

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE - Revised
 Date: WEDNESDAY, September 30, 2015 Time: 10:00AM Location: MUNICIPAL BUILDING -300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS	
ALDER MOR - CHAIR	BEN BORCHER
DAN GAVINSKI	MARIA ROSHOLT
JACQUELINE MORSE	
AGENDA	
1	Call to order and attendance
2	Discussion / Decision of the September 16 Meeting Minutes
3	Discussion / Decision of Purpose of Design Review Committee (DRC) a. Sample design standard intent/purposes b. Approval flow of Design Review Committee i. Administrative Appeal – Direct to Board of Appeals ii. Enforcement
4	Discussion / Decision DRC Path Forward
5	Discussion / Decision on MSA consulting contract. a. Sample Signage Design Standards
6	Discussion / Decision on Signage Design Standards a. Sign recommendations from Brooks Report b. Proposed changes to City Sign Ordinance
7	Discussion / Decision on Waffle Bar remodel
8	Chair items and discussion
9	Items for referral to future meeting
10	Set date and time of future meeting
11	Adjournment
<p>Open Meetings Notice: If this meeting is attended by one or more members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board or committee under the Wisconsin Open Meetings Law; However, no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this meeting notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities.</p>	
CHAIRPERSON – DAR MOR	
DISTRIBUTED SEPTEMBER 25, 2015	

GATLINBURG, TN

Introduction

These design guidelines have been developed by the city of Gatlinburg, in conjunction with the Clemson University Master of Real Estate Development program. They have been created to assist developers, builders, and architects to design buildings that will reinforce Gatlinburg's mountain village aesthetic. They will also contribute to making the main commercial corridor an excellent pedestrian environment for visitors, residents, and local merchants. While the guidelines are advisory rather than mandatory, following them is strongly encouraged.

Purpose

The guidelines were developed to preserve and enhance the unique architectural character of Gatlinburg's main commercial corridor. This character is critical for the long-term health of the tourist economy because it creates the sense of place that makes Gatlinburg special. The guidelines encourage a respect for history and regional character, while leaving room for creative design and adaptation to changing circumstances.

The design guidelines encourage multiple features that will make walking through the commercial corridor a pleasant and visually interesting experience. For example, eaves and overhangs provide shade from the summer sun. Shake shingles and stacked stone provide the color, texture, and historic reference that are missing when metal siding is used. Buildings with attractive windows and doors engage the street and sidewalk, enticing visitors to stroll, linger, and

explore the many businesses in the downtown area.

Unlike many tourist destinations, Gatlinburg's commercial corridor remains a pedestrian oriented place, where people park their cars and then access individual businesses on foot. This means that buildings must be designed with attention to the details that are noticed by pedestrians, including building materials, textures, colors, windows and doors, arcades and balconies, courtyards and squares, roof massing, and the articulation of building facades. Careful treatment of these elements will ensure that visitors have a positive experience and return year after year.

How to Use the Guidelines

The architectural guidelines are organized according to four features:

- Building and Site
- Exterior Walls
- Roofs
- Lighting and Signage

The City has identified each of these architectural features as being essential elements in creating a positive streetscape. Each of these features then has four primary characteristics:

- Materials
- Profiles, Articulation, and Configuration
- Application
- Color

The guidelines specify the preferred design characteristics for each architectural feature, with reinforcement of the mountain village aesthetic as an overarching goal. Photographs and

Design District

Intent

The Mauston Downtown Design District is intended to encompass commercial and civic properties in the downtown area. The district includes historic structures that should be preserved and non-historic structures and uses that are candidates for redevelopment. "Historic" is a subjective designation not necessarily requiring official designation on a state or federal registry. All building or site improvement activities normally requiring a permit must conform to the standards defined herein.



Final

August 2007



CITY OF SANDUSKY DOWNTOWN DESIGN COMMITTEE

Downtown Sandusky Design Review Guidelines

Design Guidelines Philosophy

These Guidelines are intended to provide additional guidance to historic building owners and building managers, preservation consultants, architects, contractors and project reviewers who may be doing exterior work on a structure in the Downtown Sandusky Design Review District. Through the Secretary of the Interior's Standards and these guidelines, a variety of Sandusky's historic and architectural resources will be protected and enhanced.



