

# CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, MARCH 8, 2017 Time: 10:00AM Location: MUNICIPAL BUILDING - 300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS	
<b>ALDER MOR - CHAIR</b>	<b>BEN BORCHER</b>
<b>DAN GAVINSKI</b>	<b>MARIA ROSHOLT</b>
<b>JACQUELINE MORSE</b>	
AGENDA	
1	Call to order and attendance
2	Discussion / Decision of the February 22 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(s) submitted for the Façade Improvement Grant program, if any
7	Discussion / Decision on Sidewalk Cafe plan application(s) submitted for review, if any
8	Discussion / Decision on Design Standard and Ordinance Updates
9	Items for referral to future meeting
10	Set date and time of future meeting (March 21 - Tuesday)
11	Adjournment
12	
	<p><b>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.</b></p>
	<p><b>CHAIRPERSON – DAR MOR</b> <span style="float: right;"><b>DISTRIBUTED March 3, 2017</b></span></p>

Staff Comment  
Sign Application – El Asador  
DRC 03/08/17

Item 3) El Asador – 458 Broadway (replacing Taste of New Orleans).

The City has received an application from El Asador to install new signage at 458 Broadway. This property was previously Taste of New Orleans which has closed. There is a new tenant who intends to open a restaurant called “El Asador”.

The new tenant intend to install 3 new wall signs and replace the face of the existing projecting arrow sign. This building is approximately 43 ft wide, which would allow a total of 215 sq ft of signage. The applicant has indicated 206 sq ft of signage. None of the wall signs exceed 60 sq ft, and the projecting sign does not exceed 50 sq ft.

Most of the sign sizes seem appropriate, except for the wall sign with the black background that is proposed for the west side of the building. This sign seems too large for the location and covers up some of the existing trim.

The primary colors of the signs are red and yellow, and the renderings appears to show rather bright shades of these colors. The building already has red accents that seems to be a more subdued shade of red that may be more appropriate. The applicant also intends to install a new covering on an existing awning over the outdoor seating, which also appears to be a bright red. This could be toned down to fit better with the existing red trim on the building. It is also noted, that the oo block color has been defined as a “red: PMS 7580c” and this may be a more appropriate color. A sunbrella color of “Terracotta” has been approved, which seems like an appropriate color for the awning material. The applicant has already stated that will use a sunbrella brand color.



The 400 block color is Green, and this does seem that it would be more difficult to make this color tie in to the Chalet building.

The projecting arrow sign appears to be a rather bright color. The bright yellow become a color on the projecting sign, and a maximum of 3 colors are recommended. It seems the more subdued mustard color in the oval would be better for the full background.

It should also be noted that when projecting signs are backlit, the light should only come through the letters and the background should be opaque.

Prepared by: Chris Tollaksen

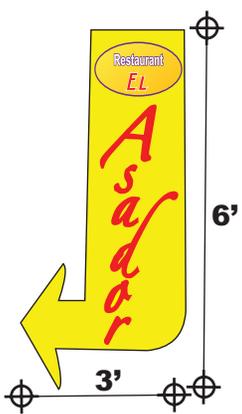
**#1 Chanel letter set**



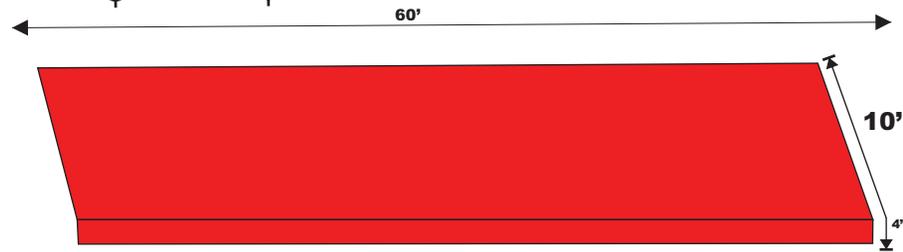
**#2 Chanel letter set**



**Existing Light box sign**  
Only Replaces New Plastic face



**Flat Aluminum sign & Digital print**



Recover Existing Awning Will be used canvas Material (Sumbrella Brand ) color Will be used according villages code

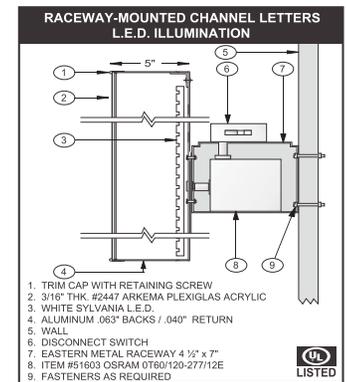


**Before**



**Recommended**

- Type:** Face-Lit illuminated channel letters
- Fab:** 5" deep std. .040 coil - white interior, .063 pre-finished white aluminum backs
- Mounting:** All elements mounted to common extruded EMS aluminum raceway (4-1/2" x 7"), raceway mounted with req. hardware
- Illumination:** LEDs - Sylvania 71071 White 6500K. Toggle switch, UL Listed, dedicated 20 amp breaker.
- Letter Faces:** 3/16" thk. #2447 Arkema Plexiglas Acrylic with 1" std trimcap
- Logo Faces:** 3/16" thk. #2447 Arkema Plexiglas Acrylic with Faces - 3/16" #2447 Arkema Plexiglas Acrylic



**Item 3**

Sales Rep:  
Designer:

Client Approval  
Landlord Approval

Job#: Drawing#: Page:

Start Date:

Location:



421 WI-16



Exit Street View



© 2017 Google  
© 2016 Google

Google Earth

43°37'39.11" N 89°46'15.66" W elev 932 ft eye alt 926 ft

Report a problem

Staff Comment  
Façade Improvement  
DRC 03/08/17

Item 6) Dells Bells – 43 LaCrosse St.

