



**DESIGN REVIEW COMMITTEE**  
CITY OF WISCONSIN DELLS  
MUNICIPAL BUILDING-300 LACROSSE STREET  
**JANUARY 20, 2016**

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

1. Present: Ald. Mor, Dan Gavinski, Maria Rosholt,

Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Ald. Brian Holzem, Mark Sweet, Pizza Lab rep and Ed Legge from the *Dells Events*.

2. Motion by Gavinski, seconded by Rosholt approve the minutes of the January 6, 2016 meeting. Motion carried.
3. Pizza Lab presented a sign for approval. Motion by Gavinski, seconded by Rosholt to approve. Motion carried.  
Vertical Illusions presented a sign for approval. Motion by Gavinski, seconded by Rosholt to approve. Motion carried.
4. Mor handed out some corrections to the Sign Ordinance from the Legislative Committee. Some of the areas discussed were the Annual Inspection are was cleaned up.  
Attorney Hasler made a change to the Abandoned Sign section by rearranging it and putting it in the Definition section only. He also consolidated the Unlawful Signs into one section. Motion by Gavinski, seconded by Rosholt to approve the changes. Motion carried.
5. Legacy Sign time frame of Dec. 31, 2017 discussion is for next meeting. MSA facade estimate for next meeting.
6. Next meeting is set for February 17, 2016 10 am.
7. Motion by Rosholt and seconded by Gavinski to adjourn. Motion carried and the meeting adjourned at 10:16 am.

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Juli Mor

**Chris Tollaksen**

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**From:** Dominic Flath, Manager [dominic@piratescoveisdells.com]  
**Sent:** Thursday, January 28, 2016 12:12 PM  
**To:** Chris Tollaksen; dleifer@wdpd.com  
**Subject:** Cliff Sign

Chris and Officer Leifer,

Below are pictures of the current and proposed copy for the cliff sign – Item #1 on the letter you delivered to me dated 12/11/15.

This will remain a painted sign – no vinyl wrap. Let me know your thoughts. Thanks.

Current:

①



Proposed:



Sincerely,

Dominic Flath, Manager  
(608) 963-4394

**Chris Tollaksen**

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**From:** Dominic Flath, Manager [dominic@piratescovewisdells.com]  
**Sent:** Thursday, February 11, 2016 2:24 PM  
**To:** Chris Tollaksen  
**Subject:** City Sign #2149

Chris,

Below are pictures of the current and proposed copy for City Sign #2149 – located on the East side of Stand Rock Road. Let me know your thoughts. Thanks.