Why is it important to preserve Sandusky's historic resources? To many people, the desire to preserve comes from a simple need to retain links with the past. While libraries and museums hold countless treasures of the past for the curious visitor, buildings, sites and other structures are among the most important and readily accessible parts of our past. The arrangement, size, shape and form of buildings, spaces and structures give cities like Sandusky their identity. Once lost, the unique identity of a city and its surrounding area is irretrievable.

Preservation benefits the entire community as well. Investment in buildings is encouraged and guided by the technical advice of the Design Review Committee. By retaining and enhancing Sandusky's older architecture, the community is recognizing the achievements of Sandusky's past while making these buildings useful for the future. This, in turn, can be translated into economic growth because of renewed community pride and enthusiasm in the City's character and historical significance.

Another justification for preservation is the "bottom line". While historic windows, doors, sidings and porches have, by their continued existence, shown that if properly maintained they will last, many modern replacement components are designed to last no more than 15-30 years. Therefore, if new materials are being considered, the cost of their eventual replacement has to be evaluated as well as added to the cost of the rehabilitation project.



OVER-ARCHING DESIGN PRINCIPLE

This collection of guidelines and standards is aimed at encouraging a wide diversity in design, with an emphasis on the richness of activities, details, furnishings and materials at the street level. The entirety of these standards shall be addressed in order to streamline design review.

None of the design elements recited in these guidelines are intended to deter or prevent the construction of buildings that utilize or exemplify green building or low impact development standards. Such standards are encouraged.

In addition to these guidelines, new development in the Core District must address the General Guidelines for the Mixed Use Town Center and the Guidelines for Commercial and Mixed Use Projects, both contained in Bainbridge Island Municipal Code Chapter 18.40.

Guidelines

STREETSCAPE DESIGN

1. Pedestrian Connections
2. Sidewalk Areas
3. Street Trees

PUBLIC SPACE

1. Plazas and Courtyards
2. Designated Intersections

BUILDING DESIGN

- A.1-4. Massing and Articulation
- B.1-5. Street Level Elements
- C.1-3. Upper Level Stepbacks
- D.1-2. Treatment of Blank Walls
- E.1-3. Roof Edge

PARKING DESIGN

- A.1. Lot Location/Screening
- B.1-2. Structures

Design review process

1. Signs
 - a. Owner submits rendering of proposed sign to Sign Inspector
 - i. Sign Inspector notifies DRC Chair of proposed sign change
 - ii. DRC Chair schedules DRC meeting
 - iii. DRC Reviews proposed sign
 - b. DRC Approves sign
 - i. Sign Inspector proceeds with approval process
 - c. DRC Rejects sign
 - i. Sign Inspector notifies owner not to proceed
 1. Owner submits new design or does not modify sign (maintenance needed?)
 2. Owner desires appeal of Design Review
 - a. Owner applies to Board of Appeals for "Administrative Review"
 - b. OTHER OPTIONS
2. Existing building project
 - a. Owner submits rendering of proposed change to Zoning Administrator
 - i. Zoning Administrator notifies DRC Chair of proposed sign change
 - ii. DRC Chair schedules DRC meeting
 - iii. DRC Reviews proposed change
 - b. DRC Approves change
 - a. Zoning Administrator proceeds with approval process
 - c. DRC Rejects change
 - i. Zoning Administrator notifies owner not to proceed
 1. Owner submits new design or does not make change (maintenance needed?)
 2. Owner desires appeal of Design Review
 - a. Owner applies to Board of Appeals for "Administrative Review"
 - b. OTHER OPTIONS??
3. New Building project
 - a. Owner submits rendering of project to Zoning Administrator
 - i. Zoning Administrator notifies DRC Chair of project
 - ii. DRC Chair schedules DRC meeting
 - iii. DRC Reviews project
 - b. DRC Approves change
 - a. Zoning Administrator includes DRC recommendation in Staff report to Plan Commission
 - b. Plan Commission makes recommendation to Council
 - c. Council approves or denies project (supermajority if counter to Plan recommendation)
 - c. DRC Rejects change
 - i. Zoning Administrator notifies owner of DRC rejection
 1. Owner submits new design or withdraws project
 2. Owner desires appeal of Design Review
 - a. Owner takes project to Plan Commission with DRC recommendation to deny.
 - b. Plan Commission makes recommendation to Council
 - c. Council approves or denies project (supermajority if counter to Plan recommendation)
4. Owner makes change without DRC approval
 - a. Zoning Administrator takes change to DRC
 - b. DRC Approves change
 - i. Zoning Administrator notifies owner of DRC requirement and approval
 - c. DRC Rejects change
 - i. Zoning Administrator shall follow standard Zoning Enforcement per code.