The City has received an application from Dells Bells to improve their façade. The proposal includes moving the existing metal roof signs to the wall of the building, add architectural trim, and add a stone ledge base to the building. Can lights will be hidden in the existing overhand to provide down lighting around the building.

As a single story, the wall signs appear to provide signage directed at vehicles and pedestrians. Generally, it would be recommended that a blade sign be installed oriented towards pedestrians. Given the unique shape of this building, a blade sign does not see as critical. The east wall of the building has a jag in it, so when the roof signs are moved to this location they are quite visible from the main pedestrian corridor.

The rendering appears to show the new wall signs as being a rather bright red, but in reality the color is the more subdued red that exists on the main “Dells Bells” sign over the entrance.

The new trim appears to improve horizontal expression lines on the building, discerning the top from the middle. The new trim also appears to add architectural interest to the building that is currently lacking. The added ledge stone creates a discernible base on the building, which is a required standard for building design.

This project does appear to bring this building much more in line with the “Scale & Articulation” building Design Standards.

Prepared by: Chris Tollaksen



**Architectural Design  
Consultants, Inc.**

Dells Bells Wedding Chapel  
43 La Crosse Street Wisconsin Dells, WI



**Architectural Design  
Consultants, Inc.**

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**Dells Bells Wedding Chapel  
43 La Crosse Street Wisconsin Dells, WI**

17-010 02-21-2017



**Architectural Design  
Consultants, Inc.**

Dells Bells Wedding Chapel  
43 La Crosse Street Wisconsin Dells, WI

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17-010 02-21-2017

Print or 2nd

# Certificate of Appropriateness

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

Address of Property:

43 La Crosse St Wisconsin Dells WI 53965

Property Owner Name:

Brian Holzem

Property Owner Address:

Street

Municipality

State

Property Owner Phone Number: (Home/Mobile):

Have you reviewed the Downtown Wisconsin Dells Design Standards?

Yes

No

Is the building on the National Register of Historic Places?

Yes

No

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

New Construction

Siding

Signage

Building Addition

Landscaping / Fencing

Exterior Lighting

Façade Restoration

Parking / Rear Access

Other: \_\_\_\_\_

Awning/Canopy/Shutters

Doors, Windows, & Entrances

Roofing

Exterior Painting

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

Character building facade improvements. Designed to give a historic impression of a building created in the 70's to be a shooting gallery. Bee & up trim, 1/4 wall of stone ledgerstone. Seating/rest benches to be used by general public and patrons. Lighting along underhang.

Last Modified: January 4, 2016

Dentils

Page 1 of 2

# Certificate of Appropriateness

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

**Please submit the following information:**

- One historical (if available) and one modern photograph of building
- Eight (8) copies of plans of proposed work, including color and/or material samples if appropriate.
- A completed downtown design standards checklist

Estimated total cost/budget for proposed project:

\$15 - \$20 K add'l \$3 K w/windows \$7.5K - \$11.5K grant funds

Do you have any questions or concerns?

Can we qualify sound dampening glass applied to chapel windows only. Events, commerce, bustle has become counterproductive to scheduling ceremonies on occasion

I understand the criteria for this application, approval and reviews by the Design Review Committee and agree to be subject to the Secretary of the Interior's Standards for the above described work in accordance with City ordinances.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Property Owner

FOR OFFICE USE ONLY

Application Number: \_\_\_\_\_

Received By: \_\_\_\_\_

Date of Meeting: \_\_\_\_\_

Approved or Denied?: \_\_\_\_\_

Date Received: \_\_\_\_\_

Conditions of Approval or Reasons for Denial:

# Building & Site Design Checklist

	Applicant	Staff / FC	Plan Com.	
<p>1. Parcels abutting or across the street from residential or park uses do not (or will not) create more than one (1) footcandle reading at property line of affected parcel (at 5 feet from grade).</p> <p>2. Parking/security poles are no taller than the building height restrictions in the underlying zoning district, or 35 feet, whichever is less. If abutting residential, the poles are no taller than 25 feet.</p> <p>3. Exterior light fixtures are designed to complement the character/style of the building.</p> <p>4. Spec sheets for each light fixture are submitted.</p>	<input type="checkbox"/>   <input checked="" type="checkbox"/>  <input type="checkbox"/>	<input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>	<input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>	<p style="text-align: right;"><b>EXTERIOR LIGHTING</b></p> <p style="text-align: right;">NA</p> <p style="text-align: right;"><small>Comments (office use only):</small></p> <p style="text-align: right;"><i>down lighting along and under overhang. can lights hidden</i></p>
<p>1. No off-street parking is in front of the building.</p> <p>2. <u>WEST of Church Street Only</u>, side yard parking covers no more than 70 feet in width.</p> <p>3. <u>EAST of Church Street Only</u>, side yard parking covers no more than 140 feet in width.</p> <p>4a. The building entrance has a walkway connecting to the public sidewalk.</p> <p>4b. Walkways crossing parking areas or a drive aisle are clearly marked by striping or material change.</p> <p>5. Parking stalls and drive aisles are separated from the public ROW and adjacent properties by a planted landscape buffer (5 feet in depth).</p> <p>6. Parking lots adjacent to residential properties have a semi-opaque buffer (min. of 4 feet in height).</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p style="text-align: right;"><b>PARKING AREAS</b></p> <p style="text-align: right;">NA</p> <p style="text-align: right;"><small>Comments (office use only):</small></p>

