

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, FEBRUARY 22, 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 February 8 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 (Keg)
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 17, 2017</p>

Item 4

726 Oak St



Exit Street View

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Report a problem

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Google Earth

43°37'36.96" N 89°46'24.85" W elev 918 ft eye alt 922 ft

722 Oak St



Exit Street View



Google Earth

© 2016 Google
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43°37'36.94" N 89°46'20.99" W elev 929 ft eye alt 921 ft

Report a problem



GRAVE

FENCE
2 TALL

FENCE SINGLE

GRAVE

ALL
TIME
SPACES

WOOD
PATIO

CONCRETE

2

GATE

FENCE
SINGLE

SIDEWALK

OAK ST

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

Committee Recommendation (020817) – 16 ft height and 144 sq ft max OK East of Church and >1/2 Block N or S of Broadway. Keep base landscaping requirement.

Dar Notes: East of Church and ½ blk off Broadway – 16 ft max height, 144 sq ft max area (keep base landscaping)

DRC can allow existing ON-PREMISE pole signs east of Church on case by case basis

2. Vending machine signage –

Committee Recommendation (020817) - not a concern. Not allowed on public property

3. Projecting structure signs (Awnings and canopies)

- a. Currently “shall not be made of shiny materials or have a shiny finish”.
Do we want to specify no vinyl? Getting opinion on defining “faded”

Committee Recommendation (020817)

- i. Not allowed on side of awning OR CANOPY
- ii. Shorter blade sign allow below canopy
- iii. A figure or silhouette is a sign

4. LED string lighting – not currently addressed in standards TREES?

Committee Recommendation (020817)

Create standards to

- i. Allow larger commercial bulbs as in plaza or at high rock
- ii. Allow low wattage bulbs, not greater than 50 lumens per bulb
- iii. Clear or white bulbs only, no colors
- iv. No Christmas lights– allowed November-January

5. Window coverings in off season

- a. Currently no regulations as they are not signs – requested proposal for additional MSA guidance

Committee Recommendation (020817)

- i. Specify that opaque non-signage window coverings cannot cover over 50% of any window pane
- ii. Signage window coverings cannot cover over 25% of any one window pane

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)

*Dar Notes: Allow Donators name. Limit size e.g. 5% or 6 sq ft max
Allow large format prints – HH Bennett*

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

*Dar Notes: Cart only allowed in association with existing permanent business
Cart can only be used by owner or permanent business operator*

9. Outdoor retail non-food sales and services

- a. Table and tent set-up
- b. Currently requires CUP from Planning and Council

Dar Notes: Get MSA comments

10. Review of outdoor dining

11. Off-premise signs outside of downtown

Committee Recommendation (020817)

- i. Committee review not required for change of copy
 - 1. Ordinance states “subject to review”
- ii. Wraps must use camouflage straps
- iii. New pole signs must be uni-pole
- iv. Continuity in height? - requested additional MSA guidance

12. Continue to review On-premise signs outside of the downtown

Committee Recommendation (020817)

- i. No Design Standards until downtown completed
- ii. Committee review not required for change of copy
 - 1. Ordinance states “subject to review”
- iii. Wraps must use camouflage straps
- iv. No wood pole signs - requested additional MSA guidance

13. Design Standards outside of downtown

Committee Recommendation (020817)

- i. Structural standards only at this time

14. TOM from RAINBOW COMMENTS

- DOWNTOWN MATERIALS – Alumalite = Aluminum Composite Panel – ACP, Acrylic = Polycarbonate (Lexan)
- BLADE SIGN – allow less height hanging under projecting structure
 - a. Recommend dimensional wood sign – raised letters, face sandblasted to recess (in addition to wood routed signs in current standard)

Monument Sign

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

SIGNAGE DESIGN - TYPE SPECIFIC



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



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



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



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

Standards

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

2. **West of Church St on Broadway** a **monument sign shall not** exceed sixty (60) square feet in size and **shall not** be more than six (6) feet tall, at the highest point, from the sidewalk grade.

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

4. **East of Church St or 1/2 block North or South of Broadway** a **monument sign shall not** exceed one hundred forty-four (144) square feet in size, **shall not** be more than six (16) feet tall, at the highest point, from the sidewalk grade, and **shall** be set back a minimum of five (5) feet from the property line

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

Recommendations

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

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

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

Item 6(1)

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.

