CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: TUESDAY, NOVEMBER 10, 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 October 27 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any
4	Discussion / Decision on Design Standards for C-2 Downtown Zoning District
5	Discussion / Decision on Sign Ordinance updates for C-2 Downtown Zoning District
6	Discussion / Decision on Design Committee Ordinance update for C-2 Downtown Zoning District
7	Items for referral to future meeting
8	Set date and time of future meeting
9	Adjournment
10	
11	
12	
	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.
	CHAIRPERSON – DAR MOR DISTRIBUTED NOVEMBER 6, 2015

Chris Tollaksen

From: Stephen Tremlett [stremlett@msa-ps.com]
Sent: Friday, November 06, 2015 3:54 PM
To: Chris Tollaksen
Subject: DRC meeting - Draft Documents
Attachments: WI Dells_DRAFT_Design Standards_signage only.pdf; Wisconsin Dells Signs Ordinance Discussion Items.pdf

Happy Friday, Chris!

Attached is the draft design standards for the sign portion only (excluding discussion on blade signs). You will see recommendations (not regulated, but encouraged/discouraged) and standards (requirements) provided for each design element / sign type. The standards are broken into two sign sections: 1) General (dealing with all signs) and 2) Sign Type Specific. As illustrated in your preferred design standard example (Gatlinburg), I have provided many "good" and "bad" examples to help illustrate the recommendations and standards discussed.

Also attached is three topics that have not been discussed, as it relates to the sign code itself (neon signs, illumination of signs, and three-dimensional / multi-faced signs). The first two items did not exist in the current sign code, while the 3D signage has been amended.

Discussion on blade signs will be in the subsequent meeting at the end of the month.

Cheers!
Steve

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From: Chris Tollaksen [mailto:ctollaksen@dellscitygov.com]
Sent: Thursday, November 05, 2015 11:54 AM
To: Ben Borcher; Chris Tollaksen; Dan Gavinski; D Mor; David Holzem; Jackie Morse; Joe Hasler; John Langhans; Juli A. Mor; Maria Rosholt; Stephen Tremlett
Cc: B Holzem; Brian Landers; Cathy Borck; E Wojnicz; Ed Fox; J Defosse; Jerry Wolfram; Jody Ward; Karen Terry; M Freel; M Freel; Nancy Holzem; Scott Walsh; Tammy Miller; Thad Meister; Wisconsin Dells Events
Subject: next DRC meeting is 11/10 at 10am.

I apologize for any confusion on the DRC meetings, I was trying to update the calendar distribution list.

The next DRC meeting will be: **Tuesday, November 10th at 10 am.**

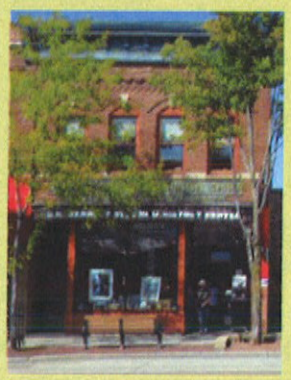
There are tentative meetings scheduled for: Wednesday, November 25th and Wednesday December 9th.

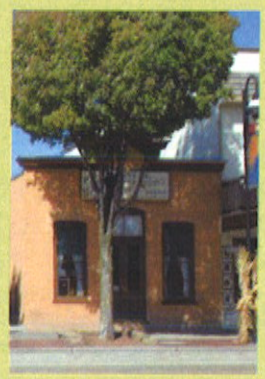
Chris Tollaksen
City Planner/Zoning Administrator
City of Wis. Dells
(608) 253-2542
Fax (608) 254-8904

Orientation, Placement & Massing

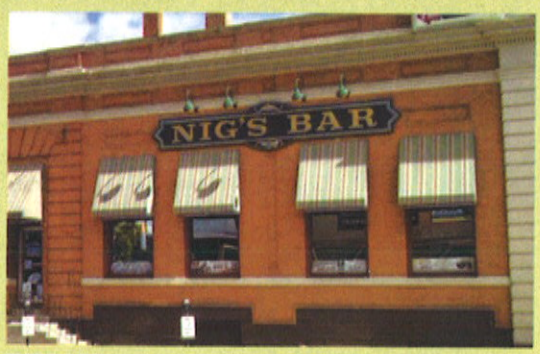
Downtown signage can complement and reinforce the pedestrian-oriented character of the downtown, while also meeting the visibility needs of people driving by in cars.