**DESIGN STANDARDS CHECKLIST**



Staff Comment  
Façade Improvement  
DRC 03/08/17

Item 6(b) Aloha – 316 Broadway.

The City has received an application from Aloha to improve their façade. The proposal includes removing the existing large back-lit awning sign and replacing it with a smaller unsigned awning and an exterior lit wall sign. The proposal also includes repairing the deteriorating decorative cornice and repainting upper brick.

The existing awning does not appear to fit with the building's overall composition. The wall sign awning combination appears to be a better fit on the building. The applicant intends to install a blade sign to address pedestrians, but there appear to be issues with the clearance under the awning. The two options appear to be hanging the blade sign under the awning or raising the awning to create more room.

The new color scheme appears more in line with the desired color pallet than the current white and pink colors. Repairing the cornice and painting it an accent color maintains the desired building articulation.

The awnings will have a welded aluminum frame, mill finished, covered with Sunbrella woven acrylic fabric.

The sign substrate will be MDO, Aluminum, or Alupalite per the Design standards. The applicant has contracted with Gawronski signs, and they have stated they will determine the materials after the existing awning is removed and they can ascertain "what they are working with".

Prepared by: Chris Tollaksen in consultation with Stephen Tremlet at MSA.



318 State Hwy 13



Exit Street View



©2016 Google

© 2017 Google  
© 2016 Google

Google Earth

43°37'39.21" N 89°46'22.89" W elev 928 ft eye alt 925 ft

Report a problem

**MEMO**

October 5, 2016

**ALOHA HAWAIIAN SHOP**

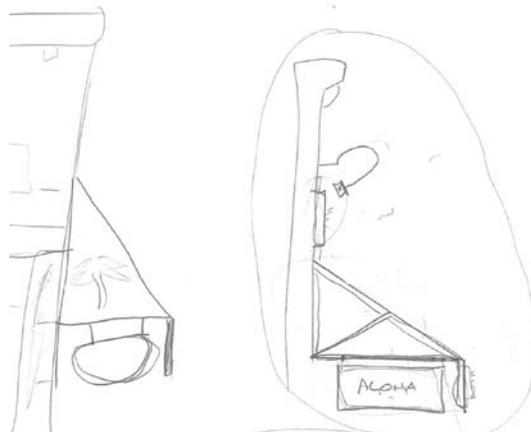
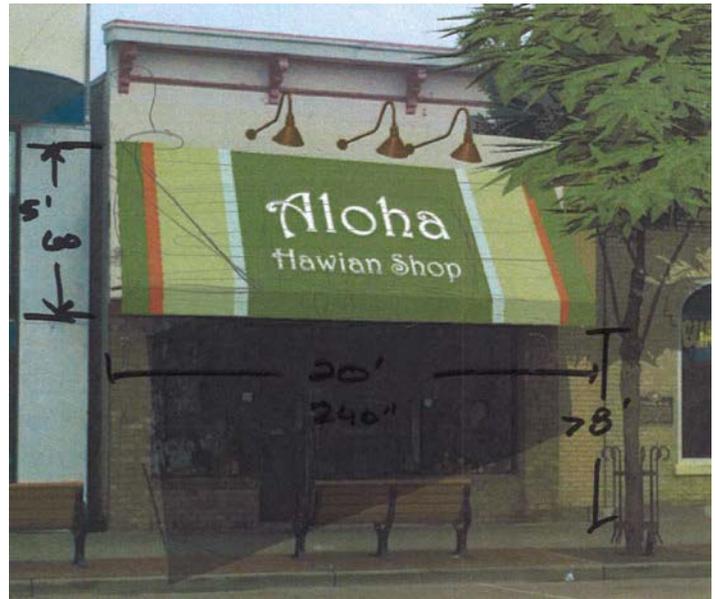
Pursuant to the current code/standards, both awnings and signage shall have a minimum height clearance of 8 feet. In the case of the Aloha Hawaiian Shop, the current proposed awning would impact the ability to provide a blade (pedestrian-level) sign meeting this clearance requirement.

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**ADDITIONAL COMMENTARY:** Blade signs can be hung from awnings, canopies and marquees. Ideally this is only considered if no building wall space is available.

Signs placed above ten (10) feet would be considered projecting signs. Below this would be considered a blade sign.

