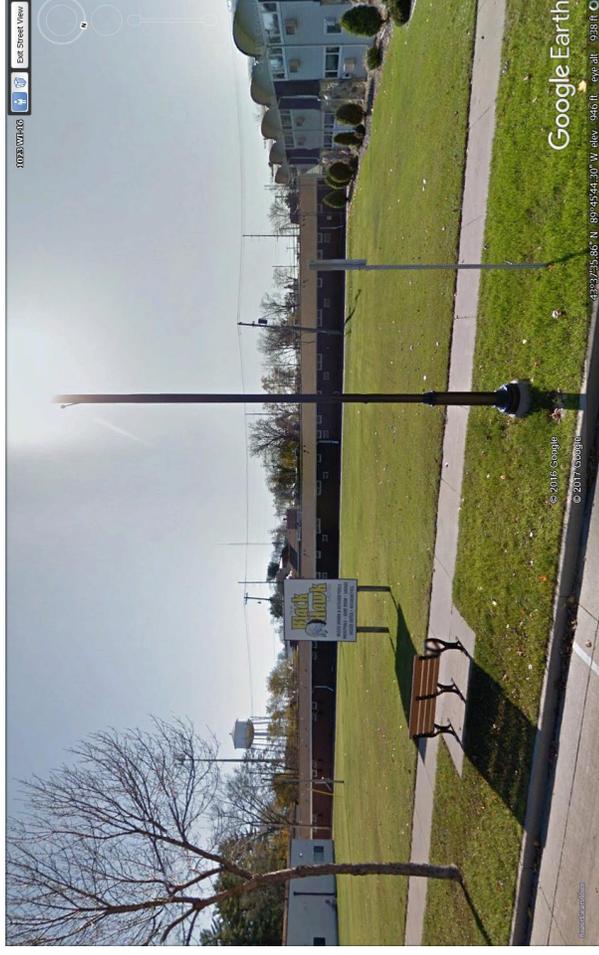
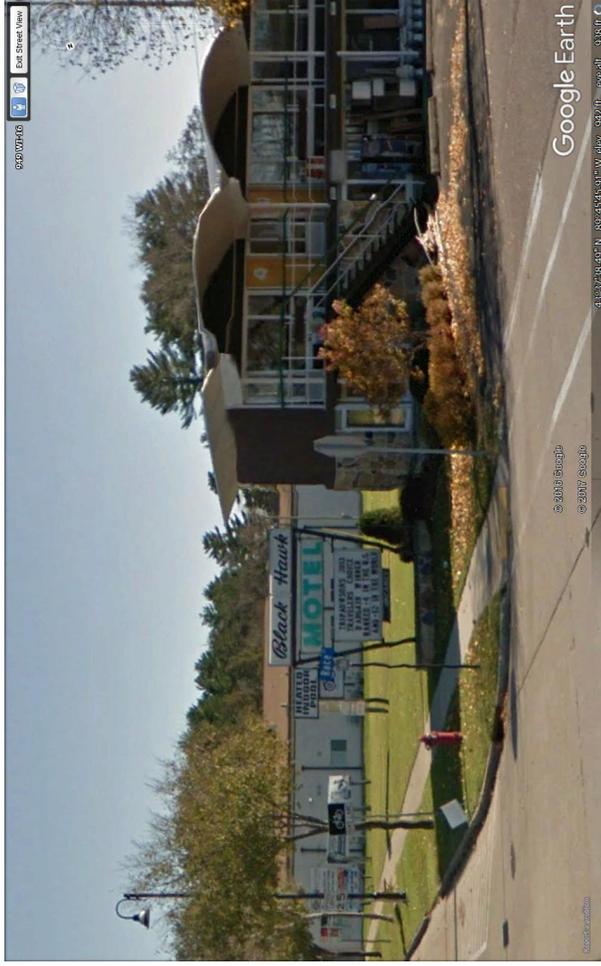
Church



