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HAIRCUTS • COLOR • WAXING



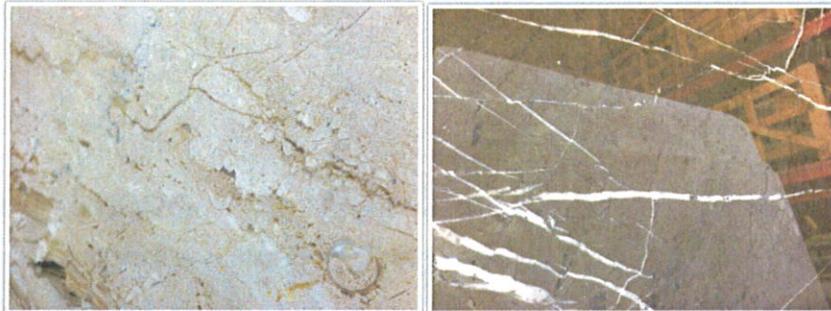


Google earth



## PROPOSED CHANGES TO THE DESIGN STANDARDS

1. (COVER) Replaced the cover image with an updated vision graphic from Zebra Dog
2. (ALL) Bolded and italicized words defined in the TERMS sections.
3. (P6) Added a box noting use of this formatting to flag those words defined in the document.
4. (P7) Added a definition for Engineered Wood and Historic Structure
5. (P8) Added a definition for Manufactured Stone Veneer, Metal Siding/Panel, Corrugated, and Metal Siding/Panel, Ribbed
6. (P31) Moved up Standard 7 before Standard 5, and renumbered the remaining standards
7. (P32) Made many revisions per discussions at our last meeting, as well as with conversations with MSA architect, as listed below:
  - a. Removed the side bar examples of appropriate materials, and instead provided not permitted materials (as these are the ones you do not want to see). The appropriate materials are either pretty standard or look the same (but are just made of different material).
  - b. Revised original Standard 3-5 to one standard prohibiting those discussed at the meeting – plus manufactured stone veneer (as shown in the left side bar). This is a fake look using concrete that is not a high-quality material and has subpar aesthetics. There are few buildings in the downtown that currently use this material, so some discussion may be warranted.
  - c. Removed rough sawn wood siding from the prohibited list.
  - d. Per discussions at the meeting and some additional thinking, I elected to remove reference to random ashlar pattern.
  - e. There was a question related to the prohibiting of polished stone and want to note that honed stone would be allowed (see below). The polished (shiny) look is what you do not want to see, unless you deem it satisfactory.



HONED

POLISHED

- f. There was some discussion related to metal panel/siding systems in our last meeting. This material can be used with a positive result, but most of the time it is not (i.e. over used, used in the wrong portions of the building, or uses poorer quality material/design). Therefore, I added new Standard 4 and Standard 5 to mitigate the concerns. Standard 4 would not allow it to be used as a primary building material on facades facing the prime areas of concern (i.e. near Broadway Avenue and the river/riverwalk). Standard 5 would limit its use to 50% of the façade – plus does not allow it along the base of the building. I also provided the basic metal siding/panel

- types and how best to use the material in the side bar (plus, definitions in the term section).
- g. Standard 6 took a portion of Recommendation "D" and made it a prohibited action. MSA architect has had issues in the past with this material being damaged at the base of the building, especially to snow removal. He thought it would be a good restriction in what is a highly pedestrian environment.
  - h. Combined Recommendation "B" and Recommendation "C". The new recommendation has removed "stucco", per statement from MSA architect that EIFS has pretty much replaced its use as a common exterior building material/finish, and has added engineered wood siding (LP smartside) per statements made at the last DRC meeting.
  - i. A new Recommendation "C" is provided to guide use of metal siding/panels in a manner that results in a better final design. In general, vertically-oriented metal siding is used on shed and industrial buildings. Use on commercial buildings is generally best as horizontally-oriented as an accent material (see side bar and below). The wider rib spacing is more attractive than narrow rib/wave (see examples below). And in many cases the fasteners (bolts, etc.) results in an industrial look and is not as sleek as those facades with the fasteners hidden from view. Again all are recommendations.
  - j. Recommendation "D" remains, except the last portion of this statement was moved to Standard 6.