CURRENT

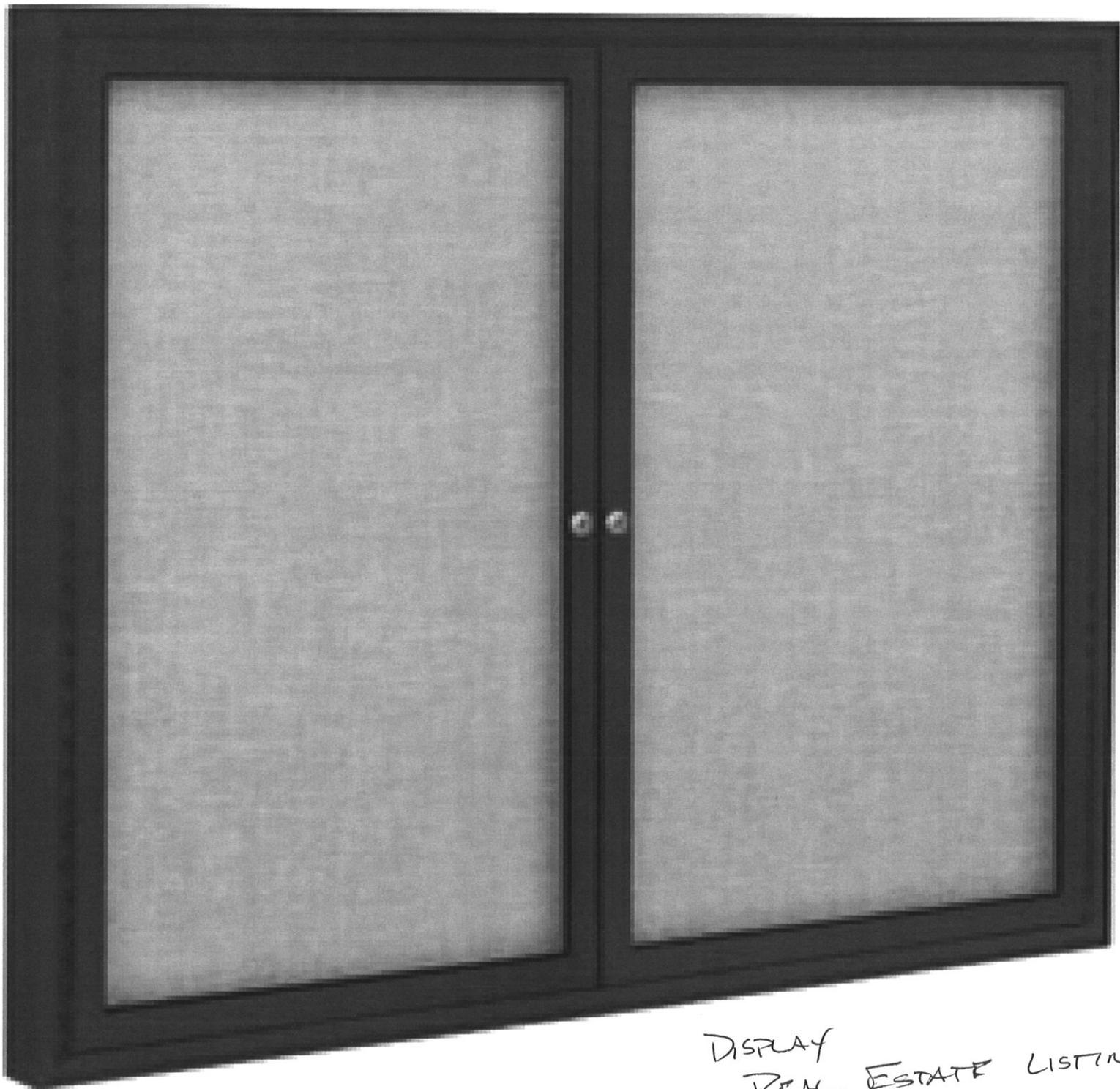


PROPOSED



Sincerely,

Dominic Flath, Manager  
(608) 963-4394



②

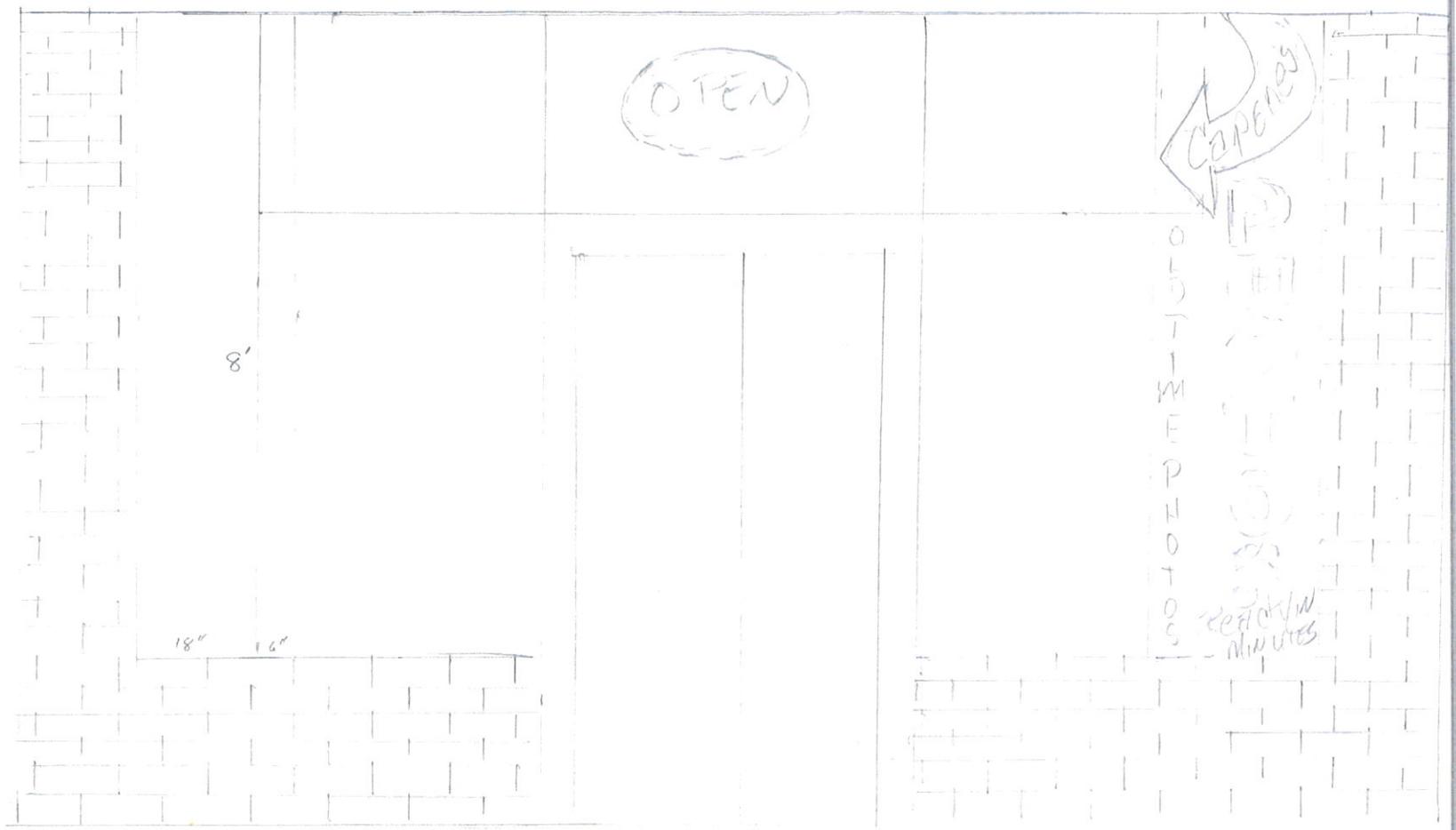
DISPLAY  
REAL ESTATE LISTINGS



Pro-Sign (3)



Capone's  
8'  
PHOTOS  
Ready in  
minutes  
18" 16"



MIKE BRAUN  
697-4873  
④



4



# Orientation, Placement & Massing

④

Downtown signage can complement and reinforce the pedestrian-oriented character of the downtown, while also meeting the visibility needs of people driving by in cars.