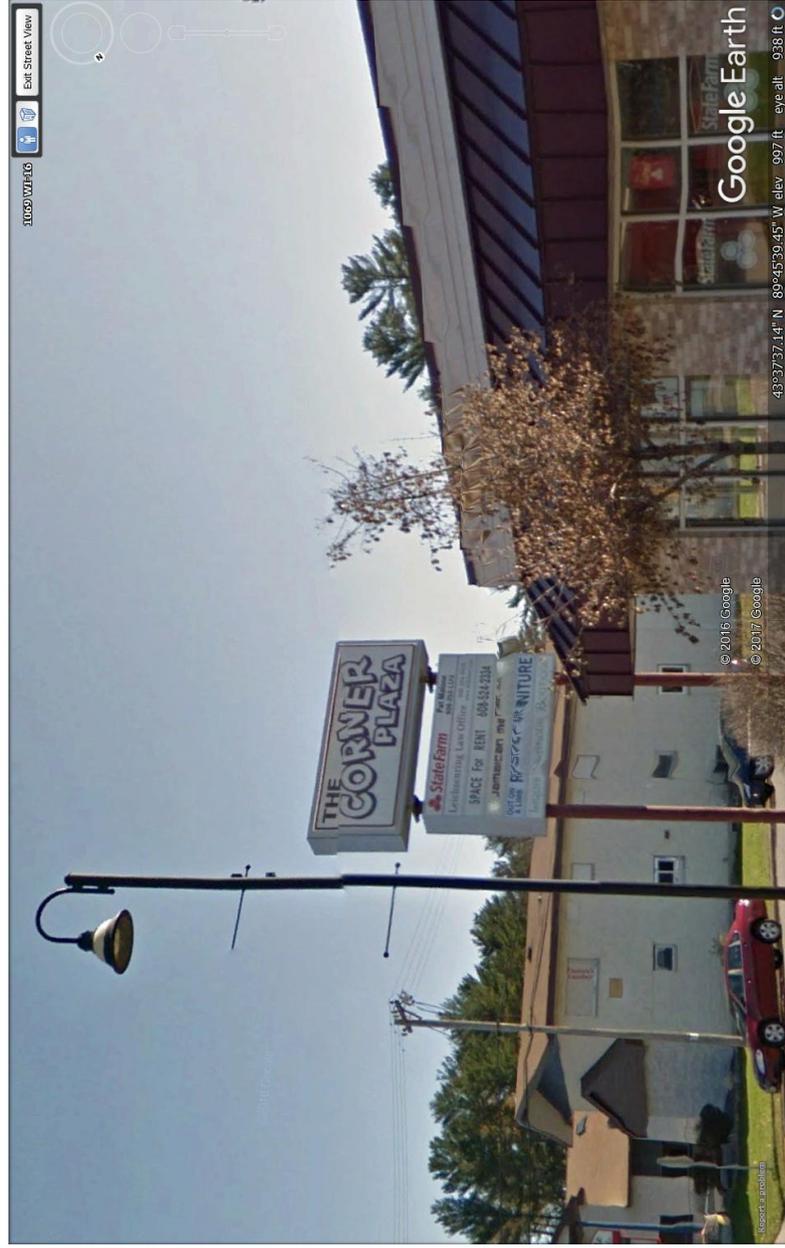
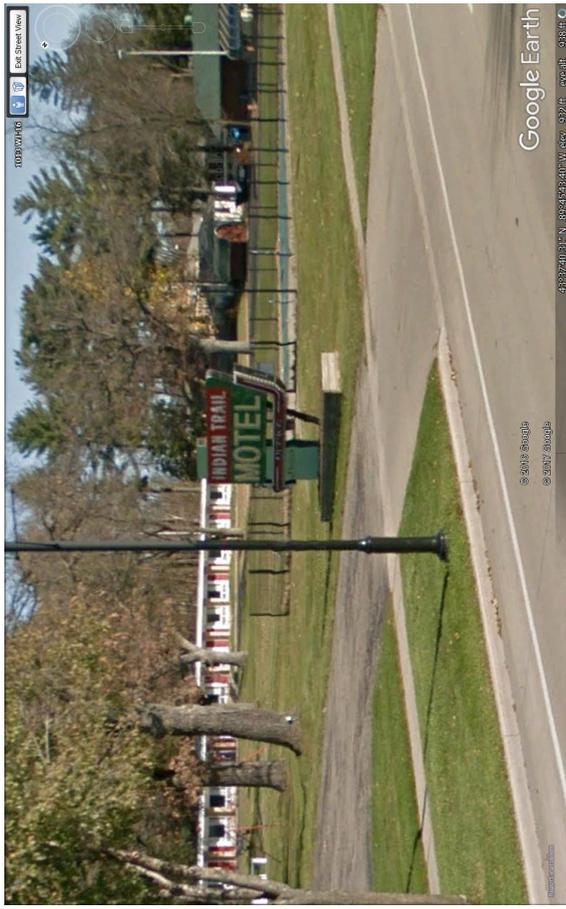
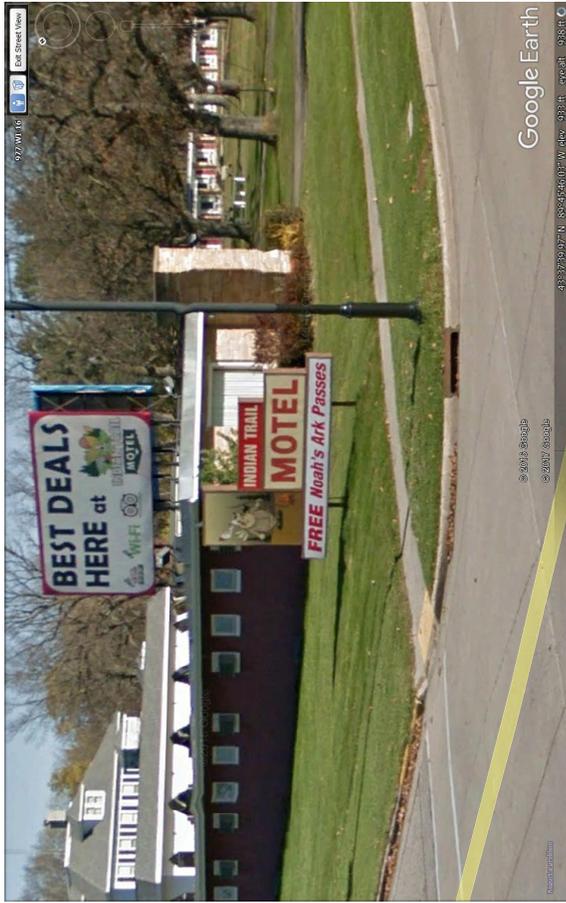
Capital



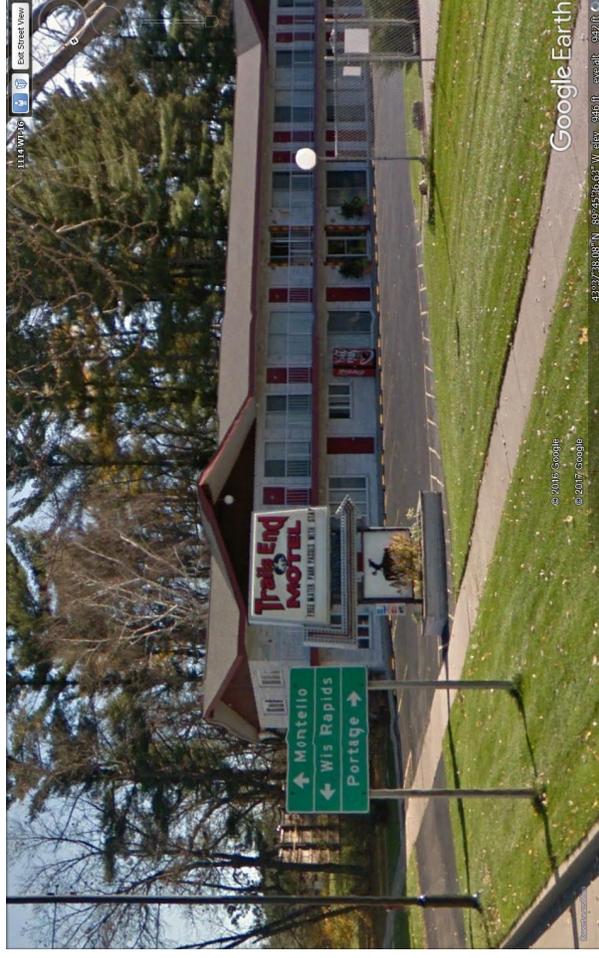
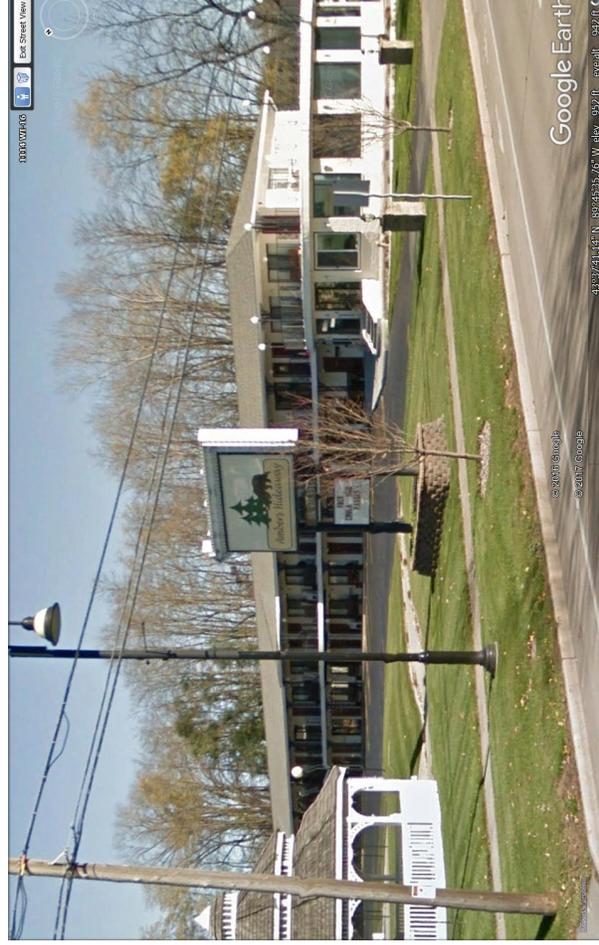
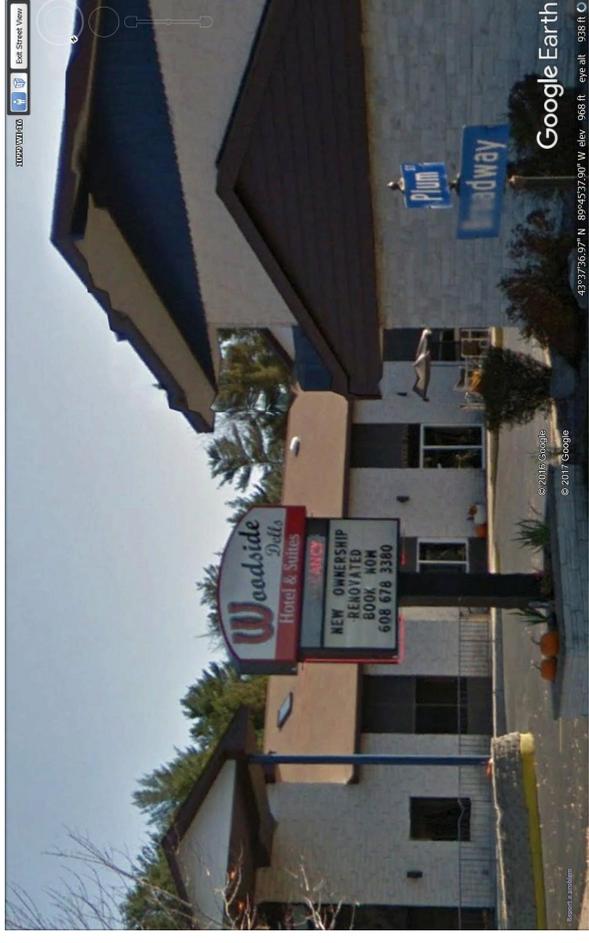
Bowman