**Division 15
ENFORCEMENT**

Sections:

19.540	Legislative findings	19.544	Notice of violation
19.541	Authority for enforcement	19.546	Special provisions related to regulated land uses in the wellhead protection overlay district
19.542	Actions constituting violation		
19.543	Enforcement procedure	19.547	Other remedies
19.545	Stop work order	19.548	Penalties

19.540 Legislative findings

The common council makes the following findings:

- (a) State law gives the city certain authority to ensure compliance with this code.
- (b) The city reserves all rights and remedies provided by state and federal law to ensure compliance.

19.541 Authority for enforcement

According to sec. 62.23 (7)(f), Wis. Stats., the city has the authority to enforce the provisions of this code.

19.542 Actions constituting a violation

Each separate action that is not in full compliance with this code or with the conditions of an issued permit or similar approval shall constitute a separate and distinct violation.

19.543 Enforcement procedure

- (1) **Investigation.** After observing or receiving a complaint of an alleged violation, the zoning administrator shall investigate to determine if in fact a violation does exist.
- (2) **Notification of compliance.** If the administrator determines that a violation does not exist, he shall notify the complainant explaining the finding.
- (3) **Notification of violation.** If the administrator determines that a violation does exist, the zoning administrator, in consultation with the city attorney, shall send a written notice as described herein to the property owner.
- (4) **Issuance of stop work order.** If the violation involves construction or any land development activity and continues after the date established in the notice, the zoning administrator shall:
 - (a) send a stop work order, as described in this part, by certified mail to the property owner or deliver it in person to the property owner, contractor, builder, or any other person engaged in work covered by the order; and
 - (b) post a stop work order in a prominent location on the site.
- (5) **Lifting of stop work order.** Upon substantial evidence that the violation has been removed or otherwise corrected, the administrator shall lift the stop work order.
- (6) **Initiation of court action.** If work does not immediately cease on the premises, except to ensure compliance, or if the violation is not remedied within 30 days of the stop work order, the administrator shall work with the city attorney to initiate court action as provided by in this part and as allowed by state law.

19.544 Notice of violation

- (1) **Content.** The notice of violation shall include the following:
 - (a) a description of the violation;
 - (b) the section(s) of the code being violated;
 - (c) a statement describing the measures that would remedy the violation;
 - (d) the date by which the violation must be remedied and when a stop work order shall be issued if the violation is not remedied; and
 - (e) information concerning penalties for continued non-compliance.
- (2) **Effect of violation notice.** Once a violation notice has been issued pursuant to this part:
 - (a) All construction or any land development activity directly related to the violation, except that which is done to ensure compliance, shall cease. All other work that is in compliance may continue.

- (b) The city may not issue any other permits or approvals for any development on the premises that is directly related to the violation.

19.545 Stop work order

- (1) **Content.** The stop work order shall include the following:
 - (a) a description of the violation;
 - (b) the section(s) of the code being violated;
 - (c) a statement describing the measures that would remedy the violation;
 - (d) a statement that all work on the premises must cease immediately, until the zoning administrator rescinds the stop work order; and
 - (e) information concerning penalties for continued non-compliance.
- (2) **Effect of stop work order.** Once a stop work order has been issued pursuant to this part:
 - (a) all work on the premises shall cease until such time as it is lifted; and
 - (b) the city may not issue any other permits or approvals for any development on the premises until such time as the order has been lifted.