RECOMMENDED The business incorporates signage that provides visibility to both pedestrians and vehicles.





RECOMMENDED The above signage is placed in historical storefront locations (i.e. above the first floor windows/doors but below the second story sills, centered above the doorway, and along the awning profile).



RECOMMENDED This sign is placed well within the existing architectural features (centered on the brick inlays and above the window/awnings, but below a cornice line).

Recommendations

A. Storefronts along Broadway (WIS 23) should have signage oriented to both pedestrians and automobiles.

B. Sign types and locations should be appropriate to the architectural character and history of the building whenever possible.

C. ***For multi-tenant buildings***, placement of individual tenant signs should be coordinated to achieve a unified signage appearance.

Standards

1. Placement of signs **shall not** obscure the building's architectural features, windows and door openings.

2. Signs **shall** be placed to fit in with the building's overall architectural composition and **shall not** compete with its architectural features.

NOT RECOMMENDED This projecting sign reads well from the sidewalk, but less so from the roadway due to its orientation and the small text.

NOT PERMITTED This wall sign obscures the existing architectural features, including part of the windows, and is out of proportion to the building mass.

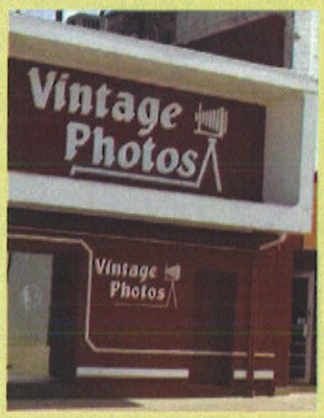
NOT PERMITTED This wall sign covers up the second-story window sill and the first floor corniceand it extend beyond the corners of the facade walls. A projecting sign between the windows or a sign mounted on the canopy would be preferred in this case.

NOT PERMITTED
The projecting sign is placed in front of a window while an alternative location between the windows is available.

Materials, Colors & Lettering

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

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



RECOMMENDED 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).

RECOMMENDED This wall sign complements the building architecture in both style and color scheme.

Recommendations

A. Sign material should be durable and easy to maintain with preference to wood and metal.

B. Generally limit the number of colors to three. Competition between too many colors often results in decreased legibility.

C. Subdued and darker colors are **encouraged**.

D. Lettering that is simple and bold is **encouraged**.

E. Overly-ornate and trendy typefaces that are hard-to-read are **discouraged**.

F. Excessive lettering is **discouraged**, including listing products/services and slogans.

G. If three-dimensional letters/symbols are used, one-half inch depth or reveal is **encouraged** to make each letter standout from the background.

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.

Standards

1. Sign materials and colors **shall** complement the materials and character of the building facade.

2. Sign substrate **shall** be either MDO (exterior grade plywood), Aluminum, or Alumalite. If acrylic material is used, it **shall** simulate metal or wood.

3. Highly reflective material **shall not** be used, as it is often difficult to read.

4. 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.

5. The main lettering and predominant background **shall not** be use primary or bright colors, but may be used in a secondary role.

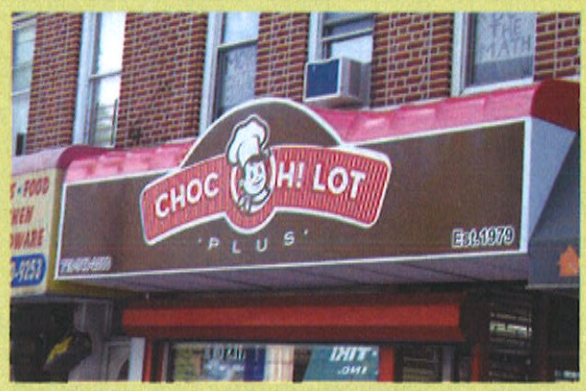
NOT PERMITTED The colors used for the background is too bright, and the lettering, especially the secondary text "bakery" and "deli", are extremely hard to read.