-----  
**There are two ways a blade sign could be incorporated with an awning on this building while still meeting the 8-ft clearance restriction.** The first option would be to have the blade sign hung from, and below, the awning (as shown in the lower left – sketch by Chris). The second option is to have the awning stop at the window frame edge (see example in the lower right). This is a preferred awning placement treatment (vs. extending the awning to building edge as shown), and would allow the necessary space for a blade sign.

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**ADDITIONAL COMMENTARY:** One could argue that the awning and its supports would impact the ability to read the blade sign coming from the east (right) in the lower right image. A waiver could be requested and potentially granted by DRC to allow for second blade sign on the east side of the awning (as blade signs are intended to be two-sided and readable from both directions; however, businesses are allowed only one blade sign per entrance with a min. of 40 ft. separation between signs).



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**ADDITIONAL COMMENTARY:** The proposed awning will occupy the majority of the “middle” of the building (between the base (1<sup>st</sup> floor storefront) and the top/cornice of the building). While this does not go against any standard in the sign ordinance or design standards, consideration should be given to reducing the awning height. A typical “storefront” response would be a wall sign above an awning (as demonstrated in the right sketch above). Again this is a suggested modification and is NOT required of the applicant.

## Chris Tollaksen

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**From:** Stephen Tremlett [stremlett@msa-ps.com]  
**Sent:** Friday, March 03, 2017 1:27 PM  
**To:** Chris Tollaksen  
**Subject:** RE: Rendering of Aloha Shop exterior

Chris,

Got it! Sorry that was so difficult. See comments below in **red**.



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

MSA Professional Services, Inc.

+1 (608) 242-6621



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**From:** Chris Tollaksen [mailto:ctollaksen@dellscitygov.com]

**Sent:** Friday, March 03, 2017 12:14 PM

**To:** Stephen Tremlett <stremlett@msa-ps.com>

**Subject:** RE: Rendering of Aloha Shop exterior

Steve,

I think the confusion is because the new rendering was sent in the body of the e-mail rather than as an attachment.

If you scroll down this or one of the previous e-mails you will see a revised version. I would like to know if you have any additional comments based on that revised rendering.

You will notice that the awning will not extend to the edge of the building, no matter what. A question would be if there is a preference to have one blade sign hung from the awning, or 2 blade signs on the ends.

The current proposal is for a rigid awning structure, as a retractable awning would not allow a single blade sign to be hung above the entrance. The a retractable awning is recommended, but that would require 2 blade signs and a waiver from the standard.

What would you recommend. **Two blade signs may be excessive. Since the applicant is providing an overall facelift, the awning may be better served to land a 18-24 inches higher than shown allowing for visibility of the blade sign from both directions. It is always good to consider adjacent parcels with heights for architectural details (and even awnings). Looking at the awning placement to the west (Stroud Bank historic building – Fun Zone), the awning lands a couple feet higher. This probably would solve the visibility issue; however, I do realize this has implications to the above sign and lighting. If raising the awning is not preferred, I would still hold to one blade sign.**

I will also comment that I am expecting a revised rendering, as the one below show the entire building being painted. This is incorrect, as the street level of the building is already exposed brick and that will remain. The only painted will be a new color on the existing painted brick above. Another questions is should the cornice be painted a more contrasting color to emphasize this feature? **Glad to hear the base will remain unpainted. Both for historic value and to maintain a visual base of the building. And I agree that ideally the cornice would be painted to a darker color to contrast the light painted brick – emphasizing the “top” of the building.**

The Hawaiian spelling was corrected, but I would like your opinion if the font is difficult to read. Also, the Hawaiian is a 4<sup>th</sup> color, and would it be better if it were made to match one of the other 3 colors? **I think the font is okay. In this instance, I think the use of the fourth color works, as the first thing that pops is the “Aloha” then the “Hawaiian Shop” then the background floral. If the pink was changed to white it would compete with the “Aloha” and if it were the teal it would be further de-emphasized.**

Thanks,

Chris Tollaksen  
City Planner/Zoning Administrator



J.L. BAYERLEIN

100 E

# Certificate of Appropriateness

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

Address of Property:

316 Broadway

Property Owner Name:

Shirley and John Tollaksen

Property Owner Address:

451 Trout Rd Wis. Dells WI  
Street Municipality State

Property Owner Phone Number: (Home/Mobile):

608-963-3367

Have you reviewed the Downtown Wisconsin Dells Design Standards?

Yes     No

Is the building on the National Register of Historic Places?