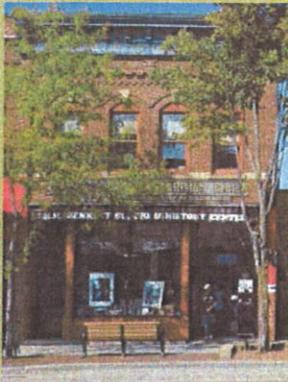
## Standards

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

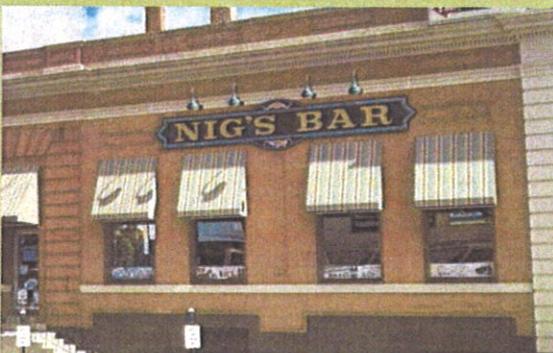
6" COVER WINDOW



**RECOMMENDED** The business incorporates signage that provides visibility to both pedestrians and vehicles.



**RECOMMENDED** The above signage is placed in historical storefront locations (i.e. above the first floor windows/doors but below the second story sills, centered above the doorway, and along the awning profile).



**RECOMMENDED** This sign is placed well within the existing architectural features (centered on the brick inlays and above the window/awnings, but below a cornice line).

## Recommendations

- A. Storefronts along Broadway (WIS 23) should have signage oriented to both pedestrians and automobiles.
- B. Sign types and locations should be appropriate to the architectural character and history of the building whenever possible.
- C. **For multi-tenant buildings**, placement of individual tenant signs should be coordinated to achieve a unified signage appearance.

SIGNAGE DESIGN - GENERAL

# Materials, Colors & Lettering

4

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

## Standards

1. Sign material **shall** be durable and easy to maintain with preference to wood and metal. **OK**

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. **OK**

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.

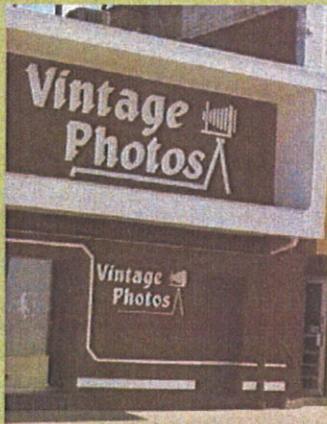
F. If three-dimensional letters/symbols are used, one-half inch depth or reveal is **encouraged** to make each letter stand out from the background.

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.



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



**RECOMMENDED** 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).



**RECOMMENDED** 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 #8 under Wall Signs.

Wall signs are signs or individually mounted letters that are attached flat against the wall of a building with the exposed face of the sign being generally parallel to the face of the wall.

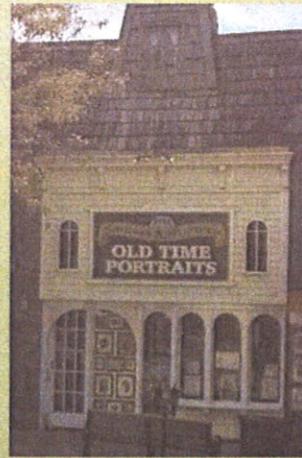
2 21003

## Standards

1. Each business frontage **shall** be allowed one (1) wall sign per fifty (50) feet of street frontage (e.g. under 50 ft. of frontage is allowed one sign, 50-99 ft. of frontage is allowed two signs, and so on).
2. A wall sign **shall not** exceed 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 details).
3. The primary wall sign **shall** be located above the street-level windows/door.
4. If a historic sign board area exists above the transom windows, the primary wall sign **shall** fit within this space and shall not extend above, below, or beyond the edges of the signboard area.
5. Signs below eight (8) feet from grade **shall not** project more than two (2) inches from the building and above eight (8) feet **shall not** project more than eighteen (18) inches.
6. The highest point of the wall sign **shall not** extend more than five (5) feet above the roofline, cornice or parapet, whichever is highest.

## Recommendations

- A. The primary wall sign should be below the sills of second-story windows on multi-storied buildings, if feasible.
- B. Horizontally-oriented and centered wall signs are **encouraged**.
- C. Where feasible, a wall sign should be placed to align with other signs on that building and other buildings on the same block face.



**RECOMMENDED** This sign is centered above the first floor window/doors, does not obscure the building's architectural features, and complements the building's architectural style.



**RECOMMENDED** This multi-tenant building has wall signs centered at each business entry and are align with each other.



**NOT PERMITTED** This cabinet wall sign is not the typical solution for a historic storefront facade, as it covers up architectural detail, extends over window area, and extends beyond the first floor cornice.

SIGNAGE DESIGN - TYPE SPECIFIC



**Chris Tollaksen**

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**From:** Stephen Tremlett [stremlett@msa-ps.com]  
**Sent:** Wednesday, February 03, 2016 2:20 PM  
**To:** Chris Tollaksen  
**Subject:** Downtown Design Standards  
**Attachments:** WI Dells\_Design Standards\_draft\_2016\_02\_03.pdf

Chris,

Attached is the design standards with the site and building standards added. I excluded the Certification of Appropriateness and Checklist, as we will not need to discuss these sections at the upcoming DRC meeting.

