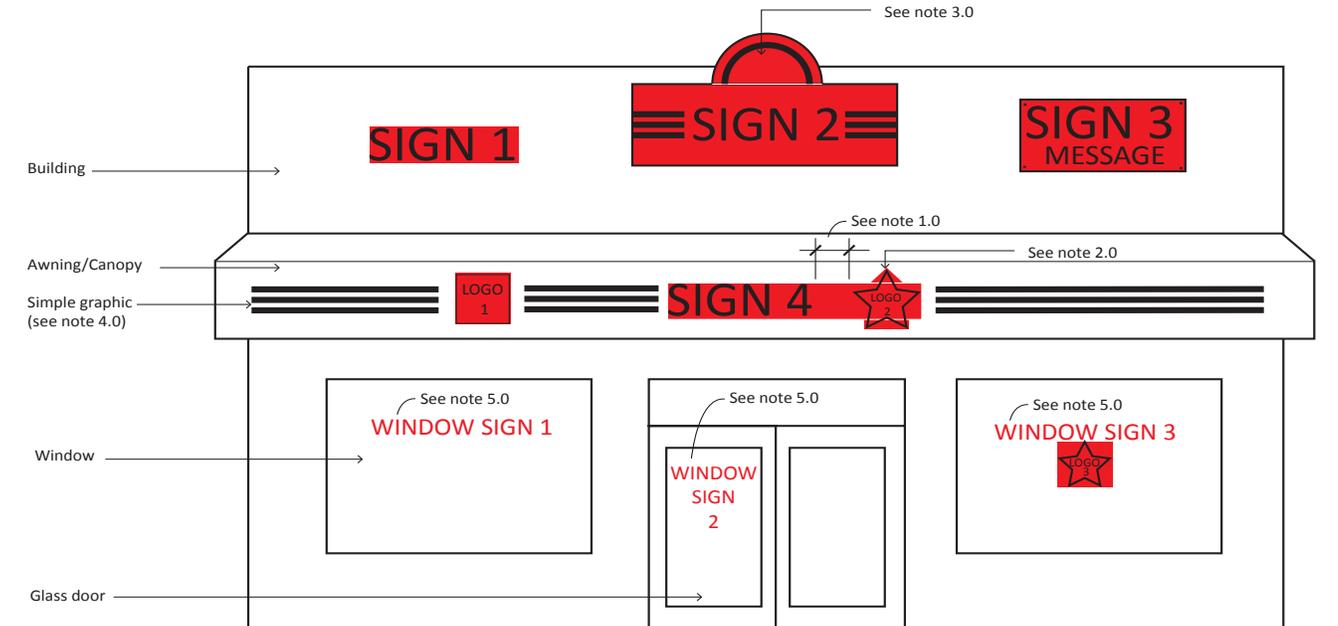


- (11) **Legacy Signs:** a sign designation intended to provide for the preservation of Wisconsin Dells' unique character, history and identity, as reflected in its historic and/or iconic signs.
- (12) **Illuminated Sign:** any sign which has characters, letters, figures, designs or outlines illuminated 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

Exhibit A: Sign Area Measurement Calculations

Sign Area Measurement Calculations

Illustration Not to Scale



■ Denotes sign area to be calculated

Notes

- 1.0 If logos associated with signs are within a few feet of the sign lettering, that area is to be included in the total sign area calculation
- 2.0 Calculate sign area using simple shapes, specifically rectangles and a triangle
- 3.0 Calculate sign area using simple shapes, specifically rectangle and semi-circle
- 4.0 Simple graphics (unrelated to business logo are not included in area calculations)
- 5.0 Window sign area measurement is exact coverage - does not require using simple shapes.

SIGNS

SIGN 1	Wall sign (individual letters)
SIGN 2	Wall sign (attached, projecting with 3D feature)
SIGN 3	Wall sign (low profile, attached board)
LOGO 1	Business logo
SIGN 4 and LOGO 2	Painted signs on awning/canopy with logo
WINDOW SIGN 1	Window sign
WINDOW SIGN 2	Window sign on door
WINDOW SIGN 3 and LOGO 3	Window sign with logo

(2) Sign Design Requirements.

- (a) **Sign Location.** All signs shall be affixed, mounted, or otherwise installed in accordance with the building code adopted by the City of Wisconsin Dells. No sign shall be located in relation to a public street, right-of-way, sidewalk, or thoroughfare so as to create a traffic hazard by distracting motorists, obscuring traffic signs, or impairing drivers sight lines; nor create hazards by blocking doors, windows, or other openings which are necessary for safe emergency egress, adequate fire suppression, or police surveillance activities; nor create hazards to pedestrians by obscuring, disrupting, or otherwise interfering with the safe movement of pedestrians.
- (b) **Sign Structure.** A sign structure shall be limited to that portion of the structure that is only necessary for the support of the sign and shall be designed so as to adequately support the weight being imposed on the structure, including applicable wind loads. All other portions of the structure including sign roofs in the building setback area shall be considered as part of the sign display service area.

(7) ***Pole Signs.***

(a) **Height Limitations.**

(i) Pole signs shall not exceed forty-five (45) feet in height for on premise signs and thirty (30) feet for off-premise signs, or as restricted in Section 22.10, whichever is stricter, Sign height shall be measured per the average elevation of the ground directly beneath the sign, or above the elevation of the adjacent road center line, whichever is higher.

(a) Matching the height of the adjacent conforming pole sign(s) within two hundred and fifty (250) feet of the proposed pole sign is recommended, but no required.

~~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.~~

(ii) Off premise signs shall be at least eight (8) feet above the elevation of the adjacent roadway center line, or at the average elevation of any adjacent off-premise pole sign(s) within two hundred and fifty (250) feet of the proposed sign, whichever is lower.

(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) **Location limitations**

(i) No pole sign shall be placed upon a tree bank.

(a) Matching the setback of the adjacent conforming pole sign(s) within two hundred and fifty (250) feet of the proposed pole sign is recommended, but not required.

(d) Design Standards

(i) Pole signs shall not use wood support poles.

(ii) Off-premise pole sign shall utilize a uni-pole structure

(iii) All visible straps used to secure sign wraps shall either be neutral in color, or match the color of the support structure from which it is adhering to.

(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.***

- (vi) The brightness level of all messages must be uniform.
- (vii) Intervals between messages must be black.
- (viii) Flashing, intermittent or moving light or lights are prohibited, except those giving public service information, such as time, date, temperature, weather or similar information.
- (ix) Lights that are directed at any part of the highway or that interfere with or obscure an official traffic device, sign or signal are prohibited.
- (x) The maximum sign area shall be 300 square feet per facing.
- (xi) The display area shall not exceed 50% of the total area of the sign.

(b) **Conditional Permit.** Variable Message Signs East of the Wisconsin River are shall be Reviewed by the Design Review Committee following the Public Hearing process per conditionally permitted in the commercial districts east of the Wisconsin River. ~~The provisions of Wisconsin Dells Code Chapter 19, Article 4 Division 6 (19.370-19.39 - Conditional Use Permit).~~ shall apply to applications for such signs.

Section 22.10 Specific Sign Requirements, per Zoning District

All signs shall comply with the standards of the applicable zoning district, in compliance with the provisions outlined within this section. See Code sec. 22.09 for general sign requirements.

(1) *D-1 Conservancy and R-1 Residential (single-family) Zoning Districts*

(a) **Permitted Signs.** The following signs or other advertising structures are permitted:

- (i) Signs pertaining to the sale, on premises, of agricultural products from such premises, provided there shall be no more than one (1) sign per premises and the size of such sign shall not exceed thirty (30) square feet;
- (ii) Temporary Signs, excluding Code sec. 22.05(13-17);
- (iii) For each multi-family dwelling or single family and two-family subdivision, there shall be permitted one identification sign not exceeding thirty-two (32) square feet in area located near the main entrance to the building or subdivision and indicating only the name of the building or subdivision and name of the owner, manager or developer thereof; and,
- (iv) Signs pertaining to home occupations, professional offices, or any use permitted in the conservancy and residential districts; provided, there shall be no more than one (1) sign per premises having a maximum size of five (5) square feet, no such signs shall be illuminated. All signs erected hereunder shall be set back at least five (5) feet from any lot line.

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>Based on location</u> 60 sq.ft. (per sign face) <u>144 sq ft-off Broadway</u> <u>200 sq ft-East of Church</u>	6 feet <u>16 ft-off Braodway</u> <u>20 ft.-East of Church</u>
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>	

(d) **Downtown Design Standards.** All signs shall adhere to the Downtown Design Standards pursuant Code sec. 22.01(2)(d) and Chapter 19.

(5) ***C-1 Neighborhood Commercial, C-3 Highway Commercial, C-4 Large-scale Commercial, and M-1 Mixed Use Zoning Districts.***

(a) **Permitted Signs.** The following signs or other advertising structures are permitted: Directional signs; Marquee/Awning/Canopy Signs; Monument signs; Pole signs; Projecting and Blade signs; Roof signs; Temporary signs; Wall signs; Wind signs; and, Window Signs.