**GOOD EXAMPLES**





### **BAD EXAMPLES**

8. (P33) Added a note regarding what is considered historic. This seemed to resonate in several searches as what "historic" means. The statement gets as building age, as well as having historic physical integrity (traditional façade components).
9. (P33) Added a new standard (put as Standard 7 and renumbered the rest) adding that existing windows on street facing facades must be retained (per decision at the last DRC meeting).
10. (P34) Revised Recommendation "G" to encourage retaining existing windows on all sides.
11. (Checklist) Added the checklist for the site and building design standards.



# DOWNTOWN

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## DESIGN STANDARDS

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### CITY OF WI DELLS, WI

MARCH 10, 2016 *FINAL DRAFT*



SOURCE: ZEBRADO (for illustrative purposes only)

**MSA**

PROFESSIONAL SERVICES

# Terms

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

## **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

## **CMU, split-faced**

a concrete masonry unit with a textured exterior finish

# Terms

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

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)

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

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

the horizontal beam spanning an opening in an exterior wall

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.

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

## EIFS

(Exterior Insulation Finishing System)

## Engineered Wood

## Food License

## Footcandle

## Functional public entrance

## Garage Door, Vehicle-access

## Ground floor facade

## Historic Structure

## Internal Signage

## Lintel

## Marquee

## Marquee Sign

# Projections

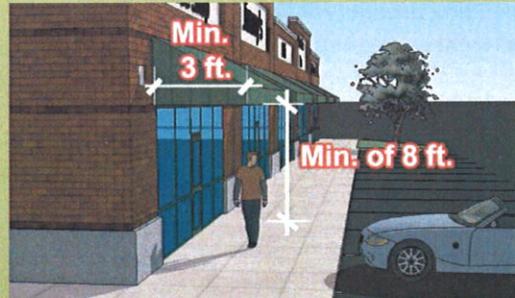
**INTENT:** To reinforce the existing building character within the downtown area.

## Standards

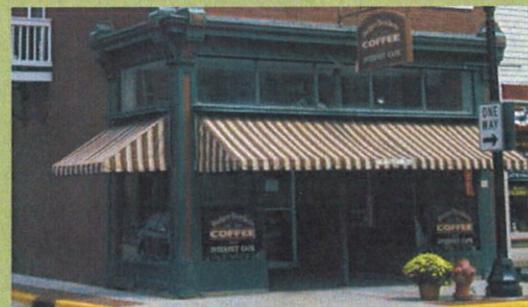
1. Signage on projections **shall** meet the requirements under Signage Design - General (p.10-15) and Signage Design - Type Specific (p.19) within this Design Standards Handbook.
2. Building projections, such as balconies, bay windows, **canopies** and **awnings**, **shall not** extend more than six (6) feet beyond the property line at the sidewalk.
3. Building projections **shall** relate to and complement the primary colors of the building facade.
4. New **canopies** in the public **right-of-way** are **prohibited**.
5. **Awnings shall** be at least three (3) feet in depth and have a minimum clearance height of eight (8) feet above the sidewalk grade.
6. **Canopies** and **marquees shall** have a minimum clearance height of ten (10) feet above the sidewalk grade with any signage underneath these structures having a minimum clearance height of eight (8) feet.
7. **Awnings** and **canopies shall not** be made of shiny materials or have a shiny finish.
8. Glowing **awnings (backlit, light shows through the material)** are **prohibited**.

## Recommendations

- A. If a building has **transom** windows, the **awning should** be mounted below those windows.
- B. Retractable, open-ended shed **awnings** are the **preferred** style.
- C. The **preferred** material for **awnings** and canopies is fire resistant, textile material. Metal, glass, vinyl with matte finish, canvas, canvas blend, and acrylics that resemble canvas are also appropriate materials.
- D. **Awnings** with a front valance or skirt, which hangs down from the **awning's** front edge, are **preferred**.