19.546 Special provisions related to regulated land uses in the wellhead protection overlay district

- (1) **Inspections.** Subject to applicable provisions of law, the city building inspector, city engineer, city planner, or other authorized agent of the city shall be permitted to enter private property at any reasonable time, with reasonable cause or with prior notification, for such purposes as inspection, observation, measurement, sampling, and records examination pertaining to the requirements of the wellhead protection overlay district. Upon request of the entity which is the subject of the inspection, and if permitted by the state public records requirements, information obtained as a result of the inspection shall be maintained as confidential. If the owner or tenant does not consent to the entry of the appointed individual for the above stated purposes, the city may apply to a court of competent jurisdiction for an appropriate warrant or other authority to enter said property.
- (2) **Cleanup costs.** As a substitute for, and in addition to any other action, the city may commence legal action against both the person who releases the contaminants and the owner of the facility whereupon the contaminants were released to recover the costs, together with the costs of prosecution. Any person who causes the release of any contaminants which may endanger or contaminate the municipal water supply system associated with a wellhead protection overlay district shall immediately cease such discharge and immediately initiate clean up satisfactory to the city and the other state and federal regulatory agencies. The person who releases such contaminants and the person who owns the facility whereon the contaminants have been released shall be jointly and severally responsible for the cost of cleanup, consultant, or other contractor fees, including all administrative costs for oversight, review, and documentation, including wages for city employees, equipment, and mileage.

19.547 Other remedies

The city or any aggrieved person may apply to a court of competent jurisdiction for temporary and/or permanent injunctive relief to enjoin and restrain any person violating a provision of this code and exercise all other rights and remedies provided by law or in equity.

19.548 Penalties

Any person who violates this code shall be deemed guilty of a misdemeanor, and upon conviction forfeit not less than \$10 or more than \$500 per violation, along with the costs of prosecution, imprisonment in the county jail for not more than 6 months, or both. Each and every day the violation continues shall constitute a separate offense. (See sec. 62.23 (8), Wis. Stats.)

19.549 to 19.599

reserved

Design Review Path Forward

1. Lift Downtown Sign Moratorium
 - a. Update Sign code to minimum standards – Objective
 - i. Ordinance change requires two (2) readings at Council
 - b. Create Sign Design Standards – Subjective
 - i. Preliminary
 - ii. Adopted by Council per resolution (one reading)
2. Create Downtown Architectural Standards
 - a. Use ZebraDog Examples preliminarily for immediate review.
 - b. Final standards adopted by Council per resolution
3. Address existing issues
 - a. Release CDA Façade improvement funds if project complies with standards
 - b. Prioritize locations that need improvement

Streetscape Enhancements



Streetscape Enhancements



Restore
Architectural
Details

Restore
Second-story
windows

Shallow
Textile
Awnings

ZEBRADOG

Streetscape Enhancements



Streetscape Enhancements

Restore
Second-story
windows

Restore
Architectural
Details



Shallow
Textile
Awnings

ZEBRADOG

Streetscape Enhancements



ZEBRADOG

Streetscape Enhancements

Restore
Second-
story
windows



Restore
Historical
Facade

Shallow
Textile
Awnings

ZEBRADOG

Streetscape Enhancements



ZEBRADOG

Streetscape Enhancements



ZEBRADOG

Streetscape Enhancements



ZEBRADOG

Streetscape Enhancements

Blade Signs

Shallow
Textile Awnings



ZEBRADOOG

Signage

Intent

To promote effective and attractive signage that complements the building's architectural character and reflects the pedestrian scale of the district.

Examples

Examples of preferred signage (window, awning, wall, & projecting); appropriate signage (monument & neon-interior usage); and prohibited signage (back-lit, neon, pylon & roof).

The projecting sign provides an example of a sign illuminated from above.



Window Sign



Awning & Wall Signs



Projecting Sign



Monument Sign



Neon (interior usage) Sign



Back-lit, Pylon Sign



Large Neon, Roof Sign

Recommendations

- Preferred sign types include: building mounted facing the street, window, projecting and awning.
- Signage should be integrated with the architectural concept of the development in scale, detailing, use of color and materials, and placement. Creative, detailed, artistic and unique signage is encouraged.

Standards

1. All signs **shall** conform to the design and maintenance requirements of the City's Sign Ordinance (Chapter 22: Article 8) and a sign permit must be acquired.
2. **Prohibited** sign types include: roof-mounted, back-lit, pylon, neon (excludes interior usage), and billboard signs.
3. Free-standing signs, if used, **shall** utilize monument-style design, and shall extend no higher than six (6) feet above the mean street grade.
4. Any exterior lights **shall** be mounted above the sign and directed downwards. This standard applies to all signs, including free-standing monument signs.

Gatlinburg Commercial Corridor
Lighting and Signage

COLOR

Exterior color composition should be in keeping with the natural environment, consistent with the mountain village aesthetic, and in harmony with the surrounding structures.