(b) Prohibited Signs. Off-premise signs are prohibited in the C-1 Commercial neighborhood Zoning district.

(c) **Pole Sign.**

(i) C-1 Neighborhood Commercial. Off premise pole signs shall not be less than 500 feet from any other sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. On-premises pole sign may be nearer than 500 feet to any other ground sign, if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated; and, if said Any new on-premise pole sign has shall be been conditionally approved by the DRC pursuant to following the procedures of the CUP process per Code Chapter 19 Article 4 Division 6 (19.370-19.389). Such signs shall not exceed 50 square feet. Additional conditions may also be imposed.

(i) C-3 Highway Commercial. On-premises pole signs may project over a sidewalk but such sign shall not project more than 4 feet, 6 inches over a sidewalk and such signs shall be at least 10 feet above a sidewalk. Off-premises pole signs shall not be less than 500 feet from any other sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. An on-premises pole sign may be nearer than 500 feet to any other ground sign, if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated.

(ii) C-4 Large Scale Commercial. Off-premises pole signs shall be not less than 100 200 feet from any other ground sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. An on-premises pole sign may be nearer than 100 200 feet to any other ground sign if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity is situated; and, if the business is located in a stand-alone building.

Existing Sauk signs exempted: Off-premise pole signs in the C-4 Commercial Zoning District existing and documented in the 2013 Sauk County Sign inventory shall be exempt from the 200 ft spacing requirement. These signs will remain regulated by the 100 ft sign separation requirement in place when they were installed.

(d) **Roof Sign.**

(i) C-1 Neighborhood Commercial. Off-premises roof signs shall not be less than 500 feet from any other roof sign or sign structure on the same side of the street upon which the roof sign or sign structure is situated. On-premises roof sign may be nearer than 500 feet to any other roof sign

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 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.
- (3) **Transfer of Ownership.** A nonconforming sign on property which changes owners shall comply with this sign code unless the design and review committee, after notice and public hearing, determines that continuation of the nonconforming on premises sign will not have a deleterious effect on neighboring properties or be inconsistent with the redesign and rehabilitation of the business district. DRC shall consider, among other appropriate factors, whether the nonconforming on premises sign is located East of
— Cedar Street or is associated with a business which will not change its name or branding.
- (43) **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.
- (54) **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.**



DOWNTOWN

DESIGN STANDARDS

CITY OF WI DELLS, WI

MAY 3, 2017

DRC Recommended Amendments



SOURCE: ZEBRADO (for illustrative purposes only)

MSA

PROFESSIONAL SERVICES

Table of Contents

2-10

ADMINISTRATION

- 3. Administration
- 6. Terms

12-17

SIGNAGE DESIGN | GENERAL

- 12. Orientation, Placement & Massing
- 14. Installation
- 15. Lighting
- 16. Materials, Colors & Lettering

18-25

SIGNAGE DESIGN | BY TYPE

- 18. Monument Sign
- 19. Wall Sign
- 20. Projecting Sign
- 21. Awning, Canopy & Marque Sign
- 22. Window Sign
- 23. Portable Sign
- 24. Blade Sign

26-38

SITE DESIGN

- 26. Street Relationship
- 27. Exterior Lighting
- 28. Parking Areas
- 29. Storage & Service Areas
- 30. Cafe Zone
- 32. Outdoor Food Service - General
- 34. Outdoor Food Service - Vending Unit
- 36. Outdoor Retail Sales

38-43

BUILDING DESIGN

- 38. Scale, Articulation & Roofline
- 40. Window, Doors & Garages
- 42. Projections
- 43. Colors & Materials

44-45

HISTORIC BUILDING CLEANING & RESTORATION

46-47

CERTIFICATION OF APPROPRIATENESS

48-59

CHECKLISTS

Terms

The **TERMS** section defines special words or phrases used in this design handbook. These terms are "bolded and italicized" in the handbook.

ADMINISTRATION

Awning

an architectural projection that provides weather protection, identity or decoration, and is wholly supported by the building to which it is attached. An awning is comprised of a lightweight, rigid skeleton structure over which a covering is attached.

Awning sign

a sign that is applied to the face of an **awning** that projects over a window or door opening.

Backlit sign

a sign illuminated from within

Base Panel

wall panel that fills the space between a storefront window and the foundation below (see **traditional facade components**)

Blade Sign

a special **projecting sign** attached to the building along the storefront frontage

Billboard sign

(off-premise advertising sign)

a flat surface, as of a panel, wall or fence on which signs are posted advertising goods, products, facilities, or services not necessarily on the premises where the sign is located

Canopy

an architectural projection that provides weather protection, identity or decoration, and is supported by the building to which it is attached and a ground mounting, by one or more stanchions.

Canopy Sign

a sign that is applied to the face of an **canopy** structure that projects over a window or door opening.

Clear glass

glass that is not frosted, tinted or obscured in any way, allowing a clear view to the interior of the building

CMU, smooth-faced

a concrete masonry unit, commonly referred to as concrete block, having a smooth exterior finish

Terms

a concrete masonry unit with a textured exterior finish

a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system

building siding and trim material made up of wood strands that are coated with a resin binder and compressed to create a board.

a non-motorized, self-propelled or towed unit no larger than eight feet in length that provides food and/or beverage service.

a license issued under DHS (Restaurants) or ATCP 75 (Retail Food Establishments)

a food and/or beverage service establishment on a non-motorized towed unit that is generally larger than a **Food Cart**.

a large wheeled motorized vehicle from which food and/or beverage service is provided.

a unit of illumination produced on a surface

a building entrance that is unlocked during business hours and is designated for public use

a large door that opens either manually or by an electric motor to allow vehicles to park inside the building envelope.

the ground floor portion of the building exterior facing a public street (for measurement purposes, the **ground floor facade** includes the entire width of the building and the first ten (10) feet above grade)

CMU, split-faced

EIFS

(Exterior Insulation Finishing System)

Engineered Wood

Food Cart

Food License

Food Trailer

Food Truck

Footcandle

Functional Public Entrance

Garage Door, Vehicle-access

Ground floor facade

Terms

Historic Structure

a building that is at least 50 years old and has retained some historic physical integrity (see ***Traditional Facade Components***).

Internal Signage

any sign placed within three (3) feet of a storefront window intended for viewing from the exterior.

Lintel

the horizontal beam spanning an opening in an exterior wall

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.

Marquee Sign

a sign that is applied to the face of an ***marquee*** that generally projects over the entry to the building.

Manufactured Stone Veneer

(Artificial Stones, Faux Stone, etc.)

a building material manufactured to replicate the look of natural stone using lightweight concrete mix typically one inch in thickness

Metal Siding/Panel, Corrugated

sheet metal that has been rolled into a parallel wave pattern for stiffness and rigidity.

Metal Siding/Panel, Ribbed

a panel which has ribs with sloping sides and forms a trapezoidal shaped void at the side lap.

Monument sign

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

Parking lot

any parking area that has five (5) or more stalls

Parking stall

the area designated for a single vehicle to park

Pedestal sign

a ***portable sign*** that is attached to pole support with a sturdy base, generally used for displaying a menu.

Terms

any free-standing sign mounted on a pole

a sign is a sign not permanently attached to the ground or other permanent structure including **sandwich boards** and **pedestal signs**.

an outdoor area less than 1,500 square feet serving less than 50 persons located on the same lot as a restaurant or drinking establishment where customers can consume food and drink.

an outdoor area located on the same lot as a restaurant or drinking establishment where customers can consume food and drink.

a sign attached to a building or other structure that extends more than eighteen (18) inches beyond the building plane and is affixed above the first floor.