**ALLOWED** This image demonstrates **Standard 7** requirements for **awning** placement.



**APPROPRIATE** This **awning** is made of textile fabric with the traditional shed profile, hanging skirt valance, and sits below the **transom** windows.

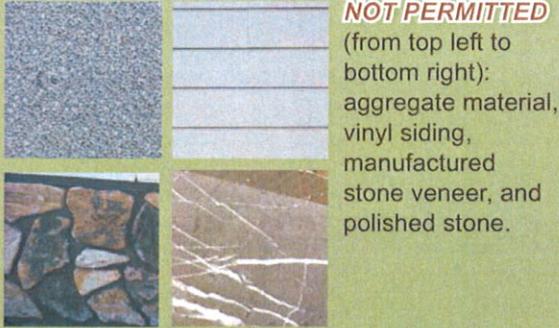


**NOT PERMITTED** **Awnings** may not be illuminated internally, as it is inconsistent with the desired historic character for the downtown area.

# Colors & Materials

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

BUILDING DESIGN



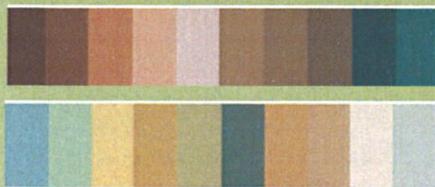
**NOT PERMITTED** (from top left to bottom right): aggregate material, vinyl siding, manufactured stone veneer, and polished stone.



**NOT PERMITTED** The above materials are not permitted as the primary building material on facades facing Broadway Avenue, cross streets of Broadway (up to alley) or river/riverwalk (from left to right): **corrugated metal**, **ribbed metal** and other panelized metal products.



Use of metal products as an accent material above the base of the building is allowed; however, use as a primary facade material is prohibited.



**APPROPRIATE** Example of preferred colors for the primary facade, meeting Recommendation "A".

## Standards

1. Day-glo or fluorescent colors are **prohibited**.
2. Bright colors are **prohibited** for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
3. **Prohibited** building materials include gravel aggregate materials, vinyl siding, **manufactured stone veneer**, and polished stone.
4. **Metal panel/siding systems** (e.g., corrugated/ribbed panels) and other panelized products are **shall** only be used as an accent building material along Broadway Avenue, on cross streets to Broadway Avenue up to mid-block alley, or facing the river/riverwalk.
5. Where allowable, metal panel/siding systems (e.g., **corrugated/ribbed panels**) and other panelized products **shall not** cover more than fifty (50) percent of the facade and **shall not** be along the base of the building (minimum of three (3) feet above grade).
6. **EIFS** is **prohibited** at the base of the building where susceptible to damage (a minimum of three (3) feet above grade).
7. A picture and a sample of each exterior material and a facade illustration that indicates colors and materials **shall** be submitted with the Design Checklist.

## Recommendations

- A. Muted tones are **preferred** for the primary facade color, such as the color palettes shown on the left.
- B. **Preferred** exterior finish materials include kiln-fired brick, terra cotta, wood siding / details, fiber cement siding, **engineered wood** siding (e.g., LP smartside, TruWood), and high-quality natural cut stone or brick veneer.
- C. Where allowed, metal siding/panels are **encouraged** to be horizontally-oriented and use panels with deep/mega rib spacing (e.g., 7.2 panel) with a concealed fasteners system.
- D. **EIFS** is **discouraged** as a principle facade material.

# Historic Cleaning & Restoration

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

*For the purposes of these standards, a structure is considered "historic" if it is at least 50 years old and has retained some historic physical integrity (see Traditional Facade Components).*