Earth tones of greens, blue-grays, rusts, grays, and browns are most appropriate, and bright, fluorescent, or pastel colors should be avoided altogether.



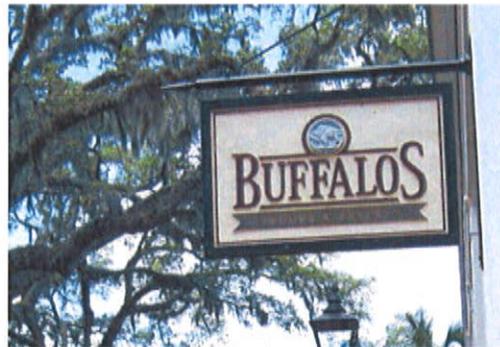
Appropriate colors and a simple design make this a successful sign.



Signs can identify businesses clearly while also improving the aesthetic character of a community.



The colors of this sign are loud and obtrusive.



This sign uses subdued colors effectively to identify a business and enhance the streetscape.

Background

The City of Asheville first adopted a sign ordinance in 1977. The most significant revision of the sign ordinance occurred in 1990.

The sign ordinance applies to the erection and maintenance of all signs within the city limits of Asheville as well as the Extraterritorial Jurisdiction (ETJ).

Signs are governed by Article 13 in Chapter 7 of the City's Code of Ordinances.

The Planning & Development Department administers and enforces the sign ordinance in partnership with other city departments as necessary.

This publication serves to give a general overview of the sign ordinance and define types of permitted and prohibited signs as well as when permits are required.

Additional questions about sign permits should be directed to the Sign Administrator at 828-259-5822.

Sign permit applications may be found at the City's website

www.ashevillenc.gov/planning

or by visiting the Permit Center at 161 South Charlotte Street.

FAQ

How do I know if I need a sign permit?

Permits are required for all permanent signs to be erected in the city limits or ETJ of the City of Asheville. Signs that are not permanent (examples include real estate signs, construction signs and political signs) do not require a permit.

May I get a copy of the Sign Ordinance?

The ordinance is available on the City's website (www.ashevillenc.gov/planning) or you may contact the Sign Administrator and a copy may be emailed to you in pdf format.

Who do I contact with questions?

Direct all questions to the Sign Administrator in the Planning Department at 259-5822 or email jwilliams@ashvillenc.gov.

How do I report a sign that I believe is in violation of the Sign Ordinance?

Contact the Planning & Development Department at 259-5831 and a Code Enforcement Officer will visit the site to determine if the sign is in violation.

What is the cost of a Sign Permit?

The cost of your permit is determined by the size and scope of your sign. Contact the Sign Administrator for more specific information.

Do banners require a permit?

Freestanding or attached temporary signs will require a sign permit. Contact the Sign Administrator for more information.

Where do I submit my application?

How long does the review take?

Applications are submitted in the Permit Center at 161 South Charlotte Street. The review time once a completed application is submitted is 5-10 working days.

What can I do if my proposed sign or existing sign does not meet all the requirements of the sign ordinance?

Variance requests for nonconforming signs may be heard by the Board of Adjustment. Requests are subject to specific standards as defined in the application. Contact 259-5627 to request an application and information about meeting dates and deadlines.

Enforcement

Code Enforcement staff in the Planning & Development Department enforce the sign ordinance through proactive patrols and citizen complaints.

Sign sweeps for snipe signs (small temporary signage placed in the right-of-way of a public road) are conducted regularly in geographic areas of town. Signs that are removed during a sign sweep or other proactive enforcement may be claimed by their owners for a fee of \$50/sign. Signs are only held for seven days after pick-up.

Signs that are erected within the jurisdiction of the City of Asheville or the ETJ are subject to Notice of Violation and double the application fees.

Questions about enforcement of the sign ordinance should be directed to the Sign Administrator at 259-5822.