This type of lighting uses an external lighting source behind the individual letters that is reversed (facing backwards toward the wall) resulting in the lighting flooding the wall and lighting up the edges of and outlining the channel letters.

any sign erected, constructed or maintained wholly upon or above the roof of any building with the principal support attached to the roof structure.

a strip of land dedicated or acquired for public use, including streets and sidewalks

a vehicular type unit primarily designed as a temporary living quarters for recreational, camping, or travel use that either has its own motor power or is mounted on or drawn by another vehicle.

a pair of advertising boards connected to a frame that is foldable and portable

Pole sign

Portable sign

Private Outdoor Commercial Food and Beverage Service (Small Scale)

Private Outdoor Commercial Food and Beverage Service (Large Scale)

Projecting sign

Reverse Illumination

Roof Sign

ROW (Right-of-way)

RV

Sandwich Board

Terms

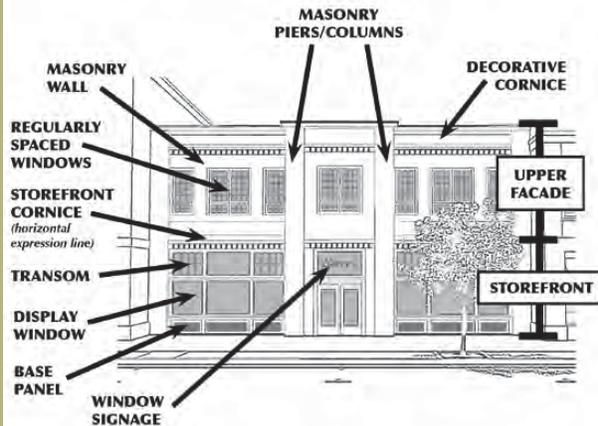
Storefront Display Window Area

glass area, including pane dividers (mullions), found in traditional storefronts that is generally between 2-7 feet from grade and does not include *transom* window area (see *Tradition Facade Component* illustration)

Temporary Window Covering

a short-term treatment to block window views within the building, either completely or partially, generally using paper, plastic, or other screening materials

Traditional Facade Components



Transom

a horizontal window above another window or door (see *traditional facade components*)

Vending Unit

a vehicle apparatus used for cooking operations and/or sales of goods (e.g., carts, kiosks, trucks, trailers, trikes, etc.).

Walk-up Service Window

an opening in a building through which patrons are served while standing outside of the building.

Wall Sign

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



Carts



Kiosks



Trucks



Trailers



Trikes



Portable Buildings



Electric Hybrid



Sinks

Our clients are saying...

“ All Car Excellence was called on to finish a paint job on our 1981 Buick Special that another shop had started, but after several months was no where near finishing. We called Jeff Merits to ask for suggestions and he had us bring the unfinished project to his shop. Jeff's crew gave us a quote to finish the paint job, and did a fantastic job in completing the paint job and reassembling the car. The finished price ran slightly higher than the original quote, but only because Jeff's boys found some additional work that they suggested we do at that time. We agreed that this was the best time to do that work and found the price to be very acceptable. Now, several years later, the car continues to look fantastic. We would highly recommend All Car Excellence for their restoration of antique vehicles. They did a top notch job and did it within the agreed on time frame and price. See our 1951 Buick for proof of All Car Excellence's performance capabilities.

- Buick Club of America, Mike & Nancy Book

Other Services and Information

- [Food Commissary](#)
- [Boat & RV Storage \(In/Outdoor\)](#)
- [General Storage \(In/Outdoor\)](#)
- [Intro to Mobile Food Units \(pdf\)](#)
- [Green Mobile Hybrid Vending](#)
- [All Car Excellence](#)
- [JMO Music Studios](#)

Terms

a sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including *internal signage*.

an interior decorating element placed on, in around or over a window (e.g., drapes, curtains, blinds, and shades).

Window sign

Window Treatment

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 Code: Sec. 22.10(3) for more details).

2. **Monument signs shall** only be used for buildings set back, or where a business' primary entrance is eight (8) feet or more behind the public sidewalk.

3. **Monument Signs shall** meet the following criteria based on the property's location:

- **West of Church Street on Broadway or within a half block of Broadway, shall** be oriented perpendicular to the sidewalk; **shall not** be more than sixty (60) square feet in size, and, **shall not** be more than six (6) feet tall, at the highest point, from the sidewalk grade.
- **West of Church Street and more than a half block from Broadway, shall not** be more than one hundred and forty-four (144) square feet; **shall not** be more than **sixteen (16) feet tall**, at the highest point; and, **shall** be set back a minimum of five (5) feet from property lines.
- **East of Church Street, shall not** be more than **two hundred (200) square feet; shall not be more than twenty (20) feet tall**, at the highest point; and, **shall** be set back a minimum of five (5) feet from property lines.

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

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

Recommendations

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

B. Contemporary design are discouraged in the downtown district.

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

It is important to balance the need for lighting of signs for easy visibility with the desire to have only external light sources that to fit the historic character of downtown buildings and create a pleasant pedestrian environment.

Standards

1. **Awnings shall not** be internally illuminated.
2. High-lumen exterior lamps **shall** be located and shielded to prevent the casting of direct light or glare on adjacent roadways or properties, and shall not interfere significantly with the sign or sign bracket.
3. All sign lighting **shall** be securely and permanently affixed to prevent movement - suspended light strings are **prohibited**.
4. If a **monument, wall or projecting sign** is internally illuminated, the sign face (background) **shall** be opaque with only pushed thru lettering/ symbols illuminated (see side bar).
5. **Blade signs shall not** be internally illuminated.

Recommendations

- A. Wall, projecting and **canopy** signage are strongly encouraged to be externally illuminated.
- B. **Reverse illumination** (halo effect channel letters) is an appropriate lighting method for signage, but is discouraged for signage on historic buildings.
- C. External lighting fixtures should be relatively simple and unobtrusive in appearance and size and should not obscure visibility of the sign.
- D. Exposed neon/LED lighting may be used selectively but should not be visually obtrusive or dominate the street frontage.
- E. Color changing and “chasing” LED features are discouraged.
- F. The preferred method of sign illumination is high-lumen exterior lamps that project light onto the sign surface. It is acceptable to incorporate low-lumen lamps into the design of the sign itself with the intent that they be directly visible, such as a series of incandescent bulbs or functional equivalent. Such designs may be approved by the Design Review Committee (DRC).



APPROPRIATE This sign is illuminated by an external light source above the sign that is shielded and directed towards the sign, which mitigates light pollution and glare.



ALLOWED The above signs (reverse “halo” illumination (above) and pushed thru letters w/ opaque background (lower)) is allowed, but discouraged for historic buildings.



APPROPRIATE This sign cabinet includes exposed individual bulbs that spells out the word “fudge”. This type of sign adds to unique character of downtown Dells and can be approved by DRC.



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

SIGNAGE DESIGN - GENERAL

Materials, Colors & Lettering

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

SIGNAGE DESIGN - GENERAL



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



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



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

Standards

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

Recommendations

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

Awning, Canopy & Marquee Sign

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

Standards

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

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

Window Sign

Window signs is a any sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including internal signage.

SIGNAGE DESIGN - TYPE SPECIFIC



APPROPRIATE This storefront includes door signage covering less than 25% of each door, and product display covering less than 50% of each *storefront display window/door area* (below 7



APPROPRIATE The signage adhered to the storefront windows covers less than the 25% of each window, but is quite legible from both the sidewalk and street.



NOT PERMITTED The *window signage* on this business far exceed 25% coverage, including complete coverage of one window. Lack of visibility in the store is a safety concern and the over-signing detracts from the building architecture.

Standards

1. Signage, excluding product display, **shall not** cover more than twenty-five (25) percent of each *storefront display window/door area*(*).
2. To maintain visibility into storefront, all *window signage*, including interior signage and product display within three (3) feet of the panes of glass (door or window), **shall not** cover more than fifty (50) percent of each *storefront display window/door area*(*).
3. Sign lettering and images **shall** be created from high-quality materials such as paint, gold-leaf, etching, vinyl, or neon.
4. Neon/LED cabinet/canister and flashing neon/LED signs are **prohibited**, while exposed neon/LED signs (either individual neon/LED letters or neon tubing or LED script) can be appropriate as *window signs*.

Recommendations

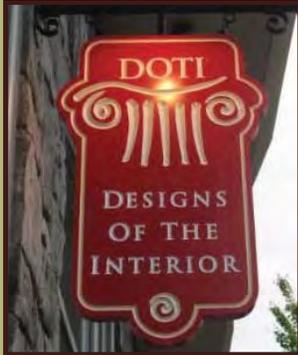
- A. *Window signs* should consist predominately of lettering with a transparent background.

(*) "*Storefront Display Window/Door Area*" is the glass area, including pane dividers (mullions), found in traditional storefronts that is generally between 2-7 feet from grade and does not include *transom window area*

Blade Sign

A special projecting sign attached to the building along the storefront frontage incorporating the downtown WI Dells River Arts District brand.

SIGNAGE DESIGN - TYPE SPECIFIC



APPROPRIATE
While a standard **blade sign** bracket is required (see above image), creativity is desired for all **blade signs**. The sign shape and advertisement (e.g. lettering, logos, and other graphics) can be diverse, as illustrated in the recommended **blade sign** examples shown on the left.



Standards

1. Each business **shall** be allowed one (1) **blade sign** per **public entrance**. If multiple **blade signs** are planned along a single business frontage, there **shall** be forty (40) feet separating each sign.
2. The **blade sign shall** be within the below size restrictions:
 - Height: 12-24"
 - Width: 24-36"
3. The **blade sign shall** be hung using the Wisconsin Dells custom mounting arm(s). Contact the WI Dells Zoning Administrator for more information.
4. If multiple **blade signs** are used, all **shall** be of the same style and shape.
5. **Blade signs shall** have a minimum clearance height of eight (8) feet above the sidewalk grade.
6. **Blade signs shall** be mounted below the sills of the second floor windows, or where second floor windows typically would reside on the building if none exist.
7. **Blade signs shall** be two-sided.
8. **Blade signs shall not** include business contact information.