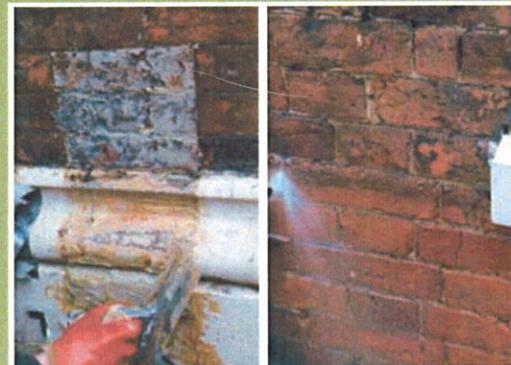
## Standards

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



**NOT PERMITTED**

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



**ALLOWED** Chemical / Softblast Cleaning



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

HISTORIC BUILDING

# Historic Cleaning & Restoration (cont.)

HISTORIC BUILDING

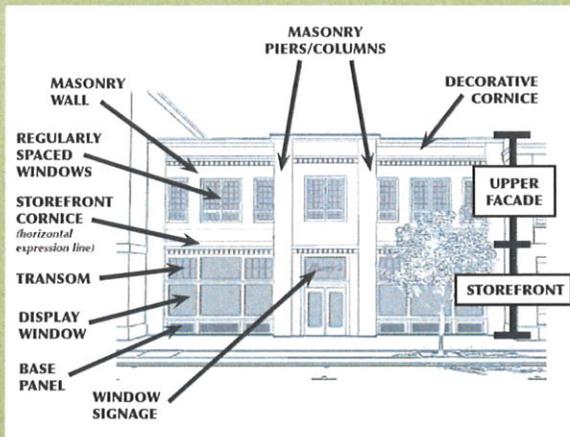


Illustration showing the *traditional facade components* of a downtown storefront building.



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



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

## Recommendations

- A. Firms that specialize in historic preservation are recommended both for cleaning and repair (contractors) and for wholesale recreation of historic elements (architects).
- B. If restoration is not feasible, new elements should be designed that replicate or are at least consistent with the character, materials and design of the original building.
- C. Building owners are encouraged to use a "historic" color for the primary facade color of historic structures. Many of the major paint manufacturers such as Pratt & Lambert, Benjamin Moore, Sherwin Williams publish "historic color" sample charts which are available at paint dealers.
- D. Previously obscured design details should be revealed and restored, whenever feasible.
- E. Building owners are encouraged to remove materials which cover the **transom**. If the ceiling inside has been lowered behind the **transom**, it is recommended that the ceiling be raised for a few feet behind the **transom**.
- F. If the original **base panel** is in poor condition or is missing, building owners are encouraged to reconstruct it with materials consistent with the size and design of the original panels.
- G. Retaining existing window openings on historic structures is encouraged on all building facades.
- H. Replacement doors and windows on a historic building should maintain the historic character of the building by matching the original material, proportions, design, etc.
- I. Artificial stone, brick veneer, or vinyl / aluminum products applied over masonry surfaces is discouraged.
- J. Architectural details should not be obscured or covered up by siding, **awnings** or signage.

## Chris Tollaksen

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**From:** Stephen Tremlett [stremlett@msa-ps.com]  
**Sent:** Friday, March 11, 2016 10:13 AM  
**To:** Chris Tollaksen  
**Subject:** RE: Downtown Standards - Final Draft  
**Attachments:** WI Dells\_Design Standards\_draft\_Materials\_Alternative2.pdf

Yes, true. However, I thought about the use of the word “accent” on the use of metal siding/panels on areas viewable from Broadway Avenue and the river/riverfront (Standard 4 on page 32). See below for a detailed discussion related to this topic. Please pass this along to the DRC. Sorry that I didn’t consider this prior to sending it out last night.

As it is currently worded it is up for interpretation on how much of the material can be used on a building. I think the example images in the left side bar helps to suggest the best way to use the material; however, attached is a revised page suggesting a maximum of 25% for Standard 4. Standards 5-6 have been altered to better explain the materials use in context to location and on facades outside of those restricted areas listed in Standard 4. The benefit of the way it is written now is it allows the designer to be creative and allows DRC to interpret the word “accent” material dependent on how it being used in the façade design. This alternative language/standards (attached PDF) makes it bit more concrete on what is allowed with exception that one could possible go after a waiver if its use (beyond 25%) is determined to still meet the intent of the standard. That is why I left the statement “(i.e., use as an accent material)” in Standard 4. In essence, the alternative version (attached PDF) makes the applicant (vs. DRC) make a decision on if “accent” could be more than 25% of the building, and due to the waiver process would put the façade design under more scrutiny by the decision makers. That being said, you could also consider not allowing its use at all for areas listed in Standard 4. The decision is yours!