Race



Race



Plum



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Memo

To: Chris Tollaksen & Design Review Committee
From: Stephen Tremlett, Urban Designer
Subject: Re: Dells Signage
Date: January 18, 2017

Item 6(1)

SIGN RESTRICTION CONCERN #1

The C-2 Downtown district gets more than a block off of Broadway on west side, and the grocery store falls in that zone. The store recently sold and installed some new signage. At one point they were considering removing the existing pole sign and replacing it with a monument sign, but the 6 ft height limitation scared them, as they thought it would not be visible from the main street. We went ahead and let them update the existing pole sign, but we think their proposed monument sign would be an improvement.

What do you think?

MSA RESPONSE

The standards were created to improve the pedestrian experience in downtown Dells –more elements at pedestrian scale (i.e., less automobile centric). The primary focus is on Broadway Avenue; however, people will experience all portions of the downtown, so consistency is important to providing the experience desired in the vision for the downtown. That being said, the City/DRC could decide to allow taller monument signs beyond visibility of Broadway Avenue (beyond the alleyways behind Broadway Avenue businesses). I would agree the sign overall looks better than just replacing the sign face of the existing pole sign; however, I do have a few concerns.

1. The sign appears to be at least 12-14 feet tall. As a pedestrian walking adjacent to the sign, it will feel imposing. I would still keep the height restriction to 6 feet on Broadway Avenue, but could see the following amendment if desired by the City/DRC:

Standard #4: **“For properties visible from Broadway Avenue (within one half block of Broadway), monument signs shall not be more than six (6) feet tall, at the highest point, from the sidewalk grade. For all remaining properties, monument signs shall not be taller than ten (10) feet and shall be set back from the property line a minimum of five (5) feet.”**

Offices in Illinois, Iowa, Minnesota, and Wisconsin

2901 International Lane, Suite 300, Madison, WI 53704-3133

(608) 242-7779 (800) 446-0679

FAX: (608) 242-5664 WEB ADDRESS: www.msa-ps.com

MEMO

January 18, 2017

- The signs visibility from Broadway Avenue albeit a desire of the business should not be a factor is providing a waiver. There is no undue hardship as all other businesses off Superior Avenue have the same restriction.
 - If you allow a taller sign, requiring a setback of the sign will help to mitigate its impact on pedestrians using the adjacent sidewalk. I am not suggesting requiring a sign setback along Broadway Avenue as the sign will not be constructed above an average person height, and the buildings are closer together so visibility of these lower signs will ideally be closer to the street (with a preference of a couple feet setback for landscaping buffer).
2. The sign also would not meet Standard #3, as the sign is not perpendicular to the sidewalk. This would also preclude motorists from seeing the sign from Broadway Avenue. If the City/DRC feels this standard is not important off Broadway Avenue, I would amend the standard as follows:
- Standard #3: **“For properties visible from Broadway Avenue (within one half block of Broadway), monument signs shall be oriented perpendicular...”**
3. The sign as shown does not include landscaping around the base, as required by Standard #5.

Item 6(2)

SIGN RESTRICTION CONCERN #2

We are also looking at vending machine signage, have you dealt with that before?

MSA RESPONSE

I have not personally worked on vending machine signage regulation. Per your request, a quick search found the following language.

- Signs that display the name, trademark or logo of the company or brand or prices provided the display is an integral part of vending machine, automatic teller machine or gas pump. The sign shall not exceed 32 square feet in area per side. (Durham, NC)
- Permanent signs on vending machines, gas pumps or ice containers indicating only the contents of such devices provided that such devices must be located within 10 feet of the building. The sign area of each such device may not exceed 6 square feet. (Ann Arbor, MI)
- Permanent potentially internally illuminated but non flashing signs on vending machines gasoline pumps ice or milk containers or other similar machines indicating only the contents of such devices the pricing of the contents contained within directional or instructional information as to use and other similar information Vending machine signs that are internally illuminated must be located inside of a building or in a space that is not visible from the public right of way (Aspen, CO)

MEMO

January 18, 2017

Item 6(3)

SIGN RESTRICTION CONCERN #3

Another item we are reconsidering are signs on the side of existing canopies. One question I have is that the standard is not explicitly clear, but it appears signage is currently allowed on the side of canopies but not on the side of Awnings. I assume this is because it would be better to incorporate a Blade sign with an awning, but an existing canopy may not allow any space for a blade sign. We currently require signs on the side of canopies to meet the blade sign requirements, but that is being reconsidered. I am curious what you think.

MSA RESPONSE

Your assessment is correct. The use of existing canopies for signage directed at pedestrians were considered appropriate due to canopy limitations on blades sign size (due to height clearance) and visibility concerns, as well as there is existing signage use of canopy side panels. However, the overall goal is to move towards blade signs on all storefronts, where possible. Unlike canopies, awnings generally do not stretch the entire storefront and are not as permanent of a structure. For these reasons, blade signs should be able to worked into the storefront façade with awnings. If the City/DRC prefers to restrict the use of side panels to promote blade signs (attached to the building or hanging under the canopy), this would be in keeping with the vision for the downtown. Per your statement regarding the clarity of the use of awning side panels, this could be made more explicit by adding the following statement:

Standard #2: "...and **shall not** cover more than fifty (50) percent of the awning roof. **The use of side panels on awnings is prohibited.**"

Item 6(4)

SIGN RESTRICTION CONCERN #4

We are also getting a lot of led light strings installed in town, including the City's in the plaza. Do you have an opinion about this?