NOT PERMITTED The wall sign's size and bright colors makes it the overall dominant feature of the building and would impact negatively on the surrounding street and district.

NOT RECOMMENDED The lettering of this window signage makes it difficult to read.

NOT PERMITTED This loose vinyl sign may not be used as a permanent sign.

RECOMMENDED The lettering is simple and effective. The color tones between the sign's lettering (gold) and the background (black) provide good contrast and legiblity.



RECOMMENDED The sign is complementary to the building brick and window trim. The lettering is simple, subdued in color, contrasts well with the sign background, and incorporates a central logo.

RECOMMENDED The sign is complementary to the building's materials and colors. The lettering is simple, bold, subdued in color, and contrasts well with the sign background.

Lighting

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.

RECOMMENDED 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.

APPROPRIATE This sign is illuminated using a halo effect that 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.

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 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. 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).

Standards

1. Awnings **shall not** be internally illuminated.

2. The preferred method of sign illumination is high-lumen exterior lamps that project light onto the sign surface. All such lamps **shall** be located and shielded to prevent the casting of direct light or glare on adjacent roadways, properties, or into the sky.

3. All lighting **shall** be securely and permanently affixed to prevent movement - suspended light strings are prohibited.

Installation

Since business tenants will change over time, it is important that the installation of signage minimize damage to the building.

Recommendations

A.To the greatest extent possible, installation of a sign should avoid irreversible damage to a building façade.

B. Existing sign mounting brackets, studs or holes should be reused for new signage, whenever feasible.

C. The number of anchor points should be minimized.

D. The method of sign installation should prevent a sign from obscuring a building's architectural features and window and door openings.

Standards

1. Signage on historic masonry buildings **shall** be mounted through the mortar joints rather than through the masonry itself.

RECOMMENDED The supports to this projecting sign is through the masonry mortar joint, which can be repaired if this sign is removed.

RECOMMENDED Though this projecting sign is placed in front of a window (which is discouraged), the supports minimize the impact on the window and surrounding architectural detail of the building.

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

APPROPRIATE This sign is 8 feet tall, but its design minimizes its overall impact on the pedestrian by establishing a horizontal profile, reducing its height over half of its width, and incorporating shrubs along the base.

RECOMMENDED 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.

Recommendations

A. Monument signs should only be used for buildings set back eight (8) feet or more from the sidewalk. In the downtown area this includes residential buildings that have been converted to commercial use.

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

C. Contemporary materials and design are **discouraged** in the downtown district.

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

Standards

1. Each lot **shall** be allowed to have one (1) monument sign up to sixty (60) square feet in size, as long as the total allowable sign area has not been exceeded (see Sign Code: Sec. 22.XX).

2. Monument signs **shall** be oriented perpendicular to the sidewalk so that they are easily viewed from the sidewalk and street in both directions.

3. Monument signs **shall not** be more than six (6) feet tall, at the highest point, from the sidewalk grade. However, the sign **shall** be allowed to extend up to eight (8) feet if the sign incorporates the following techniques:

- Sign is set back a minimum of five (5) from the back edge of the sidewalk;
- Sign is no taller than six (6) feet for at least fifty (50) percent of the sign; and
- Sign is horizontal in profile.

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

5. A 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.

Wall Sign

Wall signs are signs or individually 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.

Recommendations

A. The primary wall sign should be located above the street-level windows/doors (required), but below the sills of second-story windows on multi-storied buildings, if feasible.

B. If a historic sign board area exists above the transom windows, the primary wall sign is encouraged to be fit within this space (and not extend above, below, or beyond the edges of the signboard area).

C. Horizontally-oriented and centered wall signs are encouraged.

D. Where feasible, a wall sign should be placed to align with other signs on that building and other buildings on the same block face.