Yes     No

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

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> New Construction                  | <input type="checkbox"/> Siding                       | <input checked="" type="checkbox"/> Signage           |
| <input type="checkbox"/> Building Addition                 | <input type="checkbox"/> Landscaping / Fencing        | <input checked="" type="checkbox"/> Exterior Lighting |
| <input checked="" type="checkbox"/> Façade Restoration     | <input type="checkbox"/> Parking / Rear Access        | <input type="checkbox"/> Other: _____                 |
| <input checked="" type="checkbox"/> Awning/Canopy/Shutters | <input type="checkbox"/> Doors, Windows, & Entrances  | _____   |
| <input type="checkbox"/> Roofing                           | <input checked="" type="checkbox"/> Exterior Painting | _____   |

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

*Remove existing awning. Repair, repaint cornice. Repaint store front brick. Mount new flat sign to front of building. Add new striped awning. Add goose neck lights above flat sign. One blade sign mounted on wis. Dells of mounting arms,*

Last Modified: January 4, 2016

CERTIFICATE OF APPROPRIATENESS

# Certificate of Appropriateness

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

Please submit the following information:

- One historical (if available) and one modern photograph of building
- Eight (8) copies of plans of proposed work, including color and/or material samples if appropriate.
- A completed downtown design standards checklist

Estimated total cost/budget for proposed project: \$15,400.00

Do you have any questions or concerns? *Repairs to cornice } 11,300.00*  
*Paint to store front } 11,300.00*  
*Lighting } 11,300.00*  
*New awning } 11,300.00*

*Main building sign } 4,100.00*  
*Blade sign } 4,100.00*

I understand the criteria for this application, approval and reviews by the Design Review Committee and agree to be subject to the Secretary of the Interior's Standards for the above described work in accordance with City ordinances.

Signed: *Shirley Tallakien* Date: *3/02/2017*  
Property Owner

FOR OFFICE USE ONLY

Application Number: \_\_\_\_\_  
Received By: \_\_\_\_\_  
Date of Meeting: \_\_\_\_\_  
Approved or Denied?: \_\_\_\_\_  
Date Received: \_\_\_\_\_

Conditions of Approval or Reasons for Denial:

CERTIFICATE OF APPROPRIATENESS

Staff Comment  
Façade Improvement  
DRC 03/08/17

Item 6(c) Glass & Gifts – 230 Broadway.

The City has received an application from Brian Holzem to improve the façade at 230 Broadway. The proposal includes removing the existing large canopy with a sign, removing a rolling garage door, and removing metal siding. The proposal is to reveal the existing brick façade and install 2 large windows on either side of a glass pedestrian door, and install a wall sign above the windows and doors.

This proposal appears in-line with the design standards and was approved at the previous DRC meeting. However, the upper portion of the building is painted a stark white, which does not appear to match the historical color of the building. The DRC has consistently ruled that stark white is not part of the desired color pallet for the downtown. It was indicated that in order to qualify for the façade improvement grant, the building would need to be painted a color that is more in line with the desired color pallet and the historical color of the building.

The applicant has stated he is working with Jackie to determine an acceptable color and will have an updated rendering to present the committee at the meeting on Wednesday March 8, 2017.

It is also noted that a blade sign should be installed on the building oriented to pedestrians. This is to meet the Design recommendation that businesses should have signage directed towards vehicles and pedestrians.

Prepared by: Chris Tollaksen

# Certificate of Appropriateness

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

Address of Property:

230 BROADWAY

Property Owner Name:

BRIAN HOLZEM

Property Owner Address:

505 BOWMAN RD., WISCONSIN DELLS, WI

Street

Municipality

State

Property Owner Phone Number: (Home/Mobile):

608.963.1873

Have you reviewed the Downtown Wisconsin Dells Design Standards?

Yes

No

Is the structure more than 50 years old?

Yes

No

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

New Construction

Siding

Signage

Building Addition

Landscaping / Fencing

Exterior Lighting

Façade Restoration

Parking / Rear Access

Other: \_\_\_\_\_

Awning/Canopy/Shutters

Doors, Windows, & Entrances

Roofing

Exterior Painting

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

EXTERIOR - REMOVE EXISTING CANOPY AND ROLL UP DOOR, REPLACE WITH GLASS DOOR AND WINDOWS. NEW STORE SIGN AND LIGHTS.

# Certificate of Appropriateness

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

**Please submit the following information:**

- One historical (if available) and one modern photograph of building
- Eight (8) copies of plans of proposed work, including color and/or material samples if appropriate.
- A completed downtown design standards checklist

Estimated total cost/budget for proposed project:

\$ 20,000<sup>00</sup> to \$ 30,000<sup>00</sup>

Do you have any questions or concerns?

I understand the criteria for this application, approval and reviews by the Design Review Committee and agree to be subject to the Downtown Design Standards for the above described work in accordance with City ordinances.

Signed: \_\_\_\_\_

Property Owner

Date: \_\_\_\_\_

2/21/17

### FOR OFFICE USE ONLY

Application Number: \_\_\_\_\_

Received By: \_\_\_\_\_

Date of Meeting: \_\_\_\_\_

Approved or Denied?: \_\_\_\_\_

Date Received: \_\_\_\_\_

Conditions of Approval or Reasons for Denial:



TERRACE COFFEE SHOP  
BUSINESS PLAN

404 1/2 BROADWAY  
WISCONSIN DELLS, WI 53965

NIHAT ALMAS / ENGIN AKDEMIR  
OWNERS & MANAGER

401 WI-16

Exit Street View

# The Chalet

OUT OF THE WOODS

Stairway & Elevator To Main Level

## TOLO CAFE

### T-SHIRT FACTORY

longsleeves • Kids Sportswear • sweatshirts • T-Shirts

## Sinchiadas

TRADING COMPANY

## Sinchiadas

A WESTERN EMPORIUM

© 2017 Google  
© 2016 Google

# Google Earth

43°37'39.17" N 89°46'19.06" W elev 934 ft eye alt 924 ft

Report a problem

## EXECUTIVE SUMMARY

- 1) Our mission is to will provide a friendly, comfortable atmosphere where the customers can receive quality food, drinks, and service at a reasonable price.
- 2) Terrace café will offer a variety of choices to the customers. Cappuccinos, lattes, espressos, smoothies, regular coffee, soft drinks, and tea of all sorts will be available.
- 3) The café will also serve deli-style breakfast sandwiches with the freshest ingredients
- 4) Coffee Spot Café will be open from 8:30 A.M. to 9:00 P.M. Monday-Sunday.