MSA RESPONSE

My opinion is that commercial-grade globe string lights are fine if properly affixed to building and/or pole support, contains only low wattage bulbs (e.g., not greater than 50 lumens per bulb), located within the pedestrian way, plaza, patio, outdoor dining area or the primary entry into a building. However, this regulation should allow for other types of lighting during the holiday season with a defined beginning and end (e.g., Thanksgiving through January 15).

MEMO

January 18, 2017

Item 6(5)

SIGN RESTRICTION CONCERN #5

We want to address are the tarps many businesses hang in their windows in the winter. These don't have signage, but have you ever come up with an aesthetic standard for this?

MSA RESPONSE

Although I didn't find a specific regulation restricting the use of tarps, it may be plausible to restrict its use as long as there are alternative methods recommended to screen storefronts during the off-season within the design standards (see attached example from the Village of East Hampton, NY). The information in this document can be modified for Wisconsin Dells and incorporated in the design standards and/or sent to property owners to suggest how best to deal with off-season storefront display. If tarps are not prohibited, some restrictions/guidelines may be advisable. An example guideline is shown below.

"The use of tarps is generally discouraged. However, when tarps are used and are visible from public sidewalk they must be of a neutral color and used temporarily. Light and bright colored tarps are prohibited."

Let me know if you should have any follow up questions or comments.

Sincerely,



Steve Tremlett, Urban Designer
MSA Professional Services, Inc.

MAINTAINING AN ATTRACTIVE COMMERCIAL DISTRICT
DURING THE OFF-SEASON:
GUIDELINES FOR VACANT AND CLOSED STORES



This store on Newtown Lane maintained a window display while closed during the off-season. The posters, placed four feet in from the window, provide visual interest while screening the interior.

Village of East Hampton



THE HOOK MILL
ONE OF THE EARLY LONG ISLAND MILLS
USED BY EARLY SETTLERS TO GRIND WHEAT,
CORN AND OTHER GRAIN. BUILT IN 1808,
IS STILL OPERATED OPEN TO THE PUBLIC.

VILLAGE OF EAST HAMPTON

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EAST HAMPTON, N.Y. 11937-2730

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FAX 631-324-4189

OFFICE OF

MAYOR



"HOME SWEET HOME"
DEDICATED TO THE MEMORY OF JOHN HOWARD
PAYNE AND HIS FAMOUS SONG "HOME SWEET
HOME". MAINTAINED BY THE VILLAGE AS A MUSEUM.

June 7, 2010

Dear Commercial Property Owner or Tenant:

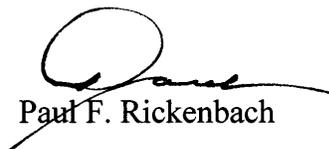
The Village is dedicated to maintaining the character and attractiveness of our commercial districts for the benefit of residents, store keepers and property owners alike. Our sign code, as administered by the Design Review Board, seeks to control signs so that they are a tasteful secondary element of the streetscape and do not detract from the overall ambience. The Village's philosophy is that no one business should stand out among its neighbors but that all businesses benefit from the overall attractiveness of a commercial area and of the Village as a whole.

The treatment of a vacant store or of a store that is closed during the winter can detract from the overall character of an area and can degrade the setting of neighboring businesses that remain open. Papered-over windows and disheveled empty storefronts diminish the life and vitality of the street.

These guidelines illustrate ways in which tenants and property owners can maintain attractive storefronts when a business is vacant or temporarily closed. The guidelines include options that close off the store interior from public view when desired.

The Village is available to assist in this effort.

Sincerely,



Paul F. Rickenbach

PFRJR

Encl.

cc. Board of Trustees

MAINTAINING AN ATTRACTIVE COMMERCIAL DISTRICT
DURING THE OFF-SEASON:
GUIDELINES FOR VACANT OR CLOSED STORES

CONTENTS

VILLAGE SIGN CODE

1. Storefronts signs
2. Window paper with graphics
3. Real estate signs

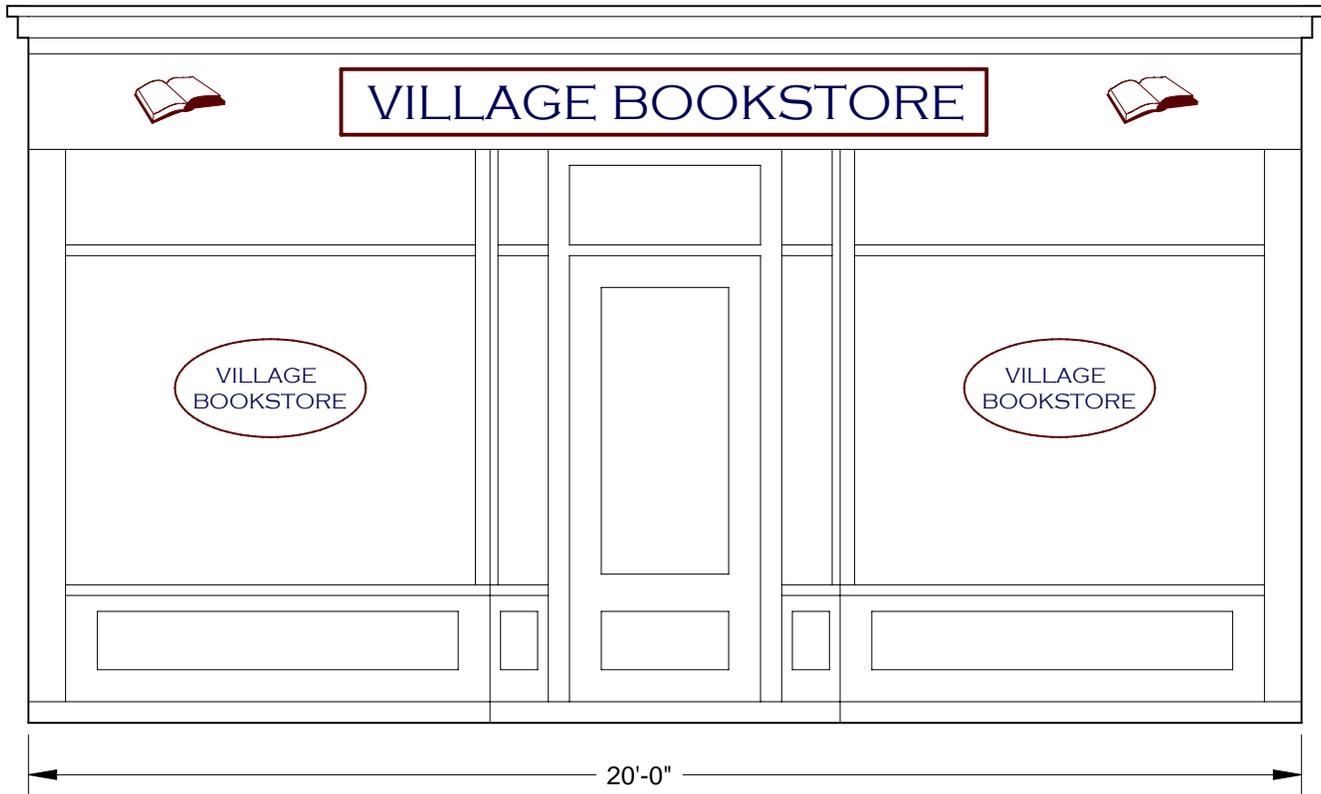
RECOMMENDED

4. Window display and a screen
5. Window signs and a screen
6. Posters placed 4 feet in from the windows
7. A window display in the public interest