E. Internally illuminated cabinet/canister signs and internally illuminated/front lit channel letters are **strongly discouraged**.

Standards

1. As long as the total allowable sign area has not been exceeded (see Sign Code: Sec. 22.XX), each business shall be allowed to have one (1) wall sign for every fifty (50) feet of frontage with a maximum of sixty (60) square feet per sign.

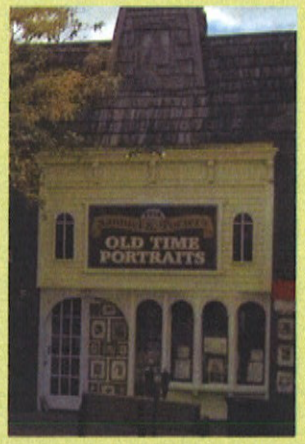
2. The primary wall sign shall be located above the street-level windows/door.

3. A wall sign shall be placed and sized so that it does not obscure building architectural features and fits in the scale of the building.

4. The length of all wall signs shall not cover more than sixty (60) percent of the facade length.

5. Signs below eight (8) feet from grade shall not project more than two (2) inches from the building and above eight (8) feet shall not project more than eighteen (18) inches.

6. The highest point of the wall sign shall not extend more than five (5) feet above the roofline, cornice or parapet, whichever is highest.



RECOMMENDED This sign is centered above the first floor window/ doors, does not obscure the building's architectural features, and complements the building's architectural style.

RECOMMENDED This multi-tenant building has wall signs centered at each business entry and are align with each other.

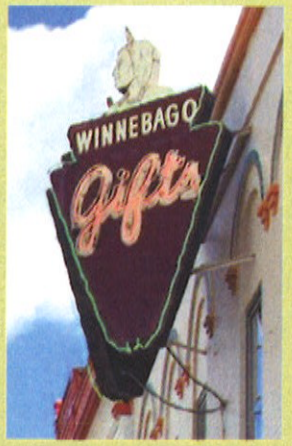
NOT RECOMMENDED This cabinet wall sign is not the typical solution for a historic storefront facade, as it covers up architectural detail, extends over window area, and extends beyond the first floor cornice.

SIGNAGE DESIGN - TYPE SPECIFIC

Projecting Sign

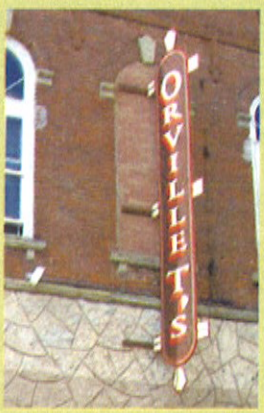
A projecting sign is a sign sign attached to a building or other structure that extends more than eighteen (18) inches beyond the building plane and is affixed above the first floor.

SIGNAGE DESIGN - TYPE SPECIFIC



APPROPRIATE This projecting sign minimizes its impact on the historic architectural features, does not extend more than 5 feet over the cornice, and uses neon lights in a unique manner spelling out "gifts" and bordering the sign.

RECOMMENDED This sign has a mounting bracket over it, does not cover up any architectural elements, and matches the building's color scheme.



NOT PERMITTED This projecting sign extends below the first floor cornice (prohibited). It also lacks a mounting bracket (i.e. directly attached to the facade) and does not match the heaviness of the building's materials (even though it does mimic the architectural detail of the windows).

Recommendations

A. Projecting signs are **encouraged** to have a visible mounting bracket that projects over or under the sign.

Standards

1. As long as the total allowable sign area has not been exceeded (see Sign Code: Sec. 22.XX), each business **shall** be allowed to have one (1) wall sign for every fifty (50) feet of frontage with a maximum of fifty (50) square feet per sign.

2. Projecting signs **shall** be two-sided.

3. Projecting signs **shall** be mounted above the first floor and **shall not** be extend more than five (5) feet above the roofline, cornice or parapet, whichever is highest.