Below are some comments regarding the standards:

- I am sending the signage standards again as it is important to note that “Awning, Canopy & Marquee Signs” (P19) has been reduced to those standards/recommendations that relate to the signage on said projections. The remaining standards/recommendations for awnings, canopies and marquee structures are under “Projections” (P31). The reason for this move is now that we are incorporating building design standards the placement, location and material of said projections relate to building design (rather than signage). It will not always be the case that projections will include signage; therefore, it should be reviewed under the building design section. If it includes signage then both sections must be reviewed. Standard 1 in both sections speaks to this point.
- I felt the character and urban fabric of C-2 Zoning District changes along Broadway Avenue near Church Street. West of Church Street has the traditional “downtown” feel, while areas east of Church Street is more like a commercial corridor (less “downtown” feel). Therefore, some standards specifically state it is a requirement for properties east or west of Church Street. This is will be a discussion item as we review the building and site design sections.
- I will be sending this to ZebraDog to see if they have any comments that I can share at our upcoming DRC meeting.

Cheers!



**Stephen Tremlett, AICP, CNU-A | Urban Designer**

MSA Professional Services, Inc.

+1 (608) 242-6621



# 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. Signage on 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



### RECOMMENDED

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 RECOMMENDED** The signage on this awning covers more than 75% of the valance.

SIGNAGE DESIGN - TYPE SPECIFIC

# Street Relationship

**INTENT:** To encourage streetscape enhancements that blend the public and private realms, enhancing the pedestrian experience.

SITE DESIGN



**APPROPRIATE** The ADA ramp is incorporated in the stair entrance and meets the needs of all users.



**APPROPRIATE** Portion of the building is set back from the street, creating a space for outdoor seating and activity without obstructing the sidewalk.

Standard #1 is illustrated in the image and text below:

A small building (like bldg #2) has to have at least 10 feet of the facade at the property line (even if this totals more than 25% of the building); however, a larger building (like bldg #3) has to have at least 25% of the building at the property line (even though this will total more than 10 feet).



## Standards

1. **WEST of Church Street only**, primary structures **shall** be built to the front property line, but a portion of the building may be set back from the property line, per the following limitations:

- Twenty-five (25) percent, or minimum of ten (10) feet, of the building width **shall** be built to the property line (no setback), AND
- The maximum setback **shall** be ten (10) feet, AND
- The space created **shall** provide an outdoor seating area, a hardscape plaza, or similar usable (accessible) space.

2. **EAST of Church Street only**, at least fifty (50) percent of the primary structures **shall** be built within twenty (20) feet of the front property line, unless the setback allows for a parking area. If the setback includes parking, the primary structure **shall** be within seventy (70) feet of public right-of-way.

3. A minimum of one functional building entrance **shall** be provided along the building facade facing the street. Buildings that face multiple streets **shall** provide an entrance facing the more prominent of the streets.

## Recommendations

A. The siting of adjacent buildings should be considered when choosing the setback - a uniform setback is desirable to establish a more consistent "street wall".

B. Disabled access should be seamlessly incorporated into the building and site design. Facilities should be designed to provide inviting access to all users.

# Exterior Lighting

**INTENT:** To promote effective and attractive exterior lighting that does not produce glare or excessive light trespass.

## Standards

1. Parcels abutting or across the street from residential or park uses **shall not** cause light trespass in excess of one (1) footcandle as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.
2. Parking and security lighting poles **shall not** be taller than the thirty-five (35) feet. For properties in or abutting a residential zoning district, the maximum allowable height **shall** be twenty-five (25) feet.
3. Exterior light fixtures **shall** be designed to complement the character/style of the building.
4. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.

## Recommendations

- A. Parking lots and pedestrian walkways should be illuminated uniformly and to the minimum level necessary to ensure safety. A uniformity ratio of no more than 15:1 is recommended for pavement illuminance, to avoid excessively bright or dark areas.
- B. Exterior lighting should be energy efficient and should render colors as accurately as possible (i.e. white light rather than green or yellow light).
- C. Preferred light types include: LED, fluorescent, and high-pressure sodium.



**RECOMMENDED** Above examples illustrate sufficient and uniform lighting of walkways and building architectural elements.



The two images on the left show good examples of low parking lot fixtures that project light only where it is needed, while the far right image shows an excessively tall light that is directed outward, creating glare and light trespass.

SITE DESIGN

# Parking Areas

**INTENT:** To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

## Standard #1 Illustration



**APPROPRIATE** Development #1 parking is in the rear yard, and Development #2 parking is one double-loaded aisle on the side of the building. A shared service driveway connects the two.

## Standard #2 Illustration

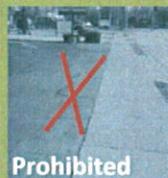


**APPROPRIATE** Development #1 parking includes double-loaded parking aisle in the front and rear yards. Development #2 parking includes two double-loaded parking aisles on the side.

## RECOMMENDED



The above images show a variety of ways to buffer parking areas from the public sidewalk. The image on the right shows a prohibited condition with no buffer between the parking lot and sidewalk.