## GOALS AND STRATEGIES

- 1) Use the quality of our service and advertising to soon become well-known throughout Wisconsin Dells.
- 2) Work hard to have the best-tasting coffee, treats, and service in town and surrounding areas.

## LOCATION

The location of my business will be where Chalet Building is at 402 1/2 Broadway Street in Wisconsin Dells



## MARKETING STRATEGIES

We will do as much as we can to get our business name known throughout Wisconsin Dells. We plan to make flyers to put on cars that have my business name, logo, and address on them. It will also list the day of opening and will state that if you bring the flyer in through the first week of opening you can get 20% off any drink of any size. We will also have two coupons in the local newspaper for \$1.00 off any purchase. We will have reasonable prices, but they will not be too high or too low.

## MENU

### COLD BEVERAGES

#### Organic Live Juice No. 1

Apple, Red Bell Pepper, Pineapple, Ginger, Olive Oil. Help yourself to an energizing boost of freshly juiced ingredients, providing not only fuel for the body but also for the brain.

#### Organic Live Juice No. 2

Apple, Carrot, Celery, Spinach. Enjoy this freshly made juice and its powerful nutrients from roots, veggies, and fruits giving your body the best conditions for excreting toxins.

#### Organic Live Juice No.3

Apple, Celery, Lemon, Ginger, Olive Oil. Give your immune system a helping hand with this delicious juice packed with all the immunity boosting goodness of fresh fruits and roots.

#### Organic Smoothie No. 1

Apple, Banana, Avocado, Spinach, Ginger. Beauty is only skin deep, but doesn't mean you shouldn't take care of that skin with this delicious Smoothie packed with age defying nutrients found in fruits, roots, and veggies.

#### Organic Smoothie No. 2

Almond milk, Orange, Coconut Meat, Pineapple, Banana, Chia Seeds. Give your muscles what they're craving with this delicious smoothie packed with all the tissue building goodness of almond milk, orange, coconut meat, pineapple, banana and vanilla.

#### Organic Smoothie No. 3

Orange, Peach, Mango, Banana, Chia Seeds. Indulge one of the most important parts of your entire body - your immune system - with this delicious Smoothie made with fruits & chia seeds, containing close to all nutrients essential for the human body to function and grow.