4. Projecting signs **shall** be a minimum 40 feet apart, except that each business **shall** be allowed one (1) projecting sign.

5. The style, colors and materials of a projecting sign **shall** be complementary with the character of the building and other signage.

6. Internally illuminated/backlit signs (cabinet or canister signs) are **prohibited**.

7. The mounting bracket **shall** be complementary to the projecting sign and the building's architectural style.

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.

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. 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.

E. Awnings with stripes or other patterns may be appropriate if there is not signage on the awning and the pattern is complementary with surrounding awnings on the same block face.

Standards

1. Awnings/canopies **shall not** be backlit or internally illuminated.

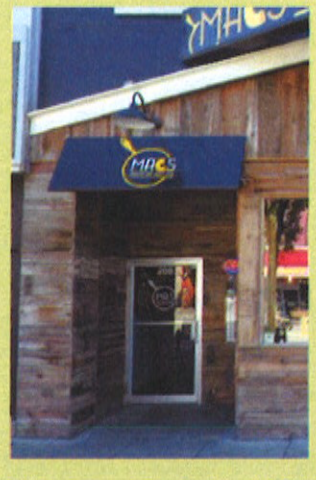
2. Awnings and canopies **shall not** be made of vinyl, metal, glass, or shiny materials.

3. Awning signs **shall not** cover more than seventy-five (75) percent of the valance/flat profile, **shall not** cover more than fifty (50) percent of the awning roof, and are **prohibited** on the side curtain.

4. Canopy and marquee signage shall not cover more than seventy-five (75) percent of the flat profile or side panels.

5. Signage on retractable awning **shall** be located on the front valance, so that the signage is visible whether the awning is extended out or retracted against the building's façade.

6. Awnings, canopies, marquees, and signage underneath these structures **shall** have a minimum clearance height of eight (8) feet above the sidewalk grade.



RECOMMENDED 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.

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

NOT RECOMMENDED This awning is not made of a textile material, does not have the traditional shed profile, and signage covers more than 75% of the valance.

SIGNAGE DESIGN - TYPE SPECIFIC

Window Sign

Window signs are signs that are either applied to the surface (interior or exterior) of a storefront window or hung inside the window for viewing from the exterior of the building.

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 feet).

RECOMMENDED 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.

PROHIBITED 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.

Recommendations

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

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*.

2. Sign lettering and images **shall** be created from high-quality materials such as paint, gold-leaf, etching, vinyl, or neon.

3. Neon cabinet/canister and flashing neon signs are **prohibited**, while exposed neon signs (either individual neon letters or neon tubing script) can be appropriate as window signs.

** "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*

Portable Sign

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

Recommendations

A. Portable signs should reflect the character of the building and complement the building's other signage.

B. Wood and metal signs are preferred.

RECOMMENDED These sandwich boards are made of durable materials and have professionally designed components.

Standards

1. One (1) portable sign **shall** be allowed for each business that has obtained a food license.

2. A portable sign **shall** be no more than six (6) square feet in area, inclusive of border and trim.

3. The height of the portable sign **shall** be no more than three (3) feet for sandwich boards and four (4) feet for pedestal signs.

4. Portable signs **shall** be constructed of durable materials, such as wood and metal.

5. Portable signs **shall not** be illuminated or contain moving parts.

6. ***Excluding chalkboard signs***, portable sign graphics **shall** be professionally painted or applied.

7. Portable signs **shall** be located within ten (10) feet of business entrance, but not placed as to interfere with pedestrian ingress and egress.

8. Portable signs **shall not** placed in any location where the paved area for passage is reduced to less than six (6) feet or within fifteen (15) feet of an intersection, driveway, crosswalk or stairwell.

9. Portable signs **shall** meet the additional requirements per Sec. 22.XX of the Sign Code (General Sign Regulations).

APPROPRIATE Portable signs are allowed as long as they are made of durable material, have components that are professionally designed and are placed out of the way of foot and motorist traffic.

PROHIBITED This sign is placed less than 15 feet from the corner, which is a safety concern for both pedestrians and motorists.