Item 6(1)

Exemption: Existing pole signs in the C-2 District east of Church St. 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

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	<u>West of Church St:</u> 60 sq.ft. (per sign face) <u>East of Church St:</u> 144 sq ft	<u>West of Church St:</u> 6 feet <u>East of Church St:</u> 16 ft.
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(1)

Item 6(6)

Awning, Canopy & Marquee Sign

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

Standards

1. Changes to **awnings**, **canopies** and **marquees** **shall** meet the requirements under Building Design - Projections (p.31) within this Design Standards Handbook.
2. **Awning** signs **shall not** cover more than seventy-five (75) percent of the valance/flat profile, and **shall not** cover more than fifty (50) percent of the **awning** roof.
3. **Canopy** and **marquee signage** **shall not** cover more than seventy-five (75) percent of the valance/flat profile or side panels.
4. Signage is **prohibited** on the side panels of **Awnings, Marquees, and Canopies.**
5. 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.

Item 6(3)

Recommendations

None



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



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

SIGNAGE DESIGN - TYPE SPECIFIC

- (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.
- Item 6(6)** (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

**Items
6(11&12)**

(7) *Pole Signs.*

- (a) **Height Limitations.** Pole signs shall not exceed forty-five (45) feet in height, or as restricted in Section 22.10, whichever is stricter, as measured from the point on the site at which the base of the ground floor of a building thereon would be located. For the purpose of this subsection, “ground floor” is defined as follows: the level of a building is on a sloping or multilevel site which has its floor line at or not more than 3 feet above exit discharged grade for at least one-half of the required exit discharges.
- (b) **Area Limitations.** Pole signs shall not exceed three hundred (300) square feet of area per face, or as defined in Code Sec. 22.10, whichever is stricter.
- (c) No pole sign shall be placed upon a tree bank.

(d) No pole sign shall be constructed of wood poles

(e) Any off-premise pole sign shall be a uni-pole structure

(f) All straps used to secure sign wraps shall be camouflage

(8) *Portable Signs.*

- (a) **Location.** The sign shall be located within ten (10) feet of the business entrance, but shall not be placed in a location where the paved area for passage is reduced to less than six (6) feet or within twelve (12) feet of an intersection, driveway, public stairwell or crosswalk.
- (b) **Usage.** The sign shall only be used during business hours.
- (c) **Material.** The sign shall be made of a durable material such as wood or metal.
- (d) **Liability Agreement.** A license agreement is required in a form and amount approved by the City indemnifying and holding the City harmless from liability and naming the City, its officers and employees as an additional insured on a general liability insurance policy.

(9) *Projecting Signs.*

- (a) **Area Limitations.** Projecting signs shall not exceed three hundred (300) square feet on each side, or as defined in Code Sec. 22.10, whichever is stricter.
- (b) **Projection over Public Property.** Every projecting sign shall be placed at least ten (10) feet above the public sidewalk over which it is erected. No projecting sign shall project more than four (4) feet, six (6) inches into the public way.
- (c) **Height.** The highest point of a projecting sign shall be no more than ten (10) feet above the roof line of the building upon which the projecting sign is placed, or as defined in Code Sec. 22.10, whichever is stricter.
- (d) **Content.** Projecting signs shall promote or relate only to on- premises goods, services or activities.
- (e) **Placement.** Projecting signs shall be a minimum of forty (40) feet apart; except that each building or business may have a projecting sign.
- (f) **Declaration of Policy.** The erection of a projecting sign over the public right-of-way is declared to be a privilege granted by the City of Wisconsin Dells. There is

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 Intern Becca Frederiksen, Ed Legge from the *Dells Events*.