Recommendations

A. A **blade sign should** usually be mounted near the storefront entrance just above the door, or just to the side of it.

B. If multiple **blade signs** are used, hierarchy of sign size **should** be considered between primary and secondary entries.

C. Groove routed or raised letter dimensional wood signs are **encouraged** (see the first sign image in the side bar).

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

Standards

1. Parcels abutting or across the street from residential or park uses **shall not** cause light trespass in excess of one (1) **footcandle** as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.
2. Parking and security lighting poles **shall not** be taller than the thirty-five (35) feet. For properties in or abutting a residential zoning district, the maximum allowable height **shall** be twenty-five (25) feet.
3. Exterior light fixtures **shall** be designed to complement the character/style of the building.
4. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.
5. LED String lighting **shall** be commercial grade; either large bulbs or commercial decoratives as in “dripping” tree lights
6. LED string lights **shall** be clear or white only, no colors
7. LED String lighting **shall** be low wattage, no greater than 50 lumens per bulb
8. Christmas lights are only allowed November - January. Christmas lights **shall not** be installed February through October

Recommendations

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



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



APPROPRIATE



NOT PERMITTED

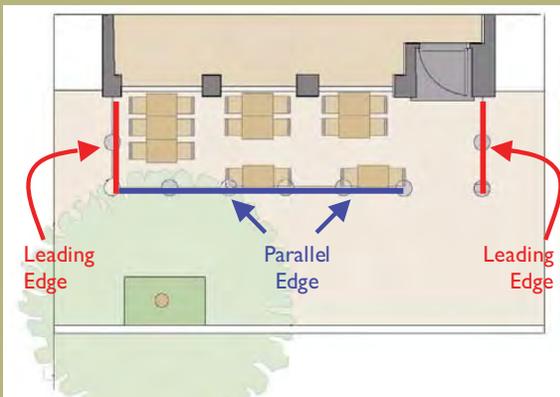
The two images on the left show good examples of low **parking lot** fixtures that project light only where it is needed, while the far right image shows an excessively tall light that is directed outward, creating glare and light trespass.

SITE DESIGN

Cafe Zone

INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

SITE DESIGN



APPROPRIATE If the cafe zone does not extend more than 3 feet into the public sidewalk, only the leading edge barrier is required. Planter barriers shall not be taller than 3 feet with total height with living plants no taller than 6 feet.

Standards

1. **Cafe Zone shall** meet the City's Code Section 19.907.
2. Building entrances **shall** have a direct clear path unimpeded (minimum of five (5) feet) for ingress and egress.
3. **Cafe Zone shall** maintain at least a five (5) foot clear, unobstructed path along public sidewalk(s). At street corners, a clear zone **shall** be maintained within a minimum 15-foot radius, measured from the back of curb.
4. The **Cafe Zone shall not** extend beyond the business frontage without written permission of adjacent property owner(s).
5. Dining furniture (e.g., tables, chairs, stanchions, etc.) **shall** be of commercial grade; **shall** be black, gray and/or brown in color; and, **shall** be constructed primarily of finished-grade wood, metal or composite material. Folding, lightweight, and/or primarily plastic chairs and tables, seat cushions, and all picnic tables are **prohibited**.
6. Tables **shall not** exceed forty-two (42) inches in diameter (round) or width (square/rectangle).
7. Umbrellas **shall** be the same as used in the City's public spaces, and color **shall** match the designated block color. Lettering on umbrellas is **prohibited**. Contact the City for more details.
8. Receptacles **shall** be approved by the DRC.
9. A detectable barrier **shall** be provided along **Leading Edges** of the Cafe Zone to ensure that visually impaired pedestrians using canes can detect the dining area safely.
10. A detectable barrier **shall** be provided around full perimeter of the **Cafe Zone** (with the exception of access openings) when the outdoor seating area extends more than three (3) feet into the public right of way or alcohol is served/ consumed, unless conditionally approved by DRC. The perimeter includes both the **Leading Edge** and **Parallel Edge** (see side bar).

11. Floor coverings are **prohibited**, including platforms, artificial turf, paint, or carpet.
12. Excluding planters, detectable barriers **shall** be between three (3) and four (4) feet tall, **shall** maintain the lowest point of the barrier no greater than six (6) inches above the ground, and **shall** have stanchions/bases that are flat with tapered edges between 1/4 to 1/2 thickness.
13. If used, planters **shall**, at a minimum, be placed at the corners and entry of the sidewalk cafe, and **shall** be no taller than three (3) feet in height (pertains only to planters, not the plants contained therein). Planters **shall** contain living plants that **shall not** exceed six (6) feet in height.
14. If used, sectional rigid fencing **shall** be constructed of wood or metal (e.g., aluminum, steel, iron, or similar), and **shall** be dark in color (either painted or stained). Sectional fencing may include aircraft cable elements.
15. **Prohibited** barrier materials include: chain link, rope rails, chain rails, fabric, and other materials not specifically designed as fencing (e.g., buckets, newspaper stands, waste receptacles, etc.).
16. **Prohibited** cafe elements: shelves, serving stations, loud speakers, televisions and other elements deemed unsafe or detrimental to the general public.
17. Sidewalk cafe elements, including furniture and barriers, **shall not** be tied or otherwise secured to trees, lamp posts, street signs, hydrants and other public utility features.

Recommendations

- A. Use of the designated downtown cafe zone dining furniture is **strongly encouraged**. Contact the City for manufacturer and model number(s).
- B. Use of a mix of square and round table styles, as well as a multiple sized tables, is **encouraged**.
- C. A mix of armless and arm chairs is **encouraged**.
- D. Use of stackable chairs is **encouraged**.
- E. Use of living plants and flowers to soften hard surfaces is **strongly encouraged**.



APPROPRIATE The above images illustrate the two types of cafe zones locations: against the building (top) and against the curb (bottom). Since both extend more than 3 feet into the public sidewalk both would require full detectable barriers, unless the DRC conditionally approves without.



NOT PERMITTED The two images on the left show detectable barriers that will not be permitted: fabric (top left) and rope with stanchions (bottom left).

The above example would not be allowed, as tables are placed on a platform with carpet (both prohibited floor covering materials).

Outdoor Food Service - General

INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

APPROPRIATE EXAMPLES



SITE DESIGN

Standards

1. Outdoor food service **shall** be on private property and **shall** be tied to the on-premise business (i.e., selling similar products already available in the store).
2. Outdoor food service areas **shall** meet the City's Code Section 19.811(A) or 19.811(B), whichever is applicable. **Vending Unit(s) shall** meet the Outdoor Food Service - Vending Unit standards in this handbook (pages 34-35).
3. All ancillary structures of a permanent nature, including, but not limited to, storage facilities, restrooms and seating pavilions, **shall** comply with all applicable building standards within this handbook and applicable City, County and State building requirements.
4. **Private Outdoor Commercial Food and Beverage Service (Large Scale) shall** be no more than fifty (50) percent of the floor area of the restaurant/tavern, unless conditionally approved by the DRC.
5. **Private Outdoor Commercial Food and Beverage Service (Small Scale) shall** be no more than fifteen hundred (1,500) square feet in size.
6. All outdoor food service areas open to the public **shall** be ADA compliant. Non-paved flooring surface is **prohibited** in these areas, unless approved by the DRC. Floor coverings are **prohibited**, including artificial turf, paint, and carpet.
7. Building entrances **shall** have a direct clear path unimpeded (minimum of five (5) feet) for ingress and egress.
8. Dining furniture (e.g., tables, chairs, bar stools, picnic tables, etc.) **shall** be of commercial grade, and **shall** be constructed primarily of finished-grade wood, metal or composite material. **Prohibited** dining furniture include: lightweight materials, unstained/unpainted pressure-treated wood, and/or primarily plastic.

9. Structures used to provide shelter to customers **shall** be permanent in nature.

10. Receptacles **shall** be provided, maintained and approved by DRC.

11. Raised seating areas over public right-of-way (i.e., more than four (4) feet above the adjacent ground level) **shall not** have tables placed closer than two (2) feet from the edge, unless a system is in place to catch/stop potential items from going over the edge (e.g., solid wall, glass railing, breathable fabric, etc.). Opaque fabric attached to a railing is **prohibited**, and **shall not** meet this standard.

12. Dumpsters **shall not** be used for customer disposal, and if dumpsters are located in the outdoor food service area they **shall** be screened.

13. Umbrellas **shall** use a canvas-type fabric, **shall** complement the building style and color schema, and **shall** provide a minimum of seven (7) foot vertical clearance.