## Standards

1. **WEST of Church Street only**, off-street parking in front of the building is **prohibited**. Side yard parking **shall not** be more than seventy (70) feet wide (necessary space needed for two rows of parking with a drive aisle and sidewalk buffer).
2. **EAST of Church Street only**, front yard parking **shall** be limited to a double-loaded parking aisle and side yard parking **shall not** be more than one hundred and forty (140) feet wide (necessary space needed for two double-loaded parking aisles with a landscaped median between them).
3. Walkways **shall** be provided to connect the building entrance(s) to the public sidewalk. Walkways that cross parking areas or a drive aisle **shall** be clearly identified, either with different paving materials (such as brick/colored concrete) or with painted crosswalk striping.
4. Parking stalls and drive aisles **shall** be separated from the public right-of-way and adjacent property lines by a planted landscape buffer with a minimum of five (5) feet in depth.
5. Parking lots adjacent to residential properties **shall** provide a semi-opaque buffer, a minimum of four (4) feet in height, in order to screen out vehicle lights. Screening options include a berm with acceptable plantings/trees, a fence, or a mix of these options.

## Recommendations

- A. Rear yard parking is **preferred**, in lieu of side or front yard parking.
- B. Shared parking lots are **encouraged** to allow more efficient access and use of space between adjacent parcels. This can be accomplished through the use of access easements on each parcel.
- C. Planted parking islands are **encouraged** between parking spaces and drive aisles.

SITE DESIGN

# Storage & Service Areas

**INTENT:** To improve the appearance of the downtown area, especially along Broadway Avenue.

## Standards

1. Screening **shall** be compatible with the building architecture, including material palette and design elements, as well as other site features.
2. Trash containers, recycling containers, street-level mechanical equipment (gas meters, air conditioners, etc.) and rooftop mechanical equipment **shall** be located or screened so that they are not visible from a public street, waterfront or adjacent properties. Electrical service boxes are excluded from this requirement (see **Standard 3**).
3. Placement of service boxes **shall** be located away from pedestrian zones (e.g. side or rear yard).
4. Permanent loading docks and staging areas **shall not** be in the front yard. Any loading areas visible from the street, or facing a residential property, **shall** be screened with landscaping and/or wall not less than six (6) feet in height and integrated with the overall site design and/or building elements.
5. Outdoor storage of products, materials or equipment is **prohibited** in the front yard. Short-term display items, or items that are available for purchase by customers, are exempt from this standard (see City Code sec. 16.30 for regulations on outdoor display of retail merchandise).

## Recommendations

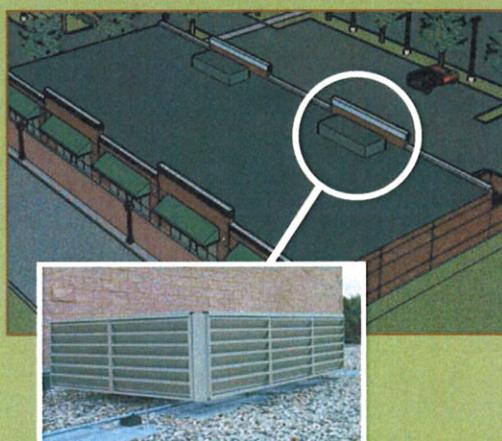
- A. Shared garbage and recycling facilities are **encouraged**, where practical, as a means to meet screening requirements and preserve access needs.
- B. Plantings around dumpster enclosures is **encouraged**.
- C. Placement of loading and staging areas in the rear yard is **encouraged**.



**RECOMMENDED** Both examples above use materials and design to match the primary building and site architecture, and they incorporate landscaping along the base of the structure.



**NOT RECOMMENDED** In these examples the screening is insufficient and the materials used do not match or complement other site features.



**APPROPRIATE** Example of a building facade screening rooftop mechanical from ground view.

SITE DESIGN

# Scale, Articulation & Roofline

**INTENT:** To establish and maintain a consistent street wall that provides visual interest and human scale.

BUILDING DESIGN



**RECOMMENDED** Vertically-proportioned buildings with articulation of structural bays and tall windows.



**PROHIBITED** Wide building with no vertical expressions to break up the facade.



**APPROPRIATE** The images above illustrate techniques used to vary the facade heights along a long facade, meeting the 25% threshold described in **Standard 3**.



**REQUIRED** Use of horizontal expression line.

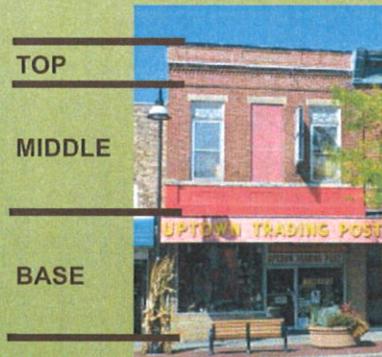
## Standards

1. New buildings **shall** be at least sixteen (16) feet tall from sidewalk grade to the facade termination (top of the parapet/cornice).
2. New buildings with a total width equal to or greater than their height **shall** utilize one or more of the following techniques to mitigate horizontally-proportioned facades:
  - expression of structural bays,
  - variations in material,
  - variation in the building plane, and/or
  - vertically-proportioned windows.
3. Street-facing building facades over hundred (100) feet in length **shall** have a minimum of twenty-five (25) percent of the facade vary in overall height, with such difference being four (4) feet or more measured eave to eave or parapet to parapet.
4. New buildings **shall** utilize a horizontal expression line that projects at least two (2) inches from the building facade to articulate the transition between the first floor and upper floors.
5. A discernible “base” **shall** be established. The base **shall** be at least two (2) feet in height, but may include the entire first floor.
6. Any secondary facade facing a public street (corner buildings) **shall** incorporate design qualities similar to the primary front facade.
7. A positive visual termination at the top of the building **shall** be established, such as a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.
8. Pitched roofs **shall** have a slope no less than 5:12.
9. An accurately-measured elevation of each exposed building facade, including roofline, **shall** be submitted with the Design Standards Checklist. The elevations shall include for reference purposes any adjacent buildings, including the roof profile, window configuration and any other important architectural features.

