

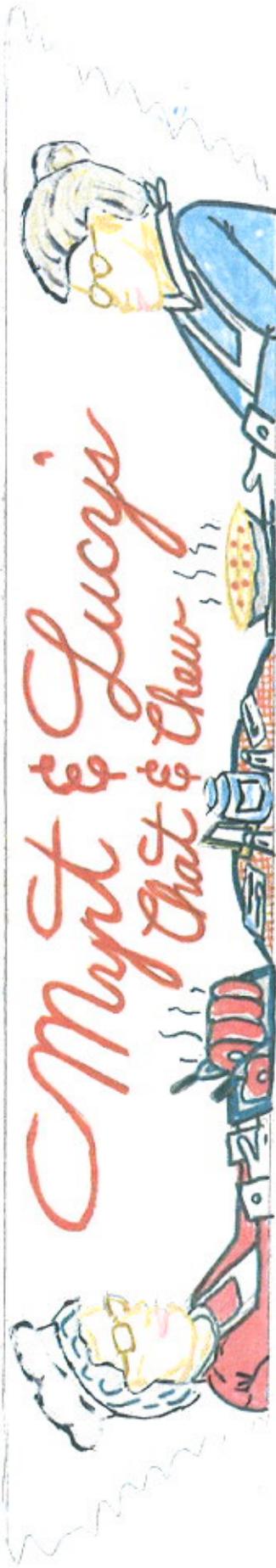
CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, DECEMBER 2, 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 November 10 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	Items for referral to future meeting			
7	Set date and time of future meeting			
8	Adjournment			
9				
10				
11				
12				
	<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 NOVEMBER 25, 2015	

Proposed



Mary & Lucy's
Chat & Chew

Previous

Alabama's Bar-BQ & Suds Dixieland



PREVIOUS



Google earth

feet
meters

20

8



DOWNTOWN

DESIGN STANDARDS

CITY OF WISCONSIN DELLS, WI

NOVEMBER 2015 *DRAFT*

MSA

PROFESSIONAL SERVICES

Table of Contents

2-8	ADMINISTRATION
3.	Administration
6.	Terms
10-15	SIGNAGE DESIGN GENERAL
10.	Orientation, Placement & Massing
12.	Installation
13.	Lighting
14.	Materials, Colors & Lettering
16-25	SIGNAGE DESIGN BY TYPE
16.	Monument Sign
17.	Wall Sign
18.	Projecting Sign
19.	Awning, Canopy & Marque Sign
20.	Window Sign
21.	Portable Sign
22.	Blade Sign
XX-XX	BUILDING DESIGN
	Street Relationship
	Scale & Articulation
	Roofline & Cornice
	Street Level & Secondary Facades
	Windows & Doors
	Projections
	Lighting
	Colors & Materials
	Historic Structures
XX-XX	CHECKLIST

Administration

Intent

The Wisconsin Dells Downtown Design District is intended to standardize the quality and character of **commercial, mixed use, industrial and civic properties** in the **Downtown C-2 Zoning District**. The District includes historic structures that should be preserved and non-historic structures and sites that are candidates for redevelopment.

Pre-Submittal Information

Applicants should review this Handbook at the beginning of the design process and are encouraged to meet with the Zoning Administrator to discuss the project.

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

- **Certificate of Appropriateness Application** (see the next page for more information)
- **Design Standards Checklist** (see the last section of this Handbook)
- **Illustrations, diagrams, samples, and spec sheets**
- **Site Plan** showing all of the important features planned for the site, including, as applicable: trash/recycling containers placement, pedestrian pathways, vehicular parking/circulation, landscaping, stormwater management features, and lighting

APPLICABILITY

The Downtown Design Standards apply to all non-residential parcels in the Downtown C-2 Zoning District, but they **DO NOT** require a property owner/leaseholder to modify their building(s).

Any modification to a building exterior design (new paint, siding, doors, windows, awnings, etc.) or site design (parking, lighting, storage/smoking areas, etc.) must receive approval from the Zoning Administrator and/or Design Review Committee based on these standards, even if a building permit is not otherwise required.

It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

STANDARDS VS. RECOMMENDATIONS

Required standards are located in the upper portion of each page, and these standards will be enforced, unless a waiver is granted.

Recommendations are located in the lower portion of the each page. For privately-funded projects, the property owner/leaseholders are encouraged to conform to the recommendations, but they will not be enforced as part of the City's Zoning or Sign Ordinances. For any project that includes public funding assistance, the property owner/leaseholders must meet the corresponding standards and recommendations.

Administration

WHAT IS A CERTIFICATE OF APPROPRIATENESS?

A certificate of appropriateness (COA) is the mechanism by which the City confirms any exterior building changes in the Downtown C-2 Zoning District are in compliance with these design standards. Building permits may also be required.

WHEN DO I NEED A CERTIFICATE OF APPROPRIATENESS?

A certificate of appropriateness is not necessary for routine maintenance that does not change the material, color or form of the building. It is necessary when a change is being made to the exterior of a property in the C-2 Zoning District which involves any of the following actions: construction, reconstruction, or alteration of any property, structure, sign or object within the District, including changing of **any exterior color** or building material. The review process will be different dependent on if the work to be completed is considered to be "minor" or "major".

WHAT IS CONSIDERED A MINOR PROJECT?

Minor work includes: sign face replacement; re-roofing with similar materials; repair or replacement of porches, windows, siding, trim and doors if new materials match existing; installation or replacement of awnings; chimney reconstruction if completed with similar materials; exterior cleaning, refinishing and tuck pointing; construction of retaining walls, fences and landscaping; screening of parking lots and dumpsters or other work as designated minor by the DRC.

WHAT IS CONSIDERED A MAJOR PROJECT?

Major work includes: construction of garages; roof alterations and skylights; alterations to any side or elevation of the building; additions; alterations to windows, siding, entries, and trim; masonry finishing; construction of chimneys; erection or complete replacement of a sign; new construction; and relocation.

Certificate of Appropriateness Process

If you need a Certificate of Appropriateness (COA) for your project, you must fill out the application for a COA contained within this design handbook (located in the last section). Describe your proposed improvements in detail and submit the application with eight (8) sets of plans and/or sketches of the proposed work, historic and current photos of the property, and color and/or material samples where appropriate. Proposals and applications should be submitted to the City's Zoning Administrator at Public Works Department, Municipal Building, 300 La Crosse Street, Wisconsin Dells, WI 53965.

The process for attaining a Certificate of Appropriateness is described below. Any issuance of a Certificate of Appropriateness shall not relieve the applicant from obtaining other permits or approvals required by applicable federal, state or local code.

COA ISSUANCE - MINOR PROJECT

Within five (5) business days from receiving the application for a MINOR project (see side bar for minor work items), the Zoning Administrator shall respond to the submittal, either by issuing a Certificate of Appropriateness (COA) or providing an explanation of how the submittal does not meet the standards. If a COA is not issued, the applicant may either revise and resubmit the application, or present your proposal in person at a meeting of the Design Review Committee (DRC), to be scheduled by the Zoning Administrator. The DRC will evaluate the proposed project per these Design Standards and will recommend to the City's Zoning Administrator to either approve, approve with conditions, or deny the COA application. If the COA application has been denied by the DRC, the applicant can make an appeal to the City's Board of Appeals (see the side bar on the next page).

Administration

COA ISSUANCE - MAJOR PROJECT

Upon the filing of a complete application for a MAJOR project (see side bar on the previous page for major work items), the DRC shall issue a Certificate of Appropriateness or deny the application within thirty (30) days of the filing of the application, unless the time period is otherwise extended by written agreement between the DRC and the applicant.

