



# Certificate of Appropriateness

CERTIFICATE OF APPROPRIATENESS

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

Address of Property:

126 Broadway Wisconsin Dells, WI 53965

Property Owner Name:

Mason Rudarmel

Property Owner Address:

S3444 Fox Hill Rd

Baraboo, WI 53913

Street

Municipality

State

Property Owner Phone Number: (Home/Mobile):

8018288327

Have you reviewed the Downtown Wisconsin Dells Design Standards?

Yes

No

Is the structure more than 50 years old?

Yes

No

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

New Construction

Siding

Signage

Building Addition

Landscaping / Fencing

Exterior Lighting

Façade Restoration

Parking / Rear Access

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

Awning/Canopy/Shutters

Doors, Windows, & Entrances

Roofing

Exterior Painting

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

I'll be applying vinyl signage to 4 of my windows.



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

**Please submit the following information:**

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

Estimated total cost/budget for proposed project: **\$900**

Do you have any questions or concerns? **No.**

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

Signed: Mason Rudarmel Date: 4/7/2016

Property Owner

FOR OFFICE USE ONLY

Application Number: 5-2016

Received By: CT

Date of Meeting: 4/13/16

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

Date Received: 4/8/16

Conditions of Approval or Reasons for Denial:

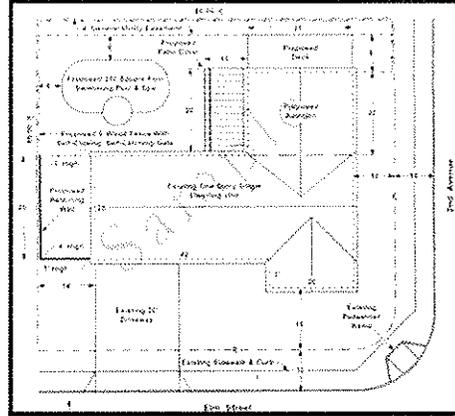
# Signage Design Checklist

## Instructions

If a section of these standards does not apply to the proposed project (e.g. parking standards for a facade renovation project) the entire section can be skipped by checking the "does not apply" box  NA. If any part of a section does apply, please fill out the entire section with checks for completed standards and cross outs  for any that do not apply.

The following items shall be submitted for review (unless the Zoning Administrator determines that they are not needed because of the project is limited in scope):

- Certificate of Appropriateness Application
- Design Standards Checklist
- Site Plan (see page 3)
- Building Elevation
- Color / Material Swatches



Sample Site Plan  
(Information provided dependent on permit requested)



Sample Elevation

DESIGN STANDARDS CHECKLIST

Applicant  
Staff / ZA  
DRC

## SIGNAGE DESIGN - GENERAL

### SIGN ORIENTATION, PLACEMENT & MASSING

NA

Comments (office use only):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

1. Signs are placed to fit in with the building's overall architecture composition and does not compete with its architectural features, especially on historic facades.

2. Placement of signs does not obscure window or doorways, including door, glass panes and corresponding trim and supports.

3. Placement of signs do not significantly obscure the building's architecture features.

# Signage Design Checklist

	Applicant	Staff / ZA	DRC	
<p>1. On masonry buildings, signage will be mounted through the mortar joints, not in the masonry itself.</p> <p>2. The sign installation method does not obscure window or doorways, including door, glass panes, and corresponding trim and supports.</p> <p>3. The sign installation method does not significantly obscure the building's architectural features.</p>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p><b>SIGN INSTALLATION</b></p> <p style="text-align: right;"><input type="checkbox"/> NA</p> <p>Comments (office use only):</p> <hr/> <hr/>
<p>1. Awnings are not internally illuminated.</p> <p>2. High-lumen exterior lamps: 1) are located and shielded to prevent the casting of direct light or glare on adjacent roadways or properties; and 2) do not interfere significantly with the sign or sign bracket.</p> <p>3. All sign lighting is securely and permanently affixed to prevent movement.</p> <p>4. If a wall or <b>projecting sign</b> is internally illuminated, the background is opaque and only the lettering/symbols are illuminated.</p> <p>5. Any blade sign is not internally illuminated.</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p><b>SIGN LIGHTING</b></p> <p style="text-align: right;"><input checked="" type="checkbox"/> NA</p> <p>Comments (office use only):</p> <hr/> <hr/>
<p>1. Sign materials are durable and easy to maintain.</p> <p>2. The sign style, colors and materials complement the character of the building and other signage.</p> <p>3. Sign substrate is either MDO, Aluminum, or Aluminate. If acrylic material is used, it simulates metal or wood.</p> <p>4. No highly reflective material is used.</p> <p>5. The color tones between a sign's lettering/symbols and background have sufficient contrast to make the sign clearly legible.</p> <p>6. The main lettering and predominant background are not fluorescent.</p>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p><b>SIGN MATERIALS, COLORS &amp; LETTERING</b></p> <p style="text-align: right;"><input type="checkbox"/> NA</p> <p>Comments (office use only):</p> <hr/> <hr/>