14. Sales from **RVs, Food Trucks** and tents are **prohibited**.

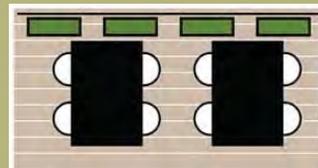
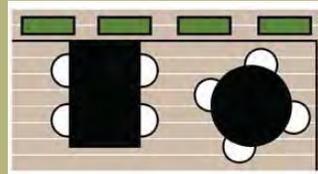
Recommendations

A. Umbrellas constructed of metal is discouraged.

B. Branded umbrellas including business logos are discouraged.

C. Use of living plants and flowers to soften hard surfaces is strongly encouraged.

D. Use of a mix of square and round table styles, as well as a multiple sized tables, is encouraged.



APPROPRIATE

Both examples on the left show how table layout can help to mitigate potential dropped items from a balcony. Either place chairs against railings (vs. tables) and/or use planters or other aesthetically-pleasing barriers.

APPROPRIATE EXAMPLES



Outdoor Food Service - Vending Unit

INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

APPROPRIATE EXAMPLES



SITE DESIGN

Standards

1. **Vending Unit shall** be either a **Food Cart** or **Food Trailer**.
2. **Vending Unit shall** be on private property and **shall** be tied to the on-premise business (i.e., selling similar products already available in the store).
3. **Vending Unit shall** meet applicable standards in this handbook, specifically Signage Design - General (pages 10-15) and Outdoor Food Service - General (pages 30-31).
4. If designed with a base, it **shall** be solid, permanent, and use high-quality materials (e.g., wood fencing/ platform, solid concrete, brick wall, etc.). Plastic materials, concrete block, fabric, and other loose materials are **prohibited** base materials.
5. **Vending Unit shall** be located on a paved pad, and **shall** adhere to the setback requirements of the underlying zoning district or a minimum of six (6) feet from all property lines, whichever distance is greater.
6. If multiple (vending unit) pads are proposed, they **shall** be a minimum of ten (10) feet apart.
7. **Vending Unit shall not** be more than twenty-six (26) feet long or more than ten (10) feet tall.
8. **Vending Unit shall** be constructed of quality materials and **shall** be designed as one cohesive unit.
9. **Vending Unit shall** have integral roofs or umbrellas.
10. Awnings or umbrellas affixed to the **Vending Unit shall** be comprised of metal or canvas-type fabric, and shall provide a minimum of seven (7) foot vertical clearance.
11. **Vending Unit shall** enclose or screen from view of the right-of-way and abutting residentially zoned property all accessory items not used by customers, including, but not limited to, tanks, barrels, or other accessory items.

- 12. Floor coverings are **prohibited**, including artificial turf, paint, and carpet.
- 13. Generators are **prohibited** from being used with the **Vending Unit**.

Recommendations

A. Designs that incorporate faux looking materials is discouraged (see example below).



B. An adjustable/pop-up panelized roof system is discouraged (see image below).



NOT PERMITTED EXAMPLES



NOT PERMITTED Food trucks are not allowed in the downtown.



NOT PERMITTED Exposed (unscreened) accessory items (such as gas tanks) and use of floor coverings are prohibited.



NOT PERMITTED Loose straw-like skirts at the base of the food cart is prohibited.

Outdoor Retail Sales

INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

APPROPRIATE EXAMPLES



SITE DESIGN

Standards

1. Outdoor sales area **shall** meet the City's Code 19.905: Outdoor Vendor.
2. Outdoor sales area **shall not** be on public property and **shall not** be in the front, side or rear setback.
3. Outdoor sales area **shall** maintain a five (5) foot clear and unimpeded path to any and all building entrances.
4. Display furnishings (e.g., carts, racks, shelves, baskets, etc.) **shall** be of commercial grade, and **shall** be constructed primarily of wood and metal.
5. Lightweight chairs and tables are **prohibited**.
6. Display furnishings and displayed merchandise **shall not** encroach beyond the permitted use area or overhang pedestrian circulation paths.
7. Hanging of display items from overhead canopies, porches, doors awnings or other parts of the building (including the facade itself) is **prohibited**, unless conditionally approved by DRC.
8. Free-standing display furnishings and merchandise **shall** be stored indoors outside of business hours.
9. Individual items to be displayed and individual display furnishings **shall not** exceed seven (7) feet in height.
10. Temporary tents are **prohibited**, unless conditionally approved for a special event.
11. Vending carts **shall** have integral roofs or umbrellas. Any roof or covering **shall** be of similar color schema used on the primary building.
12. Umbrellas **shall** use a canvas-type fabric and **shall** provide a minimum of seven (7) foot vertical clearance.
13. Lighting of outdoor displays **shall** be approved by the DRC.

14. Outdoor sales area **shall not** include signs or other forms of advertising, including “sale” signs on boards, balloons, pinwheels, paper, clothing, streamers, or on merchandise affixed to the outdoor display.

15. Outdoor display and storage areas **shall** be screened from view from adjacent residentially zoned property by a minimum of six (6) foot solid fence or wall.

16. **Prohibited** sale items to be displayed outdoors include the following: alcohol, alcohol paraphernalia, drug paraphernalia, tobacco products, firearms, knives, hazardous materials, counterfeit materials, trash or discarded boxes, packing materials, and any other materials prohibited by code.

Recommendations

A. Display merchandise should fit within or upon the display furnishings and should not be draped from or hang over the sides.

B. The use of unstained or unpainted pressure-treated wood is discouraged.

C. Outdoor display and storage areas should be partially screened from view of public right-of-way up to four (4) foot in height. Landscaping elements placed between fence and public-right-of-way is encouraged.

APPROPRIATE EXAMPLES



SITE DESIGN

Windows, Doors & Garages

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

BUILDING DESIGN



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



ALLOWED Use of a garage door or accordion-style door is allowed on Broadway Avenue if it provides pedestrian access only (no vehicle access) and provides high visibility into the interior space.



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

Standards

1. **WEST of Church Street only**, street-level facades facing a public street **shall** be comprised of at least thirty-five (35) percent **clear glass** (up to ten (10) feet above sidewalk grade).
2. **EAST of Church Street only**, ground level facades facing a public street **shall** be comprised of at least twenty-five (25) percent **clear glass** (up to ten (10) feet above sidewalk grade).
3. New buildings with upper stories (i.e. functional floor area above the ground level) **shall** have windows on all street-facing facades.
4. **WEST of Church Street only**, new garage doors facing Broadway Avenue are **prohibited**, unless it is only providing pedestrian access to the building's interior space (no vehicle use).
5. If allowed, new **Vehicle-access Garage Doors** facing a public street **shall** use one or more of the following techniques to mitigate their impact on the street frontage:
 - set back the garage bays from the primary facade a minimum of four (4) feet,
 - set back every third (3) garage door a minimum of (2) from the remaining garage door bays, and/or
 - screening garage doors from the street.
6. **Walk-up Service Window** facility **shall** be designed as an integral part of the design following the rhythm and proportions found in the remainder of the facade.
7. The queuing area/line for the **walk-up service window shall** be designed to not interfere with general pedestrian circulation and building entry/exit (four feet minimum "clear path"), parking and vehicular circulation, and other primary functions of the property. Potentially this would require recessing the walk-up window into the building.
8. Any signage on glass windows and doors **shall** meet the requirements under Signage Design - General (p.10-15) and Signage Design - Type Specific (p.20) within this Design Standards Handbook.

9. **Temporary Window Coverings**, excludes **Window Treatments**, **shall not** cover more than fifty (50) percent of the storefront windows if directly applied, or within three (3) feet of the window pane. If placed beyond three (3) feet, it **shall not** cover more than seventy (70) percent of the **Storefront Display Windows**, as viewed straight on. Spaces under renovation and construction are exempt from this standard.

10. **Temporary Window Coverings** **shall** be made of neutral or muted colored fabric. Plastic, paper and fluorescent/bright colored materials are **prohibited**. Spaces under renovation and construction are exempt from this standard.

11. If windows have to be papered due to renovation/construction, the paper **shall** be neutral in color and the window(s) **shall** be covered by single sheets of paper (i.e., do not use multiple pieces taped together).

Recommendations

A. Retaining (or uncovering) pre-existing window openings is encouraged.

B. Downtown buildings should activate the street by providing significant visibility through the street-level facade, including garage doors (if allowed), to activities or displays within the building.

C. The use of reflective or dark-tinted glass on the front facade is discouraged, especially at the street level.

D. If covering windows during the off-season, placing a screen at least three (3) feet back with merchandise, or exhibit that benefits the public, displayed is the preferred treatment.

E. If the **temporary window covering** extends the length of the window, it is preferred that it does not extend higher than six (6) feet from sidewalk grade for security purposes.

F. Should **Window Treatments** be desired on the storefront windows, roller shades and curtains placed at least three (3) feet from the window pane (to allow for display area) is preferred.



APPROPRIATE

As shown in the image on the left, the walk-up window can fit seamlessly in the building architecture.