A Citizen's Guide to

SIGNS



7. Signage and lighting.

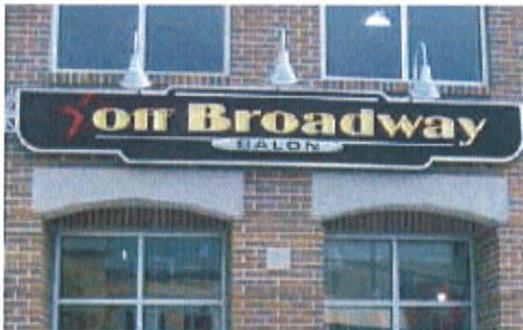
7.1. Signage shall not be internally illuminated box signage. Internally illuminated box signage existing at the time of adoption of these guidelines and standards is considered legal/existing nonconforming, however, if the sign is replaced or a new sign face is desired, an internally illuminated box sign is no longer allowed. The only internally illuminated signage allowed is individual letters/logos.

7.2. The brightness of signage and lighting must meet Town Code specifications.

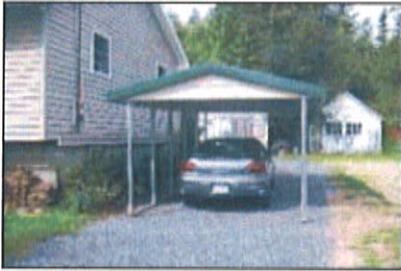
Unacceptable



Acceptable



2. Parking and circulation.
 - 2.1. Parking shall not be located in the front yard in the Five Corners Town Center Overlay District. Street facing garage doors are not allowed in the Five Corners Town Center Overlay District; they are strongly discouraged in other areas of Town.
 - 2.2. Detached garages shall be designed and constructed of like materials of the principal structure.
 - 2.3. Parking lots shall not be placed at street corners.
 - 2.4. Parking lots shall be screened from adjacent streets, public spaces and residential uses by use of landscaping, decorative fences/garden walls and or low berms.
 - 2.5. Berms shall not exceed three feet above the centerline of the road, and must be landscaped for at least 75% of their length.
 - 2.6. Stormwater detention devices (i.e. ponds and outfalls) shall be landscaped with planting beds and bushes for at least 50% of their circumference.
 - 2.7. Pedestrian walks at least four feet in width are required for developments within the Town Center Overlay District. Acceptable materials include concrete, brick, stone (no loose aggregate) or wood (natural or man-made). These walks shall be planned to connect to existing or planned future walks on adjacent properties and the Town pedestrian/bicycle network.

Unacceptable**Acceptable**

Left: two examples of pedestrian walks. The example at the far left is a permeable pavement surface.

Guidelines for Commercial and Mixed Use Projects in all Zoning Districts

11

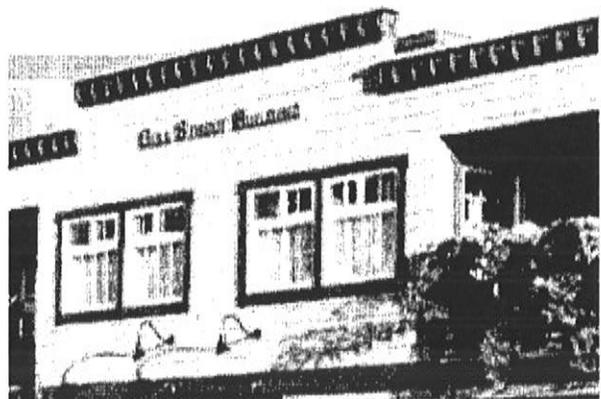
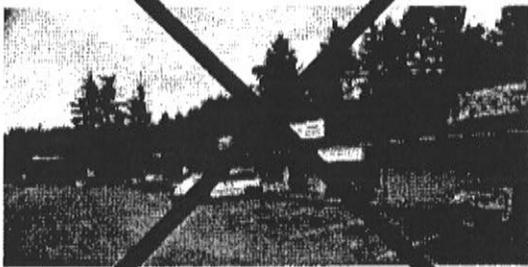
Intent:

To minimize the intrusiveness of commercial signage

Guideline:

Signage, corporate colors and other icons of the business may not dominate the exterior of the building, including canopies and separate outdoor structures covering activities associated with the business. Color should be used to express changes in detail or material but exterior building or structure colors may not be used as signs, or the extension of signs.