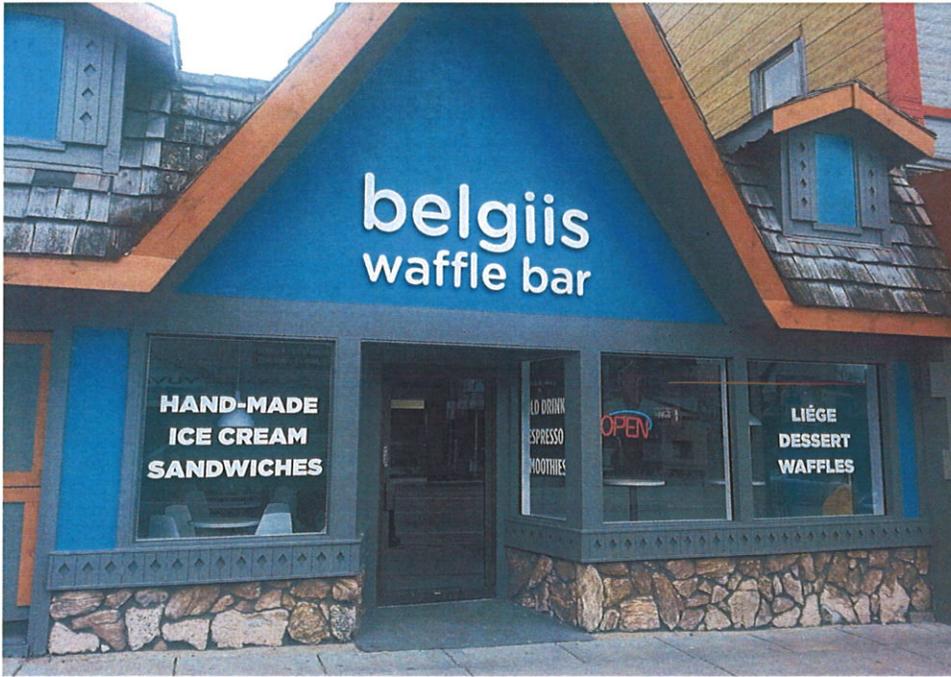
DESIGN STANDARDS CHECKLIST

# Signage Design Checklist

DESIGN STANDARDS CHECKLIST

	Applicant	Staff / ZA	DRC	
<b>WINDOW SIGN</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>1. Signage, excluding product display, does not cover more than 25% of each <b>storefront display window/door area</b> (generally between 2-7 feet from grade).</p> <p>2. All <b>window signage</b>, including interior signage and product display within 3-ft of the panes of glass, does not cover more than 50% of each <b>storefront display window/door area</b>.</p> <p>3. Sign lettering and images are created from high-quality materials such as paint, gold-leaf, etching, vinyl or neon.</p> <p>4. There is no neon cabinet/canister and flashing neon signs. Exposed neon lettering/script is allowed.</p>
<input type="checkbox"/> NA	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Comments (office use only):	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>PORTABLE SIGN</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>1. One <b>portable sign</b> is planned per business that has obtained a state-issued <b>food license</b>.</p> <p>2. The total area of the <b>portable sign</b> does not exceed 6 sq.ft., inclusive of border and trim.</p> <p>3. Any <b>sandwich board</b> is no taller than 3 feet and no <b>pedestal sign</b> is taller than 4 feet.</p> <p>4. <b>Portable signs</b> are constructed of durable materials, such as wood and metal.</p> <p>5. <b>Portable signs</b> are not illuminated or contain moving parts.</p> <p>6. Excluding chalkboard signs, all <b>portable sign</b> graphics are professionally painted or applied.</p> <p>7. <b>Portable signs</b> are braced and/or secured to prevent motion using components that complement the sign's design, materials and colors.</p> <p>8. <b>Portable signs</b> are located within 10-ft of business entrance, but not placed to interfere w/ pedestrian ingress and egress.</p> <p>9. <b>Pedestal signs</b> are not placed in the public R.O.W.</p> <p>10. <b>Portable signs</b> meet the additional requirements in the Municipal Sign Ordinance (Sec. 22.09(8)).</p>
<input checked="" type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Comments (office use only):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	





ITEM 3b :  
4

Sugar Free  
Varieties

ESPRESSO  
CAPPUCCINO

Freshly Dipped  
Strawberries

*Freshly Dipped*  
Chocolate Covered Strawberries  
While they last!