### HOT BEVERAGES

Latte

Americano

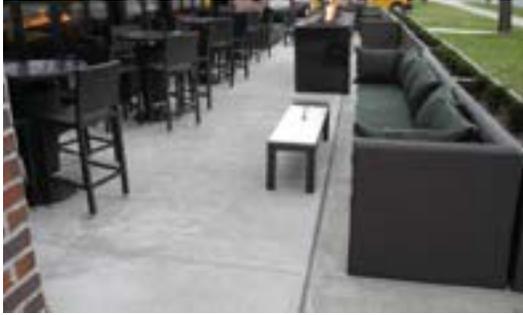
Cappuccino

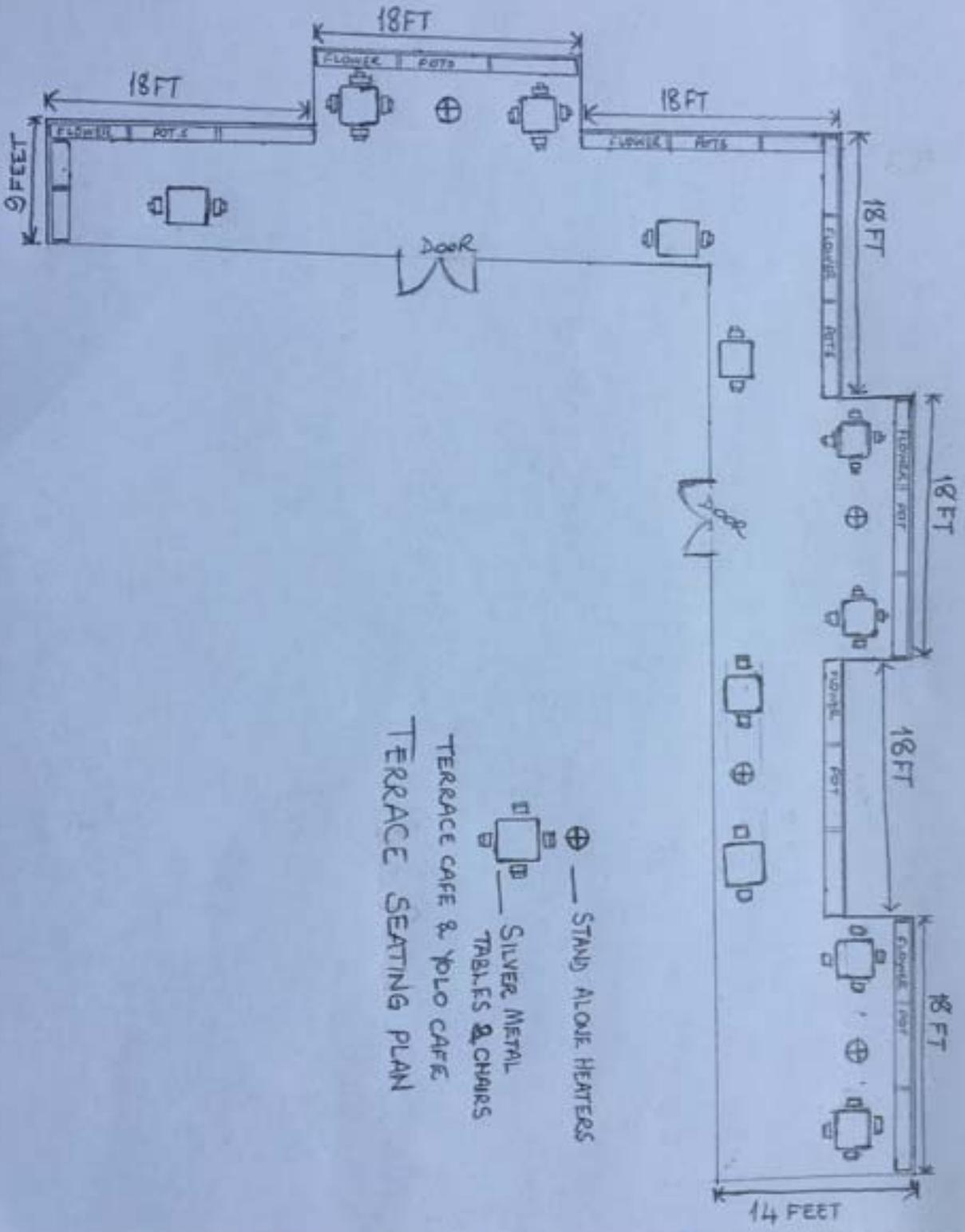
Macchiato

Espresso

Tea







⊕ — STAND ALONE HEATERS  
 — SILVER METAL  
 TABLES & CHAIRS  
 TERRACE CAFE & POLO CAFE  
 TERRACE SEATING PLAN

## Downtown Design Standard Review

1. MSA Proposal to Finance March 20, 2017
  - a. Outdoor food service and Outdoor retail standards
  - b. Interior Window Covering standards
  - c. Billboard height and structural support standards
2. Pole Signs
  - a. DRC may allow existing On-Premise pole signs east of Cedar on a case by case basis.
3. Monument Signs
  - a. East of Church and >1/2 Block North or South of Broadway - 16 ft height and 144 sq ft max OK.
    - i. Keep base landscaping requirement.
4. Projecting structure signs (Awnings and canopies)
  - a. Shall not be made of shiny materials or have a shiny finish  
From current sign Ordinance:  
**Notice and Cure.** Any sign, or sign structure, wherever situated or placed, which is dangerous or which flakes, peels, flags, fades, deteriorates, or is unsightly in any other manner as determined by the Zoning Administrator or their designee to be dangerous or unsightly in terms of its maintenance shall be repaired, reposted, repainted or restored as necessary pursuant to written notice given by the City Building Inspector to the owner.
  - b. Signage on projecting structures
    - i. Not allowed on side of awning OR CANOPY
    - ii. A figure or silhouette is a sign
5. LED string lighting –
  - a. Allow larger commercial bulbs as in plaza or at high rock
  - b. Allow commercial tree lights such has “dripping light” at High Rock
  - c. Allow low wattage bulbs, not greater than 50 lumens per bulb
  - d. Clear or white bulbs only, no colors
  - e. No Christmas lights– allowed November-January
6. Incidental signs
  - a. Count toward maximum 25% of window.
  - b. Do not include merchandise signs, e.g. realtor listings, beer signs
7. Super Graphics
  - a. No fee
  - b. DRC and Council approval required - (No Public Notice required)
  - c. No advertisement for business, but historical advertisements OK. (Current Ordinance allows advertisement on a part of a Super Mural if the letters, words, or numbers of the advertisement meets current sign requirements)
  - d. Allow large format prints – HH Bennett
  - e. Allow Donators name. Limit size to 5% of total sign area
8. TOM from RAINBOW COMMENTS
  - a. DOWNTOWN MATERIALS – Alumalite = Aluminum Composite Panel – ACP, Acrylic = Polycarbonate (Lexan)
  - b. BLADE SIGN - Recommend dimensional wood sign – raised letters, face sandblasted to recess (in addition to wood routed signs in current standard)

9. Outside of downtown
  - a. No design standards until downtown complete
  - b. Committee review not required for change of sign copy only
    - i. Ordinance states "subject to review"
  - c. Ordinance updates now
    - i. Wraps must use camouflage straps
    - ii. New off-premise pole signs must be uni-pole
    - iii. No wood pole signs – MSA proposal
    - iv. Continuity in height? - MSA proposal