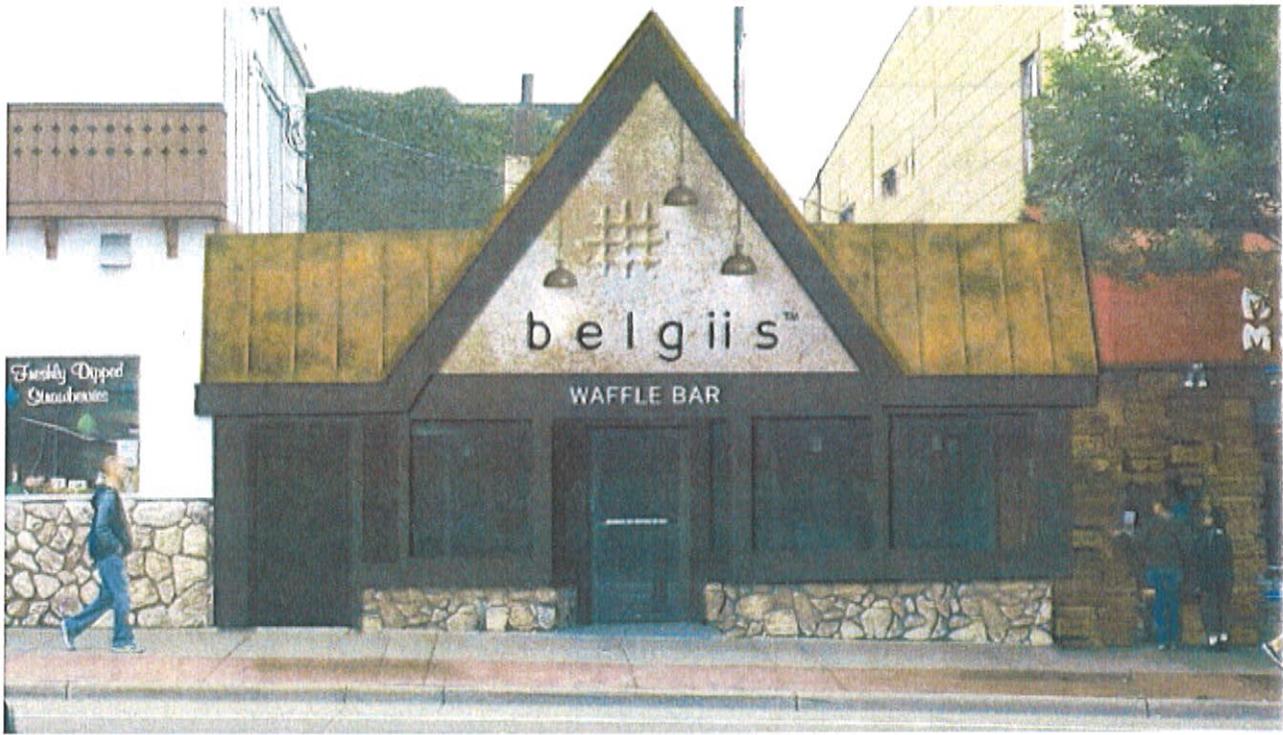
When businesses are sold or tenants are changed, any sign modification shall trigger this requirement.





Google earth





Chris Tollaksen

From: Mason Rudarmel [info@belgiis.com]
Sent: Friday, September 25, 2015 1:26 PM
To: Chris Tollaksen
Subject: Belgiis Waffle Bar proposed Facade

Hi Chris,

First off thanks for being so helpful and patient!

Below is one of the preliminary renderings. As we spoke of, there are some design changes to the rendering below. But this rendering should help you get a sense of the lines and direction I'd like to take my little waffle bar. Hopefully this rendering won't distract from where I want to go.

Changes to this rendering:

The roof will be steel in a zinc color. The trim that runs along the roof line will be a warm natural wood. The rest of the trim will be espresso.

Within the peak will be a artsy colorful cultural mural representing the unique character of the Dells and river district done by Corena Ricks.

Lighting will be accent lighting located in the eaves.

As for signage belgiis waffle bar will remain in the same place as shown below, however it will be done outlined in white and teal neon, to add some color and reflect on some of the classic neon signage present throughout the downtown dells.

Overall the facade will come off warm and clean using materials found traditional to Wisconsin, with a little art flare..

As for time frame, I'd like to be open for business by December or early January. I feel opening December or January will give me time to work out the kinks and reduce my risk as a new start up. With this time frame changes to the facade will need to be performed this fall.

Hopefully this can get the process started.

Best,

Mason