# Scale, Articulation & Roofline (cont.)

## Recommendations

- A. A full two story building is **encouraged**, wherever feasible.
- B. Vertically proportioned facade design is **encouraged**, especially on Broadway Avenue.
- C. All new buildings are **encouraged** to utilize details or changes in materials to create a discernible base, middle and top.
- D. New buildings should incorporate horizontal expression lines from existing buildings within the same block, whenever practical.
- E. Use of the same material and color palettes of the primary facade on secondary facades (corner buildings) is **encouraged**.
- F. All building faces should use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.
- G. Parapet walls with cornices are **encouraged**.
- H. Unique and decorative cornice designs are **encouraged** to generate character and building identity.



**RECOMMENDED** Demonstration of base, middle and top on an existing downtown building (Standard 5, Standard 7 & Recommendation "C").



**APPROPRIATE** Examples of secondary facades continuing the design quality, material palette, and color palette of the primary facade (Standard 6).



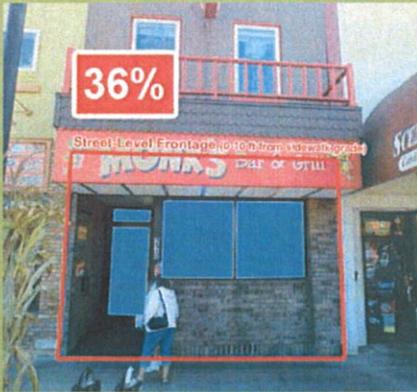
**PROHIBITED** A low-slope roof, which does not meet Standard 8.

BUILDING DESIGN

# Windows, Doors & Garages

**INTENT:** To enliven and activate the street, and to reinforce the existing building character within the downtown area.

BUILDING DESIGN



**APPROPRIATE** Because more than 35% of the ground floor facade is clear glass, visual connections between the street and the building are strong.



**PROHIBITED** An example of street-facing garage doors that do not use any the listed techniques to mitigate its presence along the street frontage.



**APPROPRIATE** The street-facing parking garage door is set back from the primary building plane, reducing its overall impact on the facade.

## Standards

- WEST of Church Street only**, street-level facades facing a public street **shall** be comprised of at least thirty-five (35) percent clear glass (up to ten (10) feet above sidewalk grade).
- EAST of Church Street only**, ground level facades facing a public street **shall** be comprised of at least twenty-five (25) percent clear glass (up to ten (10) feet above sidewalk grade).
- WEST of Church Street only**, new buildings with upper stories (i.e. functional floor area above the ground level) **shall** have windows on all street-facing facades.
- WEST of Church Street only**, garage doors facing Broadway Avenue are **prohibited**.
- If allowed, new garages facing a public street **shall** use one or more of the techniques below to mitigate their impact on the street frontage:
  - set back the garage bays from the primary facade a minimum of four (4) feet,
  - set back every third (3) garage door a minimum of (2) from the remaining garage door bays, and/or
  - screening garage doors from the street.
- A diagram illustrating the percentage of transparent glass on each street-facing facade **shall** be submitted with the Design Standards Checklist.

## Recommendations

- Retaining (or uncovering) pre-existing window openings is **encouraged**.
- Downtown buildings should activate the street by providing significant visibility through the street-level facade to activities or displays within the building.
- The use of reflective or dark-tinted glass on the front facade is **discouraged**, especially at the street level.
- Street-facing garage doors are **discouraged**.

# 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. 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.
6. Awnings and canopies **shall not** be made of shiny materials or have a shiny finish.
7. Awnings **shall** be at least three (3) feet in depth and have a minimum clearance height of eight (8) feet above the sidewalk grade.
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**.



**REQUIRED** This image demonstrates Standard 7 requirements for awning



**RECOMMENDED** 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.

# Colors & Materials

**INTENT:** To reinforce the existing character, and to provide for variety and visual interest.

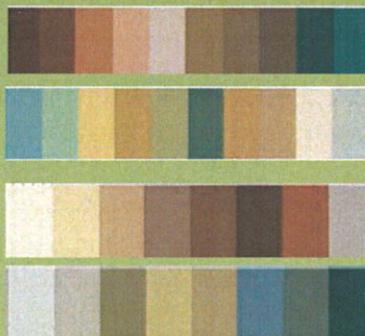
BUILDING DESIGN



**RECOMMENDED** The images above are preferred building materials (from top left to bottom right): kiln-fired brick, stucco, terra cotta, wood siding, and fiber cement siding.



**ALLOWED** The images above are permitted building materials (from left to right): vinyl siding (except on the front facade), stone or cultured stone in coursed pattern, and brick veneer.



Example Palette #1

Example Palette #2

**RECOMMENDED** Example of preferred colors for the primary facade (illustrated using Sherwin Williams color palettes), meeting Recommendation "A".