NOT RECOMMENDED

8. Papered-over windows
9. Empty display windows

VILLAGE SIGN CODE: STOREFRONT SIGNS



The Village Code pertaining to signs for commercial buildings is summarized below. The sign code can be accessed on the internet by clicking the "Village Code" tab at www.easthamptonvillage.org. and then selecting Section 278 Zoning and subsection 278-4 Signs.

PERMIT REQUIRED: Approval for any sign must be obtained from the Design Review Board before the sign is installed. The sign application is available at Village Hall or on the internet by clicking the "Permits & Applications" tab at www.easthamptonvillage.org.

DEFINITION OF A SIGN: Any advertising structure, display board, screen, structure, shadow box, poster, mannequin, banner, pennant, cloth, bill, bulletin, painting, printing or other device or object or part thereof used to announce, identify, declare, demonstrate, display or in any manner advertise or attract the attention of the public by means of letters, words, figures or colors.

DEFINITION OF A WINDOW SIGN: Any sign placed on the inside (within no more than four feet) or outside of any window or door of any building which is visible from a sidewalk, street or other public place, not including merchandise on display.

SIGN AREA: A storefront may have a total sign area not exceeding one square foot for each horizontal foot of the storefront. Window signs shall occupy no more than 25% of the window area. The area of a sign shall be measured by the area of the largest rectangle required to enclose the sign. The storefront illustrated above, which is 20' wide, has the maximum sign area of 20 square feet. The principal sign is 9 s.f., each window sign is 4.5 s.f. and each book logo is 1 s.f.

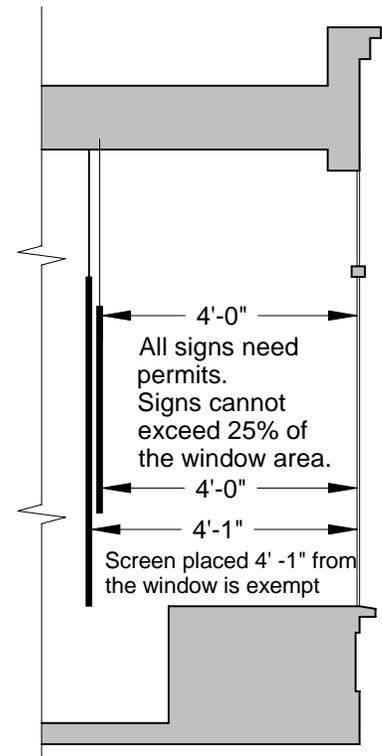
VILLAGE SIGN CODE: WINDOW PAPER WITH GRAPHICS



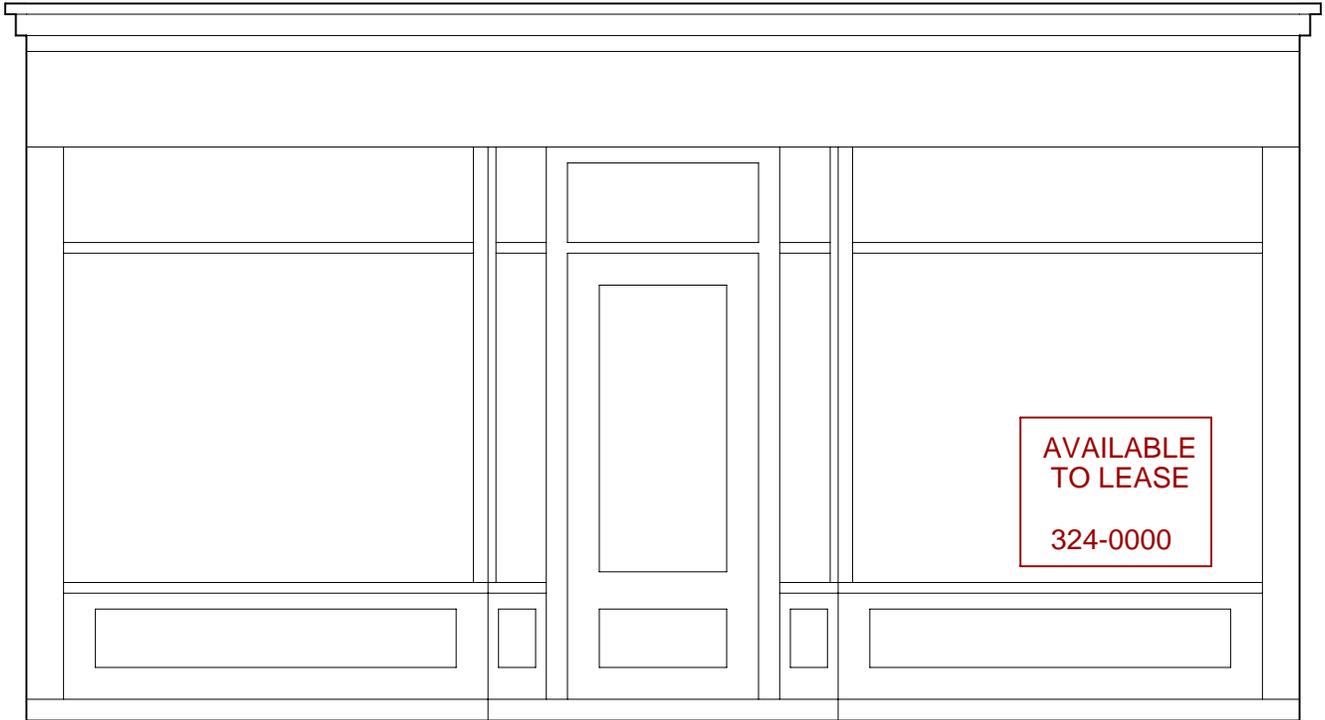
In the above illustration, paper with lettering has been applied to the display windows of a store that is closed during the off-season.

This treatment is not allowed. According to the Village sign code, these sheets of paper with lettering are window signs and are illegal because they cover more than 25% of the window area.

If these sheets with lettering were placed as a screen at a distance greater than 4 feet in from the window they would not need a permit and there would be no restriction in size.



VILLAGE SIGN CODE: REAL ESTATE SIGNS



A real estate sign may be placed without a sign permit subject to the following restrictions:

- (1) The real estate sign shall not exceed 7 square feet in area.
- (2) Only one real estate sign per property is permitted.

This illustration shows the maximum allowable real estate sign of 7 square feet.