APPROPRIATE The above is an example of a well designed storefront providing visual interest (merchandise on display), while still blocking view of most of the store. The screen covers only a portion of the window to allow for some visibility, which allows a patrol person to see into the store. Below offers exhibits with a roller shade set back several feet from the glass pane.



**Division 5
GENERAL STANDARDS**

Sections:

19.670	Licensing with the city	19.673	Outdoor speakers
19.671	Licensing with state agencies	19.674	Special provisions for residential premises
19.672	Cart returns	19.675	Permanent structure with washroom

19.670 Licensing with the city

In addition to meeting the requirements contained in this article, specified land uses and activities shall also meet the regulations for licensing with the city which may now exist or may be adopted. (See chapter 16 of the municipal code.)

19.671 Licensing with state agencies

If a land use or any related activity requires a license from the state, or its agent, such license shall be obtained prior to the establishment of such use or activity and shall be maintained for the life of the use or activity, so long as required by the state or its agent.

19.672 Cart returns

- (1) **Applicability.** Each retail project that provides on-site parking in excess of 100 vehicle parking spaces shall provide shopping cart returns as provided in this section.
- (2) **Number.** A least one cart return shall be provided for each 100 parking spaces.
- (3) **Specifications.** The cart return shall be at least 170 square feet in area and be constructed of durable materials that are compatible with the building and outdoor lighting standards.
- (4) **Placement.** No cart return shall be located within 25 feet of the building entrance, unless there is no other practicable location.

19.673 Outdoor speakers

Sound emanating from an outdoor speaker associated with any non-residential establishment shall not be audible from a lot in a residential zoning district.

19.674 Special provisions for residential premises

- (1) **Occupancy of a dwelling unit.** A dwelling unit shall be occupied by no more than one family.
- (2) **Short-term rental.** A dwelling unit shall not be leased, rented, or otherwise occupied for a period of time shorter than 4 months, except for managed condominium projects.
- (3) **Use of recreational vehicle for occupancy.** A recreational vehicle shall not be used for occupancy while on a residential premises, except for guests not exceeding 5 days in a calendar month.
- (4) **Firewood storage.** No more than two cords of firewood shall be stored out of doors on the parcel.

19.675 Permanent structure with washroom

All commercial activities shall be conducted within or on a premises having a permanent building equipped with a washroom having hot and cold running water, wash basins, towels or equivalent, and a toilet. The common council may waive this requirement pursuant to the procedures for acting on a conditional use permit application.

19.676 Design Review Approval

All projects that involve construction and/or maintenance, including painting, in the C-2 Commercial Downtown Zoning District and all signage throughout the city are subject to review and approval by The Design Review Committee.

19.677 to 19.699 reserved

Proposed additional language

**Division 5
DESIGN REVIEW COMMITTEE**

Sections:

19.260	Establishment	19.264	Committee procedures
19.261	Authority	19.265	Meetings minutes
19.262	Composition and appointment of members	19.266	Schedule of meetings
19.253	Officers	19.267	Voting and quorum

19.260 Establishment

A Design Review Committee is established to undertake the responsibilities herein defined and as allowed by state law.

19.261 Authority

- (1) **Generally.** The Design Review Committee shall serve in an advisory role to the building official, plan commission and common council.
- (2) **Jurisdiction.** The Design Review Committee shall review all projects that involve construction, and/or maintenance in the C-2 Commercial Downtown Zoning District and all signage throughout the city.
- (3) **Right to enter property.** The Design Review Committee, along with its individual members and consultants, may enter upon land which is the subject of a pending conditional use application it has authority to act on.
- (4) **Conditional use applications.** The Design Review Committee shall review, hear, and make recommendations to the plan commission on those conditional use applications it has authority to act on.
- (5) **Standards.** The Design Review Committee shall have the power and authority to enact Design Standards to assist in reviewing a development application it has authority to act on.
- (6) **Comprehensive plan amendments.** The Design Review Committee may recommend changes to the city’s comprehensive plan which are intended to safeguard the quality and character of the Zoning Districts within its jurisdiction. .
- (7) **Code amendments.** The Design Review Committee may develop recommended changes to this code and/or the sign code which are intended to safeguard the quality and character of the Zoning Districts within its jurisdiction. .

19.262 Composition and appointment of members

The committee shall consist of 5 voting members. Voting members shall include: the Public Works Committee Chair; the Business Improvement District Committee Chair, or designee; the Community Development Authority Chair, or designee; ; the Zoning Administrator ; a C-2 District real property owner or tenant (to be appointed by the Mayor).

19.263 Officers

The Public Works Committee Chair shall serve as chair of the Design Review Committee.

19.264 Committee procedures

- (1) The Design Review Committee shall review all projects involving signage, construction and/or maintenance, including: all new building construction, any exterior alteration or additions to existing buildings, all new signage or decorations, changes to existing colors.
- (2) The Design Review Committee shall evaluate projects on a case by case basis to ensure the exterior architectural appeal and functional plan of the proposed project will not, within the discretionary judgment of the committee, be contrary to generally accepted design standards or to the underlying aesthetic values of the downtown business district.
- (3) If the Committee denies, modifies, or conditions an application, it shall give written notice of the action, reasons and rationale to the applicant and the building official.

19.265 Meeting minutes

Chapter 19 – Wisconsin Dells Zoning Code

The Design Review Committee shall keep minutes of its proceedings, showing the vote of each voting member upon each question, or, if absent or failing to vote, indicating such fact. Minutes once approved by the committee shall be filed with the city clerk and shall constitute a public record.

19.266 Schedule of meetings

Meetings shall be held at the call of the chairperson and at such other times as the Design Review Committee may determine.

19.267 Voting and quorum

- (1) **Requirements for quorum.** A quorum shall consist of 3 voting members.
- (2) **Requirements for voting.** A decision of the committee shall be by majority vote of the members present at a meeting in which a quorum is in attendance and voting.

19.268 to 19.269 reserved

Sheet 1 of 3 sheets

**SAUK COUNTY CERTIFIED
SURVEY MAP No. _____**

Located in SE1/4-SE1/4, Village of Lake Delton, NE1/4-SE1/4, City of Wisconsin Dells, Section 9, T13N, R6E, Sauk County, Wisconsin.

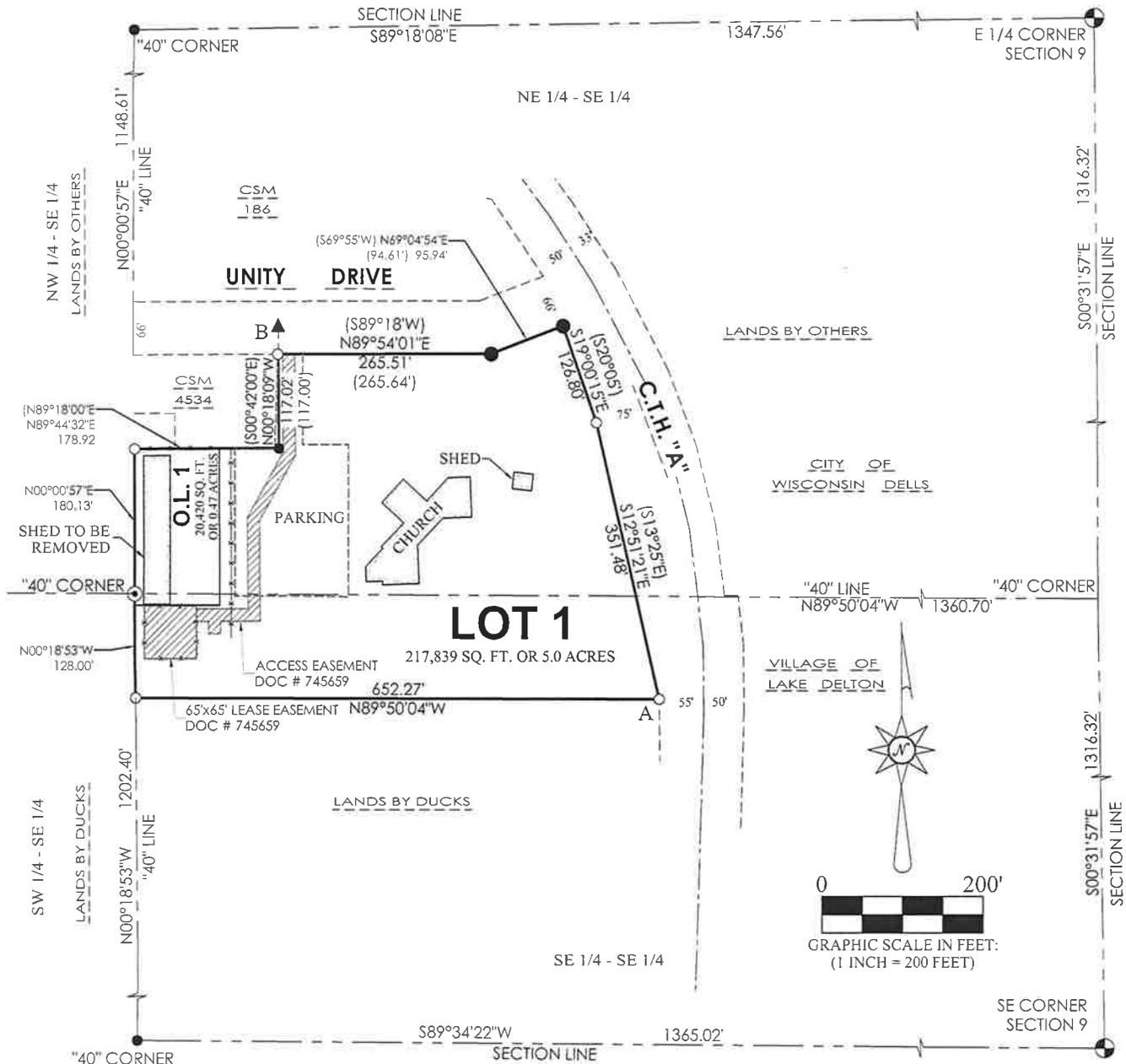
Owners: Dells - Delton Church Building Corporation, 320 Unity Drive, Wisconsin Dells, WI, 53965