Freshly Made  
Saltwater Taffy  
BACON  
Flavor



**Chris Tollaksen**

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**From:** Todd Frawley [t.frawley@adcidesign.com]  
**Sent:** Friday, April 08, 2016 12:21 PM  
**To:** Chris Tollaksen  
**Subject:** goody goody gum drop- proposed addition  
**Attachments:** A1.1 FIRST FLOOR DEMO & NEW WORK PLANS, ELEVATIONS, & SECTIONS.pdf; Goody Goody Site Map.pdf

Hello Chris. Attached is a schematic plan for a proposed addition to Goody Goody Gum Drop. Can you please take a look and let me know your thoughts on the city's review process needed for this project. And if it does need to go before the design review committee do you have an idea of timeframe when we could do that? The architectural style and all materials will match that of the current building. If you have any questions or would like to discuss feel free to email or call me at 608-254-6181 x224 at your convenience. Appreciate your time and assistance.

Thanks!!



Todd J. Frawley, PE  
Designer  
Architectural Design Consultants, Inc.  
[t.frawley@adcidesign.com](mailto:t.frawley@adcidesign.com)  
608-254-6181

Visit our redesigned website:  
[www.adcidesign.com](http://www.adcidesign.com)



PROPOSED 5' x 23'  
ADDITION UNDER  
EXISTING AWNING

Elm St

Elm St

Elm St

Elm St

Broadway

Elm St

Giftopia  
Goody Goody  
Gum Drop Candy

Candy Corner

Eagle Wing

ATM  
ATM (Broadway  
Mobil & Travel Mart)