RECOMMENDED: WINDOW DISPLAY AND A SCREEN

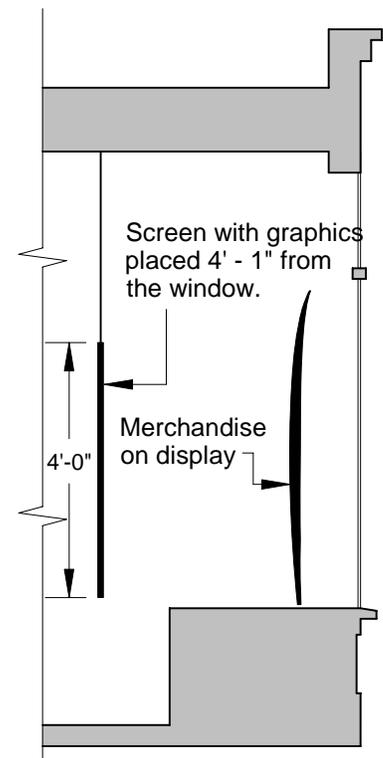


In the storefront illustrated above, merchandise is left on display while the store is closed during the off-season.

A screen placed at a distance greater than 4 feet from the window contains graphics.

A glazed door may be screened by a roller blind.

By keeping merchandise on display, the storefront has visual interest and continues to contribute to the life of the business district.



RECOMMENDED: WINDOW SIGNS AND A SCREEN



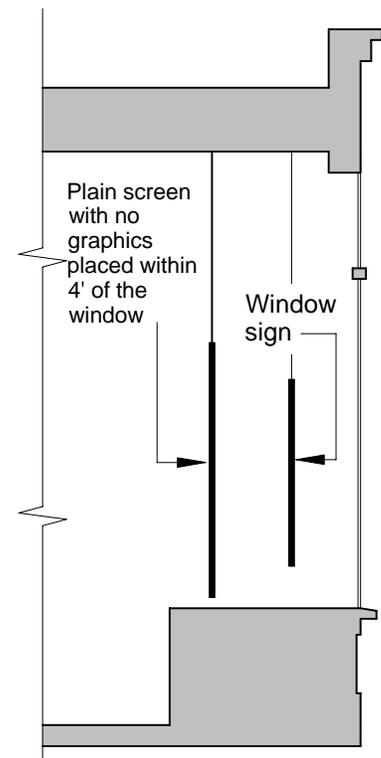
In the storefront illustrated above, signs that meet the Village sign code are placed in the window while the store is closed during the off-season.

In this example, the permanent store sign is only 4 square feet while the maximum allowable sign area for the storefront, which is 20' wide, is 20 square feet. The difference of 16 square feet may be applied to window signs. Each display window is 32 square feet in area allowing a maximum window sign of 8 square feet (25% of 32 s.f.).

The above window signs illustrate the maximum size of 8 square feet that is allowed in each display window.

In this example, a plain screen, 4 feet high, is positioned behind the signs to further close off the view of the store interior.

The window signs give the storefront a visual focus and allow the store to remain a positive presence in the business district.



RECOMMENDED: POSTERS PLACED 4 FEET IN FROM THE WINDOWS

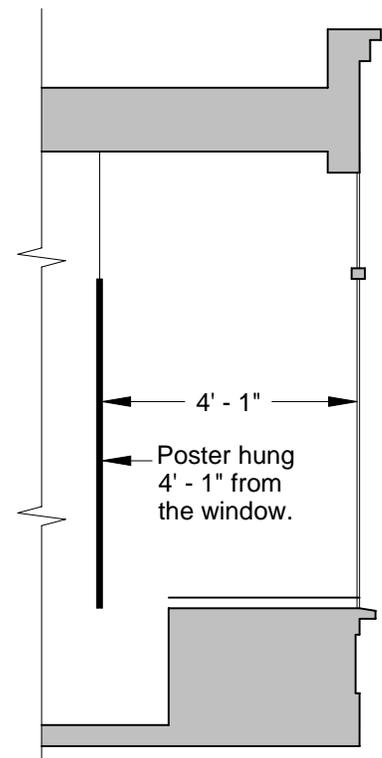


In the storefront illustrated above, posters (approximately 4 feet square) are placed within the store at a distance from the window that is greater than 4 feet.

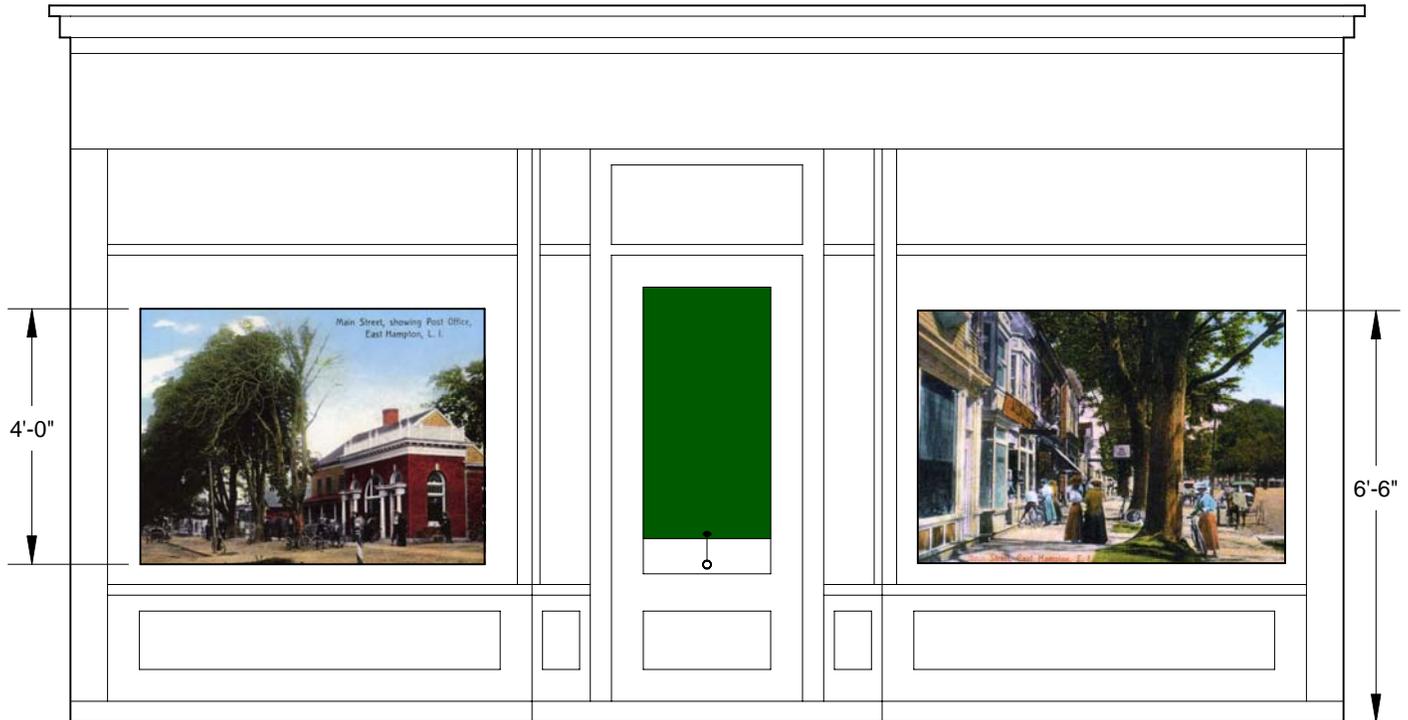
A similar option is to display graphics on a pull-down screen set more than four feet from the window.