## Standards

1. Day-glo or fluorescent colors are **prohibited**.
2. Bright colors are **prohibited** for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
3. Vinyl siding and residential steel lap siding are **prohibited** on the primary front facade.
4. If vinyl siding is used on the other sides of the building, it **shall** be at least 0.044" in thickness (considered a "premium" siding), as it is more resistant to damage, sagging and warping, especially when subject to Wisconsin's seasonal temperature extremes.
5. **Prohibited** building materials include gravel aggregate materials, stone or cultured stone in a random ashlar pattern, rough-sawn wood siding, polished stone, and panelized products.
6. A picture and a sample of each exterior material and a facade illustration that indicates colors and materials **shall** be submitted with the Design Checklist.

## Recommendations

- A. Muted tones are **preferred** for the primary facade color, such as the color palettes shown on the right.
- B. **Preferred** exterior finish materials include kiln-fired brick, stucco, terra cotta, wood siding and details, and fiber cement siding.
- C. Permitted exterior finish materials include high-quality cultured stone or brick veneer, and vinyl siding (except on the front facade).
- D. EIFS (Exterior Insulation and Finish System) is **discouraged** as a principle facade material, especially at ground level where susceptible to damage, but is acceptable above the ground floor and as an accent material.

# Historic Cleaning & Restoration

**INTENT:** To promote the appropriate preservation and restoration of existing architectural features in Wisconsin Dells Downtown Rivers Arts District.

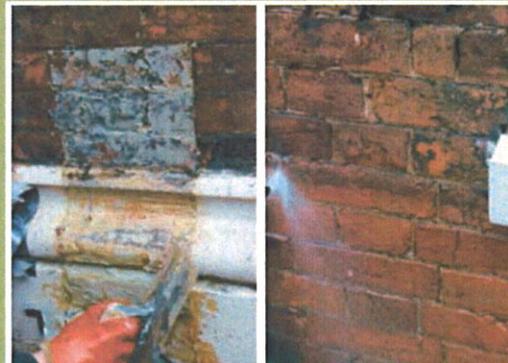
## Standards

1. Chemical or physical treatments that could damage existing painted brick or stone, such as sandblasting, are **prohibited**.
2. If necessary, surface cleaning **shall** use the gentlest means possible. Surface cleaning tests **shall** be conducted to determine the most appropriate cleaning method. Adequate time **shall** be provided to observe the results of the test to determine the gentlest cleaning method.
3. New mortar **shall** match the original brick and mortar joint profile, including width and depth. Mortar **shall** duplicate the original in color, texture and strength.
4. Infilling existing historic base panels with concrete block is **prohibited** (unless it matches the primary facade material). Brick, if used to infill a historic base panel, **shall** match the building as closely as possible in size, color, and texture.
5. Masonry on historic structures **shall not** be painted, or stuccoed, if it has not been painted historically.
6. Existing entry openings on historic structures **shall** be retained, where feasible. If additional entry openings are needed (i.e., for deliveries) they **shall** be placed at regular intervals and should be of similar proportions as the original entry.
7. Original or historic features, including columns, bulkheads, transoms and moldings, **shall** be retained, if possible.
8. Inappropriate past additions to buildings **shall** be considered for removal. Elements such as siding, signs, wood filler in window openings, stucco, or exterior siding materials are some materials that **shall** be considered for removal in renovation.



### PROHIBITED

Sandblasting can be very destructive to historic masonry, as shown above.



### ALLOWED

 Chemical / Softblast Cleaning

**RECOMMENDED** The before and after images show a restoration project that revealed the original brick and architectural details.

BUILDING DESIGN

# Historic Cleaning & Restoration (cont.)

## Recommendations

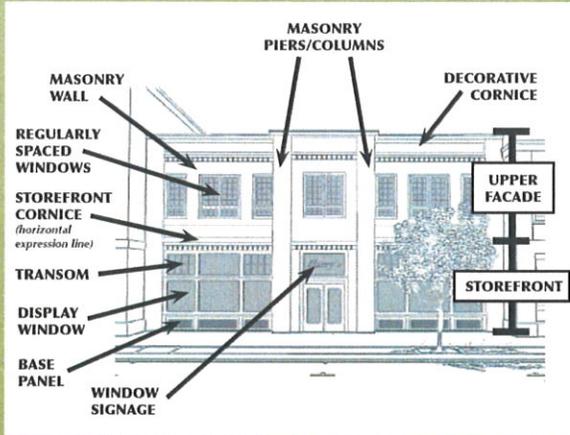


Illustration showing the traditional facade components of a downtown storefront building.

BUILDING DESIGN



**RECOMMENDED** An example of a reconstructed architectural pediment.



**NOT RECOMMENDED** Filling of window openings with wood, brick, or any other materials is discouraged.

A. Firms that specialize in historic preservation are recommended both for cleaning and repair (contractors) and for wholesale recreation of historic elements (architects).

B. If restoration is not feasible, new elements should be designed that replicate or are at least consistent with the character, materials and design of the original building.

C. Building owners are **encouraged** to use a "historic" color for the primary facade color of historic structures. Many of the major paint manufacturers such as Pratt & Lambert, Benjamin Moore, Sherwin Williams publish "historic color" sample charts which are available at paint dealers.

D. Previously obscured design details should be revealed and restored, whenever feasible.

E. Building owners are **encouraged** to remove materials which cover the transom. If the ceiling inside has been lowered behind the transom, it is recommended that the ceiling be raised for a few feet behind the transom.

F. If the original base panel is in poor condition or is missing, building owners are **encouraged** to reconstruct it with materials consistent with the size and design of the original panels.

G. Retaining existing window openings on historic structures is encouraged.

H. Replacement doors and windows on a historic building should maintain the historic character of the building by matching the original material, proportions, design, etc.