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

MSA Professional Services, Inc.

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**From:** Chris Tollaksen [<mailto:ctollaksen@dellscitygov.com>]  
**Sent:** Thursday, March 10, 2016 5:54 PM  
**To:** Stephen Tremlett  
**Subject:** RE: Downtown Standards - Final Draft

Thanks.  
A day early to boot.

-Chris

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**From:** Stephen Tremlett [<mailto:stremlett@msa-ps.com>]  
**Sent:** Thursday, March 10, 2016 5:53 PM  
**To:** Chris Tollaksen  
**Subject:** Downtown Standards - Final Draft

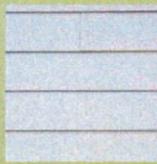
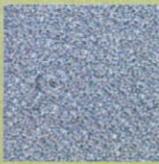
Chris,

Attached is the final draft of the Downtown Design Standards, as well as an explanation of the changes since our last DRC meeting. Unless notified, I do not plan to attend this meeting; however, I will be available to answer any questions DRC members may have prior to the meeting.

# Colors & Materials

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

BUILDING DESIGN



**NOT PERMITTED**  
(from top left to bottom right): aggregate material, vinyl siding, manufactured stone veneer, and polished stone.



**NOT PERMITTED** The above materials are not permitted as the primary building material on facades facing Broadway Avenue, cross streets of Broadway (up to alley) or river/riverwalk (from left to right): *corrugated metal, ribbed metal* and other panelized metal products.



**APPROPRIATE**

Use of metal products as an accent material above the base of the building is allowed; however, use as a primary facade material is prohibited.



**NOT PERMITTED**



**APPROPRIATE** Example of preferred colors for the primary facade, meeting Recommendation "A".

## Standards

1. Day-glo or fluorescent colors are **prohibited**.
2. Bright colors are **prohibited** for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
3. **Prohibited** building materials include gravel aggregate materials, vinyl siding, **manufactured stone veneer**, and polished stone.
4. **Metal panel/siding systems** (e.g., *corrugated/ribbed panels*) and other panelized products **shall not** cover more than twenty-five (25) percent (i.e., use as an accent building material) on facades along Broadway Avenue, on cross streets to Broadway Avenue up to mid-block alley, or facing the river/riverwalk.
5. Excluding areas restricted in **Standard 4**, metal panel/siding systems and other panelized products **shall not** cover more than fifty (50) percent of the facade.
6. **EIFS, metal panel/siding systems** and other panelized products are **prohibited** at the base of the building where susceptible to damage (a minimum of three (3) feet above grade).
7. A picture and a sample of each exterior material and a facade illustration that indicates colors and materials **shall** be submitted with the Design Checklist.

## Recommendations

- A. Muted tones are **preferred** for the primary facade color, such as the color palettes shown on the left.
- B. **Preferred** exterior finish materials include kiln-fired brick, terra cotta, wood siding / details, fiber cement siding, **engineered wood** siding (e.g., LP smartside, TruWood), and high-quality natural cut stone or brick veneer.
- C. Where allowed, metal siding/panels are **encouraged** to be horizontally-oriented and use panels with deep/mega rib spacing (e.g., 7.2 panel) with a concealed fasteners system.
- D. **EIFS** is **discouraged** as a principle facade material.

## Current Sidewalk Café Zoning definition and standards

### Definition as Temporary Use

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

#### 19.907 Sidewalk café

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

- 20.13 Outdoor commercial food and beverage service An outdoor area located on the same lot as a restaurant or drinking establishment where customers can consume food and drink.
- 20.135 Small Scale Outdoor Commercial food and beverage service. An outdoor area LESS THAN 1500 sq. feet serving LESS than 50 persons located on the same lot as a restaurant or drinking establishment where customers can consume food and drink.