Committee initial comments for MSA Proposal

10. Food trucks and carts
  - a. Joint meeting recommended food trucks not allowed in C-2
  - b. Joint meeting recommended food carts be allowed with standards to be approved, including:
    - i. Cart is used on and by the property owner
    - ii. Cart is selling products already available in the store
    - iii. Approval of the entire business façade look
11. Review of outdoor dining associated with permanent restaurant
12. Outdoor retail non-food sales and services
  - a. Table and tent set-up
  - b. Currently requires CUP from Planning and Council
13. Window coverings in off season
  - a. Specify that opaque non-signage window coverings cannot cover over 50% of any window pane
  - b. Signage window coverings cannot cover over 25% of any one window pane



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# Memo

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**To:** Chris Tollaksen, Wisconsin Dells Zoning Administrator  
**From:** Steve Tremlett  
**Subject:** Design Standards & Signage Ordinance Update Cost Proposal  
**Date:** February 21, 2017

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Chris,

Per your request, MSA can provide design standards and sign ordinance updates related to the below tasks and deliverables under our current contract for an estimated fee of \$3,500. I can get started as soon you sign off on the work via email or by mail.

### SCOPE OF WORK

- Coordination with Zoning Administrator & DRC Chair (as needed)
- Research example regulations to the below deliverables:
  - Develop Outdoor Food Service and Outdoor Retail Standards and Guidelines
  - Develop Window Covering Standard and Guidelines
  - Develop Billboard height and structural support standards/regulations
- Attend 2 DRC meetings to review and discuss proposed amendments, as follows:
  - 1<sup>st</sup> Meeting (March 8): Review proposed content
  - 2<sup>nd</sup> Meeting (April 12): Review revised content
- Minor revisions per feedback from the DRC
- Final deliverable shall be in InDesign and PDF format

Thanks!

Steve Tremlett, AICP, CNU-A  
MSA Professional Services, Inc.

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#### 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](http://www.msa-ps.com)

- (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

## Section 22.03 Administration and Sign Permit Issuance

- (1) **Permit Required.** Except as provided in Code sec. 22.09 and Code sec. 22.10, it shall be unlawful for any person to erect, relocate or structurally alter, within the City of Wisconsin Dells, any sign or other advertising structure as defined in this ordinance, without first obtaining an erection permit from the Building Inspector and making payment of the fee required by Code sec. 22.03(5). All illuminated signs shall, in addition, be subject to the provisions of the Electrical Code and its requisite permit fees. No permit is required for repair, repainting or maintenance which does not entail structural change; or, for change of copy, message, or face panel. Change of copy, message or face pane is subject to review by the Design Review Committee.
  - (a) When an OFF-PREMISE sign located on property that is sold, with the full ownership of the property being transferred, the new owner must obtain a new sign permit in their name. No permit fee is required for the updated permit name assignment.
- (2) **Application for Erection Permit.** Application for an erection permit shall be made upon a form provided by the Building Inspector and shall contain and have attached the following information:
  - (a) Name, address and telephone number of the applicant.
  - (b) Location of building, structure, or real estate to which or upon which the sign or other advertising structure is to be attached or erected.
  - (c) Position of the sign or other advertising structure in relation to nearby buildings, structures, signs or other advertising structures.
  - (d) One set of blueprints, ink drawings or scale drawings of the plans, specifications, copy and method of construction and attachment to the building or in the ground; and, location of proposed sign in relation to existing signs.
  - (e) Name of the person erecting the structure; and, name of electrical contractor, if any.
  - (f) Written consent of the owner of the building, structure or land to which or on which the structure is to be erected.
  - (g) Size and cost of sign or advertising structure.
  - (h) Such other information as the Building Inspector shall require to show full compliance with this and all other laws and ordinances of the City.
- (3) **Electric Signs.** Any sign making use of electricity for illumination or motion shall be connected by a licensed electrical contractor.
- (4) **Permit Issuance.**
  - (a) Upon the filing of an application for an erection permit, the Building Inspector shall, not sooner than two (2) working days and not later than seven (7) working days.
    - (i) Examine the plans and specifications and the premises upon which the proposed structure shall be erected.
    - (ii) Refer the sign to the Design Review Committee per Article 3 Division 5

(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

**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 <u>(no permit required for interior signs – DRC approval still required)</u>	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>	

## 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. (Change of message is considered normal maintenance.)
  - (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 an ON-PREMISE sign is located on property that is sold, with the full ownership of the property being transferred, the nonconforming on-premise sign and/or projecting structure must be brought into conformance with the sign regulations of this article at the time of the transfer.
    - Exemptions when there is a change in ownership:
      - (a) An on-premise sign may continue if the on-premise business continues to operate under the same name.
      - (b) The DRC may allow existing on-premise pole signs in the C-2 District east of Cedar St. to continue with a new business name on a case by case basis.
    - (f) If an OFF-PREMISE sign located on property that is sold, with the full ownership of the property being transferred, the OFF-PREMISE sign shall be REMOVED IN 5 YEARS. The new owner shall obtain a new sign permit (no permit fee is required) that will expire in 5 years.
- (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