2. Private Outdoor Furnishings: The recommendations by the BID Committee were outlined in a guideline sheet. It was noted that for furnishings that are proportionate to buildings Jackie Morse of the DRC can provide examples. Trumble emphasized that heavy duty commercial grade furnishings are being used. The decision not to allow picnic tables was discussed and agreed upon.
3. Trumble went over the definition of a food truck in WI with a document prepared by Becca BID intern. Chapter 9 Mobile Food Establishments from the WI Admin Code was attached as well. Culture Food Stands are different than regular food stands and are encouraged in the Farmers Market. Gavinski asked why we would want anything that is not taxed, Mor added there would need to be a fee. Holzem asked if they would need a permit also. Mor brought up having the look of a truck but make it permanent by attaching it to utilities to make it real property. DeFosse said he really likes food truck and thinks they are an exciting new trend in the restaurant world but does not feel they belong in Wisconsin Dells. Mayor Landers asked who has ownership of the food truck if it's attached and real property. Is it the property owners? Chris T thinks Sauk and Columbia handle this differently. Sweet asked if a food cart and food truck are considered the same thing. Mayor Landers thinks a food truck in front of brick & mortar businesses is not in our best interests, especially if it replaces upgrading the façade or doing other improvements to the business front. We need to start governing what people do with their businesses if we are looking to get an anchor business etc. Holzem said he is against food trucks in general and thinks we should support the store owners in their fixed locations. We want visitors to patronize existing stores. The DRC will handle applications for food carts on a case-by-case basis. A food cart on an owners property is more acceptable than an outside person coming in and placing a food cart on someone 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 Zebadog 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

F 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.

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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.

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 Intern Becca Frederiksen, Ed Legge from the *Dells Events*.

2. Private Outdoor Furnishings: The recommendations by the BID Committee were outlined in a guideline sheet. It was noted that for furnishings that are proportionate to buildings Jackie Morse of the DRC can provide examples. Trumble emphasized that heavy duty commercial grade furnishings are being used. The decision not to allow picnic tables was discussed and agreed upon.
3. Trumble went over the definition of a food truck in WI with a document prepared by Becca BID intern. Chapter 9 Mobile Food Establishments from the WI Admin Code was attached as well. Culture Food Stands are different than regular food stands and are encouraged in the Farmers Market. Gavinski asked why we would want anything that is not taxed, Mor added there would need to be a fee. Holzem asked if they would need a permit also. Mor brought up having the look of a truck but make it permanent by attaching it to utilities to make it real property. DeFosse said he really likes food truck and thinks they are an exciting new trend in the restaurant world but does not feel they belong in Wisconsin Dells. Mayor Landers asked who has ownership of the food truck if it's attached and real property. Is it the property owners? Chris T thinks Sauk and Columbia handle this differently. Sweet asked if a food cart and food truck are considered the same thing. Mayor Landers thinks a food truck in front of brick & mortar businesses is not in our best interests, especially if it replaces upgrading the façade or doing other improvements to the business front. We need to start governing what people do with their businesses if we are looking to get an anchor business etc. Holzem said he is against food trucks in general and thinks we should support the store owners in their fixed locations. We want visitors to patronize existing stores. The DRC will handle applications for food carts on a case-by-case basis. A food cart on an owners property is more acceptable than an outside person coming in and placing a food cart on someone else's property. DRC can allow or deny these based on their individual merits. Chris T thinks they are okay if it is the property owners cart and they are making other improvements to their property. Mor said if the consensus is that we are not going to allow them in the future then how will we deal with the existing? Frozen Bear could be grandfathered since it is on their own property, Cheesecake would be a no since it's not on their property and it is not operated very often. Chris T just wanted to add that 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
To: Chris Tollaksen
Subject: Re: Permanent food truck

Chris

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

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

Let me know if you have any more questions.

Tony

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

Tony,

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

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

Thanks,

Chris Tollaksen

City Planner/Zoning Administrator

City of Wis. Dells

(608) 253-2542

Fax (608) 254-8904

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

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

Introduction:

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

Recommendations

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

Umbrellas

Goal: cohesive look within each block.

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

Tables

Goal: primary focus on food presentation.

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

Chairs

Goal: provide quality seating.

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

Private Outdoor Furnishings cont.

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

Stanchions

Goal: frame seating areas.

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

BID Committee
June 22, 2016

Attending: Kelli Trumble; chairwoman

Kevin Ricks; BID

Dan Gavinski; BID

Kyler Royston; BID

Jesse DeFosse; BID

Mark Sweet; BID

Chris Tollaksen; Public Works

Brian Holzem

Jim Decker

Dan Fulwiler

Maria Rosholt

Lisa Nelson

Jenifer Dobbs; WDVCB

Ed Legge; Dells Events

Ed Fox

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

DellsRAD FARMERS' MARKET:

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

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

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

JULY 4th FESTIVITIES:

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

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

PROJECT UPDATES:

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

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

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

DUCHESS PLAZA GRAND OPENING:

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

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