Posters or screens at this location are not considered window signs and do not require a sign permit as they would if placed within 4 feet of the windows.

These large posters both provide a visual focus for the storefront and adequately screen the store interior.



RECOMMENDED: A WINDOW DISPLAY IN THE PUBLIC INTEREST

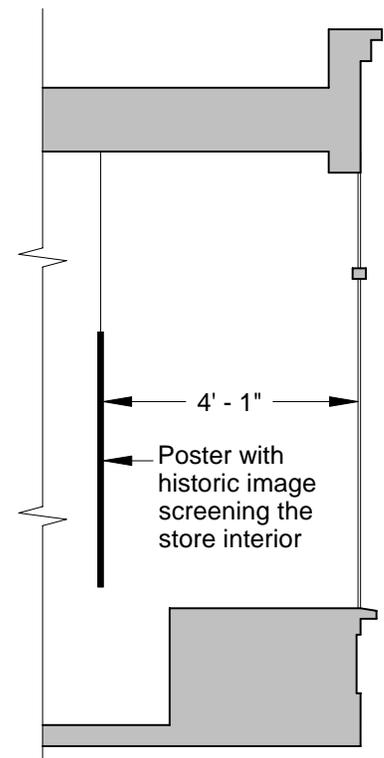


One option for a window display in a vacant store is an exhibit that benefits the public. In the storefront illustrated above, posters of historic photographs are placed in the windows.

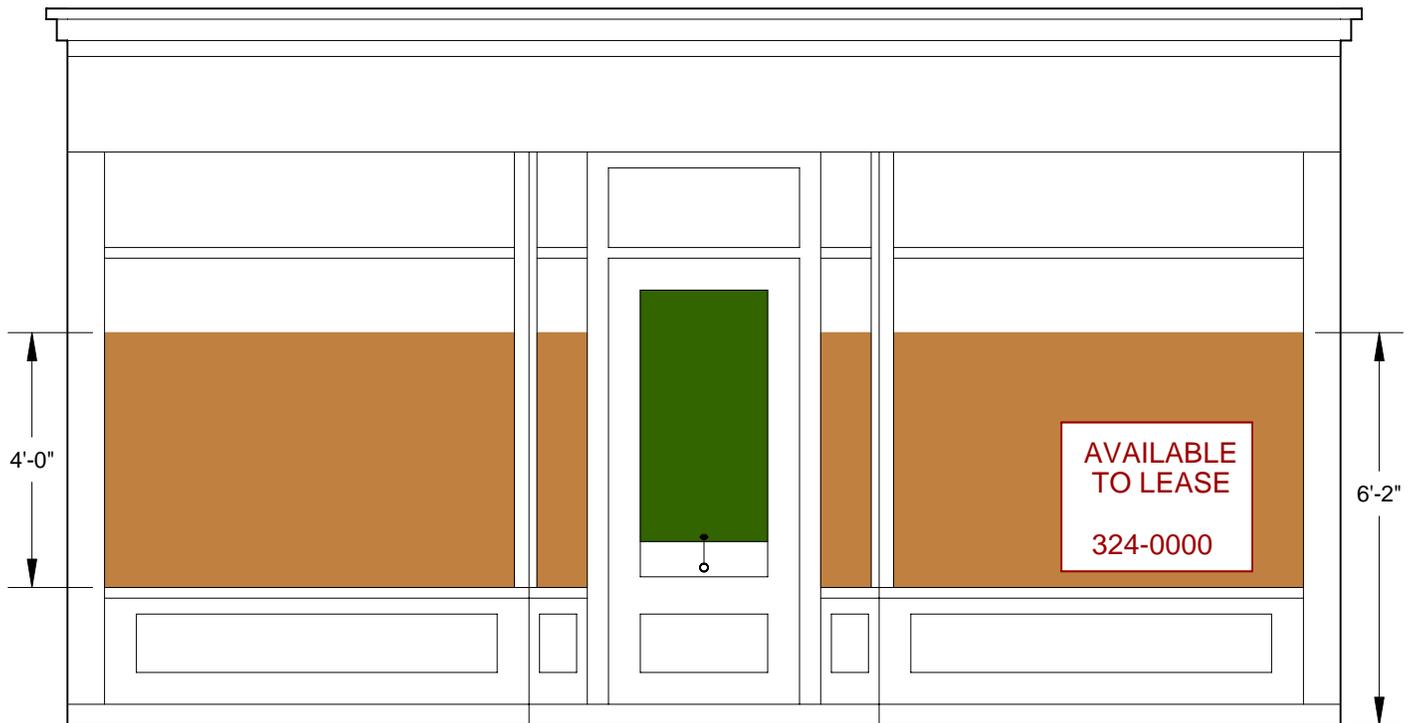
These posters give the storefront an attractive and interesting appearance. The posters, which are 4 feet high, also screen the store interior.

An exhibit of historic objects or of art could also be a display in the public interest.

The Village may provide information to property owners or tenants interested in placing a display in the public interest in their storefront.



NOT RECOMMENDED: PAPERED-OVER WINDOWS



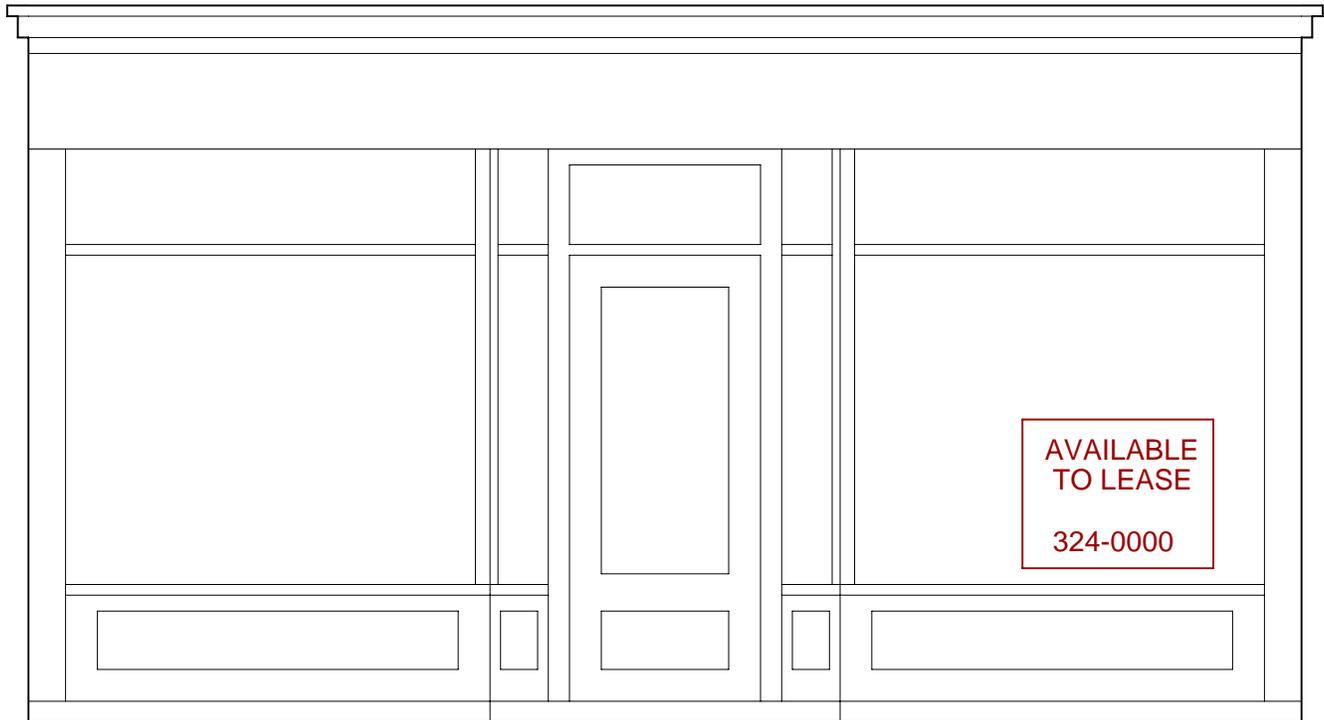
Plain paper of a single color with no text or graphics may be applied to a window without a sign permit.