Client: Dells Boat Company, Inc., P O Box 117, Wisconsin Dells, WI, 53965

Carlson Surveying, Div. of General Engineering, P O Box 340, Portage, WI, 53901
Phone (608) 742.2169

Bearings are referenced to east line of SE1/4 of Section 9 which bears S00°31'57"E, Sauk County coordinate system, NAD 83(91).

- ⊙ = Found Harrison monument (4 ties verified)
- = Found 3/4" round iron rod
- = Found 1 1/4" round iron rod
- ⊙ = Found 1" iron pipe
- ▲ = Found PK nail in blacktop
- = Set 3/4"x24" round iron rod weighing 1.5#/lin. Ft.
- () = Recorded as
- A = Found 3/4" round iron rod S12°51'21"E, 2.80' from rod set
- B = Found PK nail in blacktop N00°18'09"W, 33.00' from 3/4" rod set
- x- = Fencing



SAUK COUNTY CERTIFIED SURVEY MAP No. _____

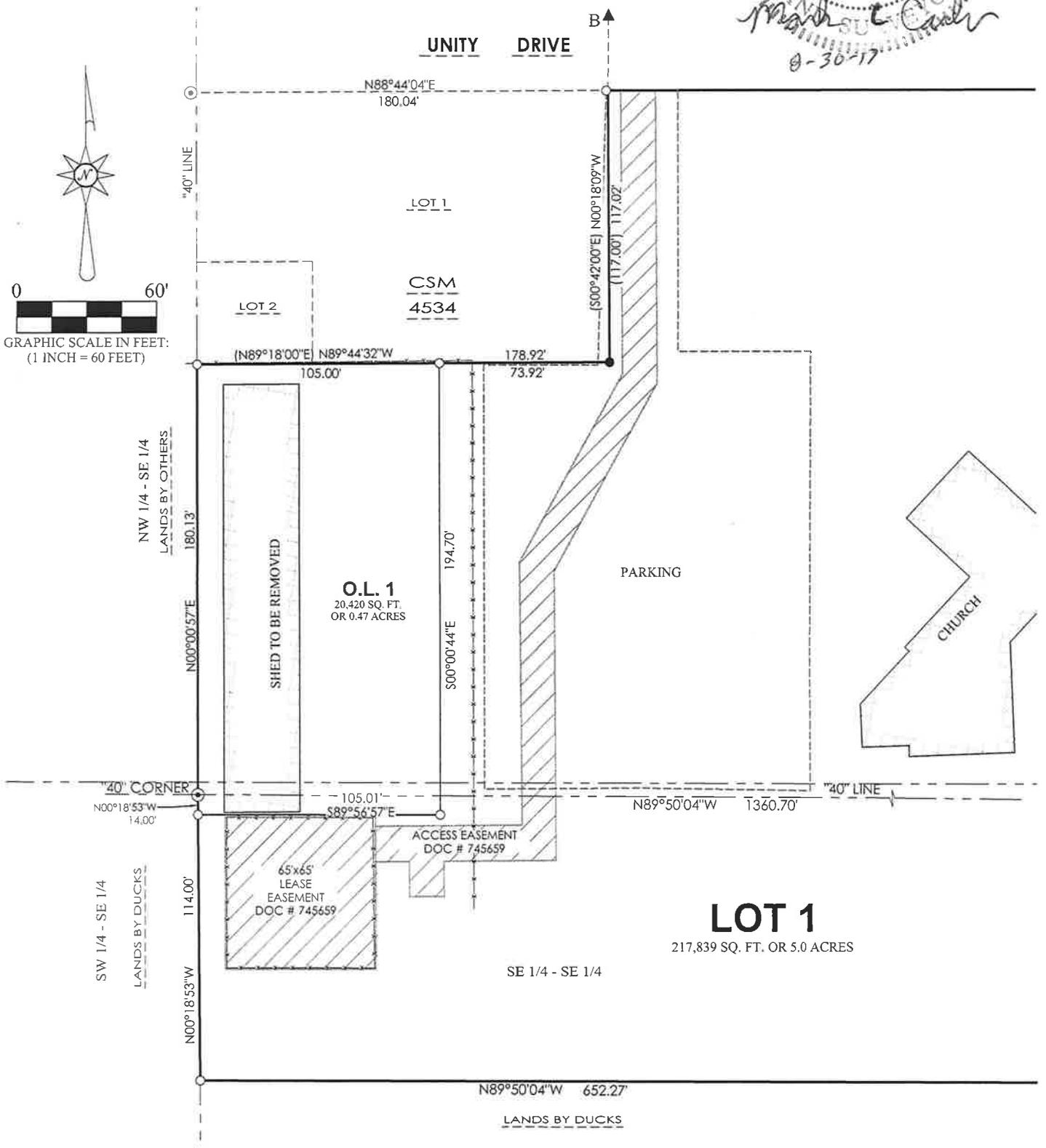
Located in SE1/4-SE1/4, Village of Lake Delton, NE1/4-SE1/4, City of Wisconsin Dells, Section 9, T13N, R6E, Sauk County, Wisconsin.

Bearings are referenced to east line of SE1/4 of Section 9 which bears S00°31'57"E, Sauk County coordinate system, NAD 83(91).

- = Found 3/4" round iron rod
- = Found 1 1/4" round iron rod
- ⊙ = Found 1" iron pipe
- ▲ = Found PK nail in blacktop
- = Set 3/4"x24" round iron rod weighing 1.5#/lin. Ft.
- () = Recorded as
- x- = Fencing



OUT LOT 1 DETAIL



SURVEYOR'S CERTIFICATE:

I, Mark C. Carlson, Professional Land Surveyor, hereby certify that I have surveyed, divided and mapped a parcel of land located in SE1/4-SE1/4, Village of Lake Delton, NE1/4-SE1/4, City of Wisconsin Dells, Section 9, T13N, R6E, Sauk County, Wisconsin bounded by the following described line:

Commencing at the E1/4 corner of said Section 9; thence S0°31'57"E along east line of said NE1/4-SE1/4, 1316.32 feet to southeast corner of said NE1/4-SE1/4; thence N89°50'04"W along south line of NE1/4-SE1/4, 1360.07 feet to southwest corner of said NE1/4-SE1/4 and point of beginning; thence N0°00'57"E along west line of said NE1/4-SE1/4, 180.13 feet to the south line of Lot 1, CSM No. 4533; thence N89°44'32"E along the south line of said Lot 1, 178.92 feet to southeast corner of said Lot 1; thence N0°18'09"W along the east line of said Lot 1, 117.02 feet to northeast corner of said Lot 1; thence N89°54'01"E along south line of Unity Drive, 265.51 feet; thence N69°04'54"E along said south line, 95.94 feet to west line of C. T. H. "A"; thence S19°00'15"E along said west line of Lot 1, 126.80 feet; thence S12°51'21"E along said west line, 351.48 feet; thence N89°50'04"W, 652.27 feet to west line of said SE1/4-SE1/4; thence N0°18'53"W along said west line of said SE1/4-SE1/4, 128.00 feet to point of beginning.

Said described parcel contains 5.47 acres and is subject to cell tower lease and access easement recorded in Document # 745659 and other easements of record.

That I have complied with the provisions of Chapter 236.34 Wisconsin Statutes, A-E 7 of the Wisconsin Administrative Code and the land division ordinance of the Village of Lake Delton and the City of Wisconsin Dells to the best of my knowledge, information and belief in surveying, mapping and dividing the same.

That such plat is a correct representation of all exterior boundaries of the land surveyed and the subdivision thereof made.

That I have made such survey under the direction of Dan Gavinski.