#### 19.811 (A) Outdoor commercial food and beverage service

(1) Approval. Any proposed sidewalk café must be approved by the Design Review Committee prior to the use commencing.

- (2) Outdoor commercial food and beverage service is an accessory use on privately owned real estate subject to the following guidelines. 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.
- (a) **Maximum size of service area.** The size of the outdoor service area shall not be more than 50 percent of the floor area of the restaurant or tavern.
  - (b) **Location of service area.** The outdoor service area shall be located on the same parcel as the restaurant or tavern or on an adjoining parcel. The outdoor service area shall not be located within any public right of way or within any required landscape area, bufferyard, or front, side, or rear yard setback.
  - (c) **Special restrictions when adjacent to residentially-zoned parcel.** If the outdoor service area is adjacent to a residentially zoned parcel, the following restrictions apply:
    - (i) Alcoholic beverages. Alcoholic beverages may only be served with a meal.
    - (ii) Hours of use. No person may occupy the outdoor service area after 9:30 PM.
  - (d) **Consistency with state liquor license.** No alcoholic beverages shall be served or consumed within the outdoor service area unless the liquor, beer, or wine license, whichever is applicable, as issued by the state of Wisconsin, explicitly states that consumption is permitted within the outdoor service area.
  - (e) **Restroom requirements.** The restroom facilities in the restaurant or tavern shall be of sufficient capacity to serve both the indoor and outdoor patrons. Temporary toilet facilities are not be permitted.
- (3) The Design Review Committee Planning Commission may, upon application, approve deviations from sec. (2) guidelines except there shall be no exception from sub sec. (2)(e). A deviation shall be accompanied by a finding that it is not inconsistent with the spirit and intent of this section.

#### 19.811(B) Small Scale, outdoor commercial food and beverage service

(1) Approval. Any proposed sidewalk café must be approved by the Design Review Committee prior to the use commencing.

- (2) Small scale, outdoor commercial food and beverage service is an accessory use on privately owned real estate subject to the following guidelines. The City of Wisconsin Dells has determined that such service can create a enjoyable atmosphere for visitors to Wisconsin Dells that would serve as a benefit to for the community, provided that such service is planned and managed properly.
- (a) **Maximum size of service area.** The size of the outdoor service area shall not be more than 1500 FT<sup>2</sup>. The maximum capacity of the outdoor area shall be 50 persons. Any service area that exceeds this maximum shall be considered a standard Outdoor commercial food and beverage service and require a full CUP.
  - (b) **Location of service area.** The outdoor service area shall be located on the same parcel as the restaurant or tavern or on an adjoining parcel. The outdoor service area shall not be located within any public right of way or within any required landscape area, buffer yard, or front, side, or rear yard setback. The Plan Commission may require setbacks as they see fit.
  - (c) **Special restrictions when adjacent to residentially-zoned parcel.** If the outdoor service area is adjacent to a residentially zoned parcel, the following restrictions apply:
    - i. Alcoholic beverages. Alcoholic beverages may only be served with a meal.
    - ii. Hours of use. No person may occupy the outdoor service area after 9:30 PM.
  - (d) **Consistency with state liquor license.** No alcoholic beverages shall be served or consumed within the outdoor service area unless the liquor, beer, or wine license, whichever is applicable, as issued by the state of Wisconsin, explicitly states that consumption is permitted within the outdoor service area.
  - (e) **Entrance to service area if alcoholic beverages are served.** If alcoholic beverages are served, the entrance or entrances to the outdoor service area shall be exclusively through the restaurant or tavern, and a barrier such as a rope or fence shall be erected to prevent entry to the outdoor service area by any other means.
  - (f) **Restroom requirements.** The restroom facilities in the restaurant or tavern shall be of sufficient capacity to serve both the indoor and outdoor patrons. Temporary toilet facilities are not be permitted.
- (3) The Planning Commission-Design Review Committee may, upon application, approve deviations from the sec. (2) guidelines except there shall be no exception from sub sec. (2)(a) OR (2)(f). A deviation shall be accompanied by a finding that it is not inconsistent with the spirit and intent of this section.