However, a storefront with papered-over windows detracts from the character of the business district and this treatment is discouraged.

Papered-over windows are appropriate only as a temporary installation while renovation and construction work is underway within a store.

When windows must be papered, they should be covered with a single sheet, which makes a neater appearance than does multiple pieces taped together. Kraft paper is readily available in 4' rolls. In the storefront illustrated above, the windows are covered with paper that is 4 feet wide. This provides a screen that is high enough to block the view of pedestrians.

NOT RECOMMENDED: EMPTY DISPLAY WINDOWS



In this example the storefront windows are left empty. If the interior is kept clean and orderly, empty display windows are preferable to papered-over windows.

Nevertheless, empty display windows make no contribution to the business district and, like papered-over windows, detract from the life and vitality of the street.

Item 6(6)

- (11) *Legacy Signs:* a sign designation intended to provide for the preservation of Wisconsin Dells' unique character, history and identity, as reflected in its historic and/or iconic signs.
- (12) *Illuminated Sign:* any sign which has characters, letters, figures, designs or outlines illuminated externally by electric lights or internally by luminous tubes.
- (13) *Incidental Sign:* secondary, informational signs (e.g. menu boards, open/hours of operation, short-term special events/promotions). Beer signs (neon or other), Reality advertisement, and the like are NOT considered Incidental Signs.
- (14) *Informational Sign:* any sign that provides information regarding the use or prohibited use of any area or room. These include restrooms, exit/entrance, office, heated pool, no parking, parking, loading dock.
- (15) *Internal Signs:* any sign placed within three (3) feet of a storefront window or door intended for viewing from the exterior.
- (16) *Marquee:* a permanent, roof-like structure projecting from a building at the entrance to the building with signage on the top or face of the structure.
- (17) *Marquee Sign:* a sign which is painted on, attached to, or supported by a marquee.
- (18) *Monument Sign:* a detached, self-supporting sign mounted or incorporated into a solid base.
- (19) *Multi-Tenant Sign:* any sign applied for and erected for use by multiple business owners within the same shopping center, commercial subdivision or distinct area of the city.
- (20) *Off-premises Sign:* an advertising sign or structure that pertains to goods or services not sold or provided on the premises where the sign is located, or any announcement whose subject is not available on the premises.
- (21) *On-premises Sign:* a sign or structure designed, used or intended to be used to advertise the principal purpose of the business, such as the major category of goods, materials, or services, sold or provided on the premises where the sign is located. On Premise does not include tickets sold for off-premise businesses.
- (22) *Other Advertising Structure:* any marquee, canopy or awning as further defined in this ordinance.
- (23) *Permittee:* a person receiving an erection permit pursuant to the provisions of this ordinance.
- (24) *Person:* any person, firm, partnership, association, corporation, company or organization of any kind.
- (25) *Pole Sign:* any sign supported by uprights or braces placed in the ground and not attached to any building.
- (26) *Portable Sign:* a sign not permanently attached to the ground or other permanent structure including sandwich boards, pedestal signs, and "A" frame signs.
- (27) *Projecting Sign:* A sign attached to a building or other structure and extending

Table E: Downtown C-2 District Permitted Signage

Sign Type	Sign Description	Total Sign Area Restriction	Number of Signs Allowed	Maximum Area Per Sign	Maximum Sign Height
Total Sign Area Permitted	The total sign area permitted for each business shall be determined by multiplying the length of lineal business frontage	5 sq. ft. / 1 lineal ft. of business frontage with a minimum of 144 sq.ft. a maximum of 300 sq.ft.			
Monument Sign	Monument sign is a detached sign mounted or incorporated into a solid base, and shall be a self-supporting structure.	Included	1 per lot	60 sq.ft. (per sign face)	6 feet
Wall Sign	A sign attached to or erected against the wall of a building with the face parallel to the building wall	Included	1 sign per 50 feet of business frontage	60 sq.ft.	n.a.
Projecting Sign	A sign attached to a building or other structure and extending more than eighteen (18) inches beyond the building plane.	Included: Count only one side, except faces with angles beyond 45 degrees count each sign face	1 sign per 50 feet of business frontage	50 sq.ft. (per sign face)	n.a.
Blade Sign	A special projecting sign attached to the building along the storefront frontage following one of three design alternatives provided by the City of Wisconsin Dells.	Excluded	1 sign per public entrance per business, except each blade sign shall be at minimum of 40 ft apart	See Downtown Design Standards	See Downtown Design Standards
Awning/Canopy/ Marquee Sign	A sign which is painted on, attached to, or supported by a projecting structure (i.e. awning, canopy or marquee).	Included	n.a.	75% coverage of valance/flat profile; 50% coverage of awning roof	n.a.
Window Sign	A sign attached to, placed against, painted on, or placed within three (3) feet of a window or door of the building which is intended for viewing from the exterior.	Excluded	n.a.	25% coverage of each window/door, excluding product display; 50% coverage of each window/door, inclusive of product display	n.a.
Portable Sign	A sign not permanently attached to the ground or other permanent structure including sandwich boards, pedestal signs, and "A" frame signs.	Excluded	1 per business that has obtained a food license	6 sq.ft. per sign face, including boarder and trim)	3 feet (sandwich board); 4 feet (pedestal sign)
Incidental Sign (no permit required)	Secondary, informational signs (e.g menu boards, open/hours of operation, short-term special event/promotions).	Excluded	3 per business frontage up to 10 sq.ft. total	4 sq.ft. (<u>count towards window sign coverage limit</u>)	

Item 6(6)

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

June 20, 2016

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 Intern6Becca 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 elses 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 Zebradog 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
T Chris Tollaksen
S 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.