8-30-17
Date Mark C. Carlson
Mark C. Carlson

VILLAGE OF LAKE DELTON APPROVAL:

Resolved that this certified survey in the Village of Lake Delton be, and hereby is, approved in accordance with Chapter 236 Wisconsin Statutes and the Village of Lake Delton Subdivision Ordinance.

Date Coordinator

CITY OF WISCONSIN DELLS APPROVAL:

Resolved by the Common Council of the City of Wisconsin Dells, Wisconsin that this Certified Survey Map, filed by Dan Gavinski is hereby approved and accepted by the City.

Dated: _____ day of _____, 2017.

Motioned by: _____ Approved: _____

Second by: _____ Attest: _____

I certify that the foregoing is a correct representation of a resolution adopted by the City of Wisconsin Dells, at a regular meeting, a quorum being present on the _____ day of _____, 2017.

City Clerk

Sheet 1 of 2 sheets

**COLUMBIA COUNTY CERTIFIED
SURVEY MAP No. _____**

Located in Lots 10 and 11, Block 2, Plat of Bowman Hills Addition and the NE1/4-SE1/4, Section 10, T13N, R6E, City of Wisconsin Dells, Columbia County, Wisconsin

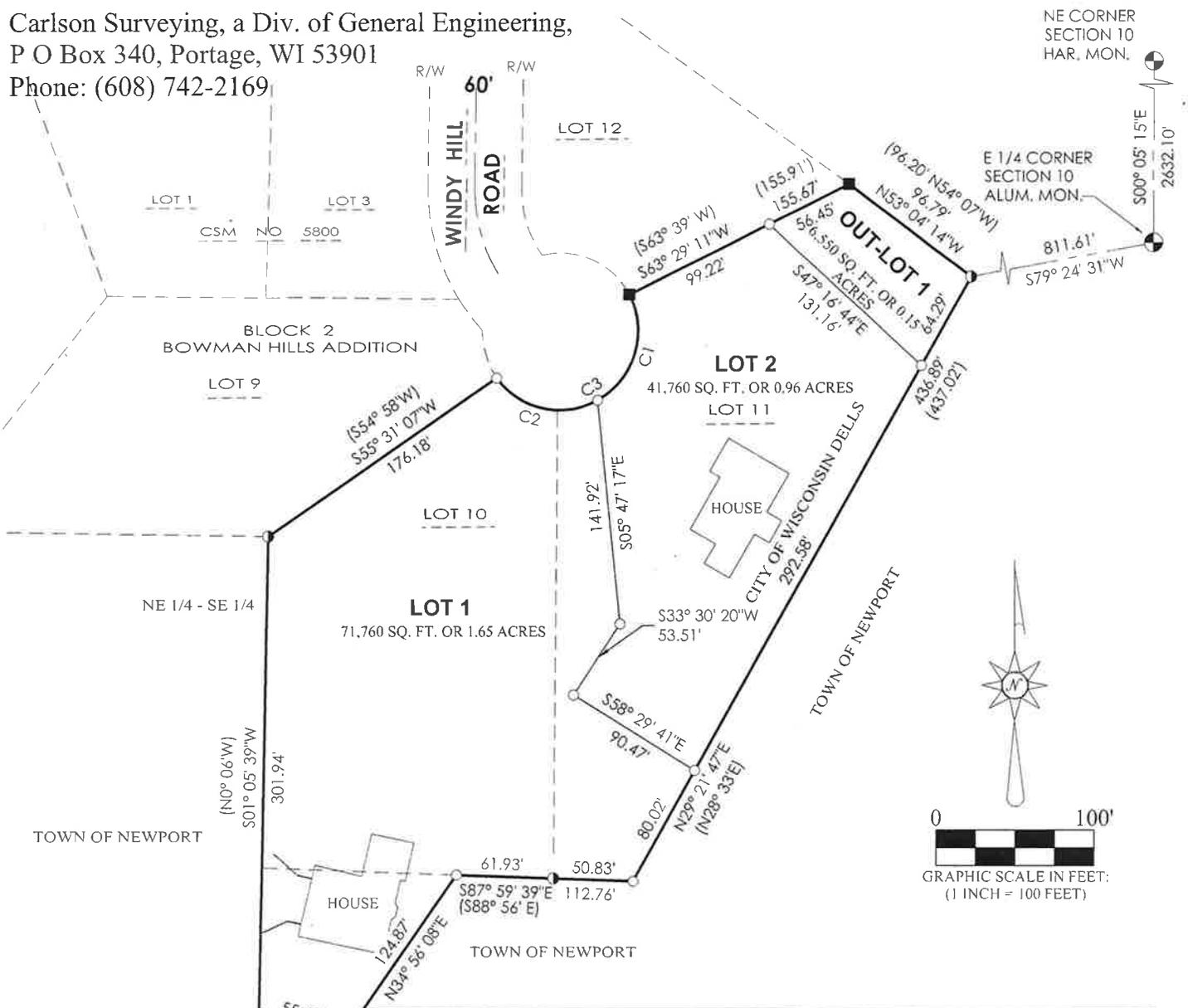
Owners: Newport Run, LLC, 205 Windy Hill Road, Wisconsin Dells, WI. 53965
Eric and Mary Helland, PO Box 664, Wis Dells, WI 53965

- ⊕ = Found government corner (As noted)
- = Set 3/4"x24" round iron rod weighing 1.5#/lin. Ft.
- = Found 2 1/2" iron pipe
- = Found 1" iron pipe
- = Found 3/4" round iron rod
- () = Recorded as



Bearings are referenced to east line of the NE-1/4, Section 10, which bears S00°05'15"E, Columbia Co. Coordinate System NAD 83(91).

Carlson Surveying, a Div. of General Engineering,
P O Box 340, Portage, WI 53901
Phone: (608) 742-2169



CURVE TABLE:						
CURVE:	RADIUS:	DELTA:	ARC:	CHORD:	TANGENT BEARING IN:	TANGENT BEARING OUT:
C1	50.00'	88°11'54"	76.97'	S16° 53' 50"W, 69.59'		
C2	50.00'	82°36'00"	72.08'	S77° 42' 18"E, 66.00'		
C3	50.00'	170°47'54"	149.05'	S58° 11' 48"W, 99.68'	N27° 12' 09"W	N36° 24' 15"W

COLUMBIA COUNTY CERTIFIED SURVEY MAP No. _____

Located in Lots 10 and 11, Block 2, Plat of Bowman Hills Addition, and the NE1/4-SE1/4, Section 10, T13N, R6E, City of Wisconsin Dells, Columbia County, Wisconsin.

SURVEYOR'S CERTIFICATE:

I, Mark C. Carlson, Professional Land Surveyor, hereby certify that I have surveyed, divided and mapped parcels located in Lots 10 and 11, Block 2, Plat of Bowman Hills Addition, and the NE1/4-SE1/4, Section 10, T13N, R6E, City of Wisconsin Dells, Columbia County, Wisconsin, bounded by the following described line:

Commencing at the northeast corner of said Section 10; thence S00°05'15"E along the east line of the NE 1/4 of said Section, 2632.10 feet; thence S79°24'31"W, 811.61 feet to the point of beginning; thence N53°04'14"W, 96.79 feet; thence S63°29'11"W along the southeast line of said Lot 12, 155.67 feet; thence southwesterly along the southerly line of Windy Hill Road on a curve to the right, radius 50.00 feet, whose chord bears S58°11'48"W, 99.68 feet; thence S55°31'07"W along the east line of Lot 9 of said Plat, 176.18 feet; thence S01°05'39"W along the west line of Lot 10 of said Plat and its extension, 301.94 feet; thence S75°45'25"E, 55.65 feet; thence N34°56'08"E, 124.87 feet; thence S87°59'39"E along the south line of Lots 10 and 11 of said Plat, 112.76 feet; thence N29°21'47"E, along the southeast line of Lot 11 of said Plat, 436.89 feet to point of beginning.

Said described parcel contains 120,070 Sq. Ft. or 2.76 acres and is subject to easements of record.

That I have complied with the provisions of Chapter 236.34 Wisconsin Statutes, A-E 7 of the Wisconsin Administrative Code and the subdivision regulations of the City of Wisconsin Dells and Columbia County to the best of my knowledge, information and belief in surveying, mapping and dividing the same.

That such plat is a correct representation of all exterior boundaries of the land surveyed and the subdivision thereof made.

That I have made such survey under the direction of Eric Helland.



9-7-17 Mark C Carlson
Date Mark C. Carlson

CITY OF WISCONSIN DELLS APPROVAL:

Resolved by the Common Council of the City of Wisconsin Dells, Wisconsin that this Certified Survey Map, filed by Eric Helland is hereby approved and accepted by the City.

Dated: _____ day of _____, 2017.

Motioned by: _____ Approved: _____

Second by: _____ Attest: _____

I certify that the foregoing is a correct representation of a resolution adopted by the City of Wisconsin Dells, at a regular meeting, a quorum being present on the

Dated: _____ day of _____, 2017.

City Clerk