I. Artificial stone, brick veneer, or vinyl or aluminum products applied over masonry surfaces is **discouraged**.

J. Architectural details should not be obscured or covered up by siding, awnings or signage.

**PROPOSAL**

27 JAN 2016

**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN

JOB NUMBER	15-ZDP-(TBD)   City of Wisconsin Dells   Signage Bracket Design
CONTACT	Chris Tollaksen
ADDRESS	300 LaCrosse St. Wisconsin Dells, WI 53965

**ASSUMPTIONS / EXPECTATIONS**

ZEBRADOG (ZD) designs and implements custom, integrated exhibit solutions based on project-specific performance criteria. As a part of this program ZD has made certain assumptions based on current understanding of project parameters. The scope(s) of services described in this document reflect our understanding of current client requests for performance, programming and cost.

We have assumed the following:

- All content is English-language ONLY
- ZD assumes all photography, copy, photos, video production and other media will be proofed and provided in requested resolutions and file formats. Content requiring format conversion, rendering, or additional authoring will be addressed via an additional scope of services.

Client will be responsible for the following:

- Providing open access to all needed content and assign a point person to ZD
- Providing access to full and accurate architectural plan sets, elevations and 3D models
- Providing open access to facilities / site as needed for ZD and our related consultants.
- Agree to final approval and sign-off process.

**SUMMARY**

CUSTOM BLADE SIGNAGE DESIGN EXPENSES:	\$ 950. (Billed monthly at 1x as-incurred) - see below.
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INVESTMENT	\$ 950.
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Note:

All professional services fees described in this document will be billed as time and materials with costs summarized here to be considered as not-to-exceed amounts based on understood current project scope. Change to scope may be subject to adjusted and/or additional fees delivered as change order.

**PAYMENT TERMS**

A 25% down-payment will be charged at project inception. Remaining fees will be billed monthly as incurred. Final project fees are not-to-exceed amounts based on a clearly defined and agreed upon project scope. Changes to scope will result in adjustment of fees through a change order issued.

Sales tax not included (if applicable). \* ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.

Reimbursable Expenses related to the performance and delivery of basic services will be billed in addition to the fees for basic services. Reimbursable expenses will be invoiced at actual cost and will include costs associated with printing of project documentation, courier, postage, stock material, software, travel costs and lodging.

  
SUBMITTED: Mark Schmitz - ZEBRADOG 27 JAN. 2016

ACCEPTED (please sign): \_\_\_\_\_ date

JOB NUMBER	15-ZDP-(TBD)   City of Wisconsin Dells   Signage Bracket Design
CONTACT	Chris Tollaksen
ADDRESS	300 LaCrosse St. Wisconsin Dells, WI 53965

**HISTORY:**

The City of Wisconsin Dells has asked ZEBRADOG (ZD) to create a scope of services to design 2-3 blade sign bracket options.

### 1 CUSTOM BLADE SIGNAGE DESIGN

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ZD will develop 2-3 design concepts for a custom perpendicular signage bracket. The bracket will thoughtfully integrate the Dells River Arts District brand into the design. Once the bracket concept is approved by the City, ZD will provide design details that include size and material recommendations.

Deliverables:

- (2-3) design concepts for perpendicular signage bracket
- (1) meeting to review design options
- (1) round of design edits
- Design details and specifications for approved bracket design that include:
  - Recommendations on material\*
  - (2) size options

Assumptions:

- Engineering is not included in quote. Final vendor selected for fabrication is responsible for anchoring recommendations and meeting wind load requirements.
- Fabrication and installation by others.

2-3 weeks from start

\$ 950.

**CHAPTER 16  
LICENSING AND REGULATION OF TRADES**

**CURRENTLY ENFORCED REGULATIONS (STARTED SPRING 2015)**

**16.30 OUTDOOR DISPLAY OF RETAIL MERCHANDISE**

- (1) Retail merchandise for sale in a store may be displayed outside of the store on adjacent private property; not upon the public right-of-way.
- (2) The following exterior display devices may be used: mannequins, no more than four (4) per store front, for apparel and accessories; and, fixtures, no more than one per store front, such as benches, shelves and carts with the following maximum dimensions: width-four (4) feet, length-one (1) foot, height-four (4) feet.
- (3) All sales must be consummated inside the adjacent store.
- (4) The City Zoning Administrator shall establish rules and issue annual licenses for outdoor display devices and fixtures. A license fee may be established by resolution.

Definition from Zoning Code

20.14 Outdoor display incidental to indoor sales A place where a limited line of merchandise is displayed outside of a retail sales business over an extended period of time. Sales agents are not assigned to assist customers here and sales transactions occur inside the building.

Standards from Zoning Code

**19.812 Outdoor display incidental to indoor sales.**

- (1) Maximum size of service area. The size of the area shall not be more than 25 percent of the gross floor area of the principal building.
- (2) Location of display area. The display area shall be located on the same parcel as the indoor sales or on an adjoining parcel. The display service area shall not be located within any public right of way or within required landscape area, bufferyard, or front, side, or rear yard setback.

**Current Sidewalk Café Zoning definition and standards****Definition as Temporary Use**

21.8 **Sidewalk café** An outdoor dining area located upon public property, including a sidewalk, and operated as an integral part of an adjacent restaurant where food and beverages are sold or served primarily for consumption on the premises.

**19.907 Sidewalk café**

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