Point Blank Tattoo

Famous Dave's  
Bar-B-Que  
Dells Mining

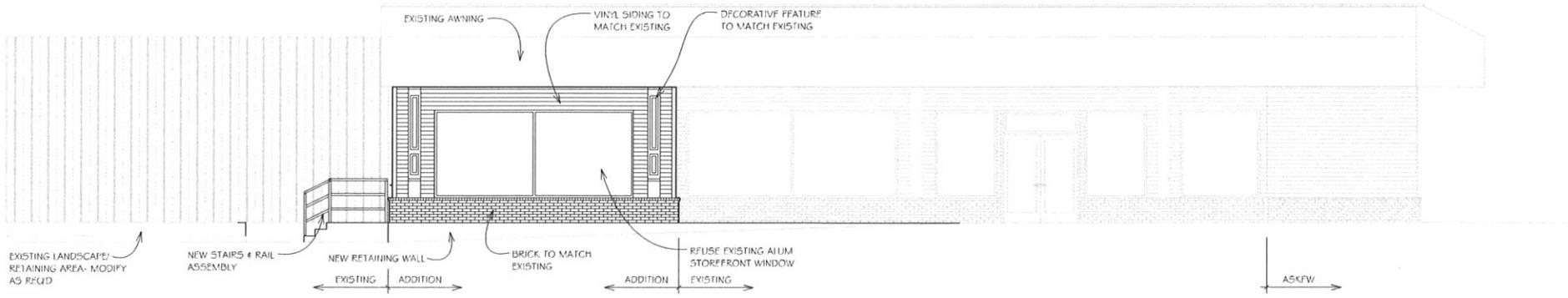
23

16

13

23

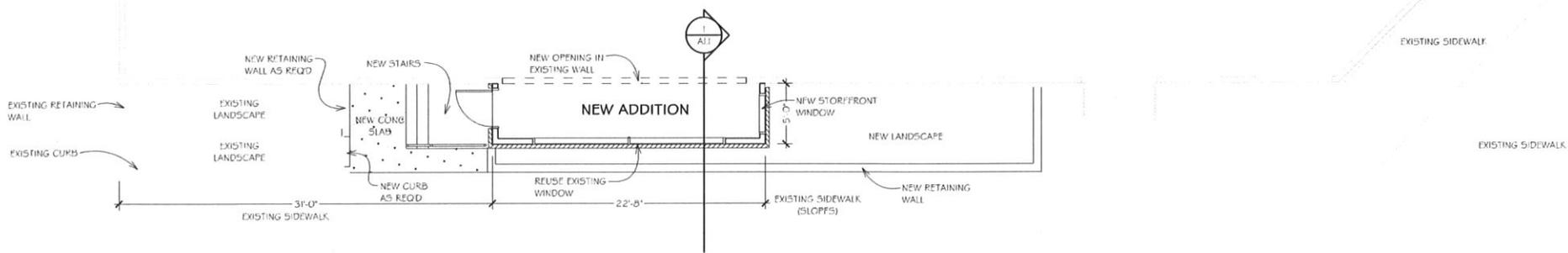




# ELEVATION B

SCALE: 1/8" = 1'-0"

EXISTING RETAIL



# FIRST FLOOR NEW WORK PLAN

SCALE: 1/8" = 1'-0"





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Google earth





Google earth



- (11) Any signs that are of such intensity or brilliance as to cause glare or impair the vision of any motorist, cyclist, or pedestrian using or entering a public way, or that are a hazard or a nuisance to occupants of any property because of glare or other characteristics.
- (12) Any signs erected or maintained upon trees or utility poles, or painted or drawn upon rocks or other natural features.
- (13) Any interior signs visible from the public right-of-way which advertise or promote off-premises goods, services or businesses; and which feature a video display.
- (14) Obsolete or abandoned signs (see Code Sec. 22.02) that are not lawful nonconforming signs.

### Section 22.07 Super Graphics (Murals)

Super graphic (also known as murals) shall be allowed only with a conditional use permit per the requirements of this section. Any part of a super graphic incorporating letters, words or numbers advertising the business being conducted on the premise will be treated as a sign and shall meet the wall sign requirements in Code sec. 22.09 and Code sec. 22.10.

- (1) **Application.** An application for a Super Graphic shall be submitted to the Zoning Administrator and in addition to the information provided pursuant to Code sec. 22.03.
- (2) **Process.** The Design Review Committee shall make a recommendation to the Common Council who shall then approve or reject the proposed Super Graphic. Within thirty (30) days after denial of a super graphic application by the Common Council, an appeal or request for variance may be filed with the Board of Appeals pursuant to Ord. sections. 1.04(2) and Chapter 19 Article 3 Division 2 (19.220-19.239).
- (3) **Standard of Review.** The Design Review Committee and City Common Council may attach to its approval of a sign application any conditions which in its judgment are necessary to carry out the purposes and intent of the standards listed below. In reviewing the application, the Design Review Committee and City Common Council shall determine whether or not the proposed Super Graphic does the following:
  - (a) harmonizes with the structure(s) on the parcel on which it is to be painted;
  - (b) is suitable and appropriate to the neighborhood;
  - (c) is well-designed and pleasing in appearance;
  - (d) does not constitute a nuisance to the occupants of adjacent or contiguous property as determined by the Zoning Administrator or the Design Review Committee; and,
  - (e) does not constitute a traffic and safety hazard (i.e. it is not distracting, or is not considered indecent or otherwise offensive to public morals).
- (4) **Maintenance.** The Design Review Committee may also require annual maintenance inspections of the super graphic by the building inspector, and revoke any permit issued if a graphic design is not maintained. No sign application for a super graphic shall be required to repaint any super graphic exactly as it previously existed, pursuant to a previously approved graphic design permit.

# Wisconsin Dells Café Zone Furniture

Wisconsin Dells, Wisconsin  
March 8, 2016



Landscape Forms: Black, Silver or Metallic Chairs



River Arts Colored Market umbrellas



Landscape Forms: Chipman Chair (stacks)



Landscape Forms: Black or Silver Tables



id metalco: Bench



Custom square corten steel tree grates with River Arts District logo (pattern and design TBD, by others)



# DISTRICT BLOCK COLOR PROGRAM



Rod: PMS 7590c  
  
SUNBRELLA COLOR  
Rust

Light Green: PMS 398c  
  
SUNBRELLA COLOR  
Ginkgo

Light Aqua: PMS 639c  
  
SUNBRELLA COLOR  
Persian Green

Orange: PMS 138c  
  
SUNBRELLA COLOR  
Pumpkin

Green: PMS 575c  
  
SUNBRELLA COLOR  
Palm

Light blue: PMS 770c  
  
SUNBRELLA COLOR  
Aruba

Dark blue: PMS 7463c  
  
SUNBRELLA COLOR  
Marine Blue

SCALE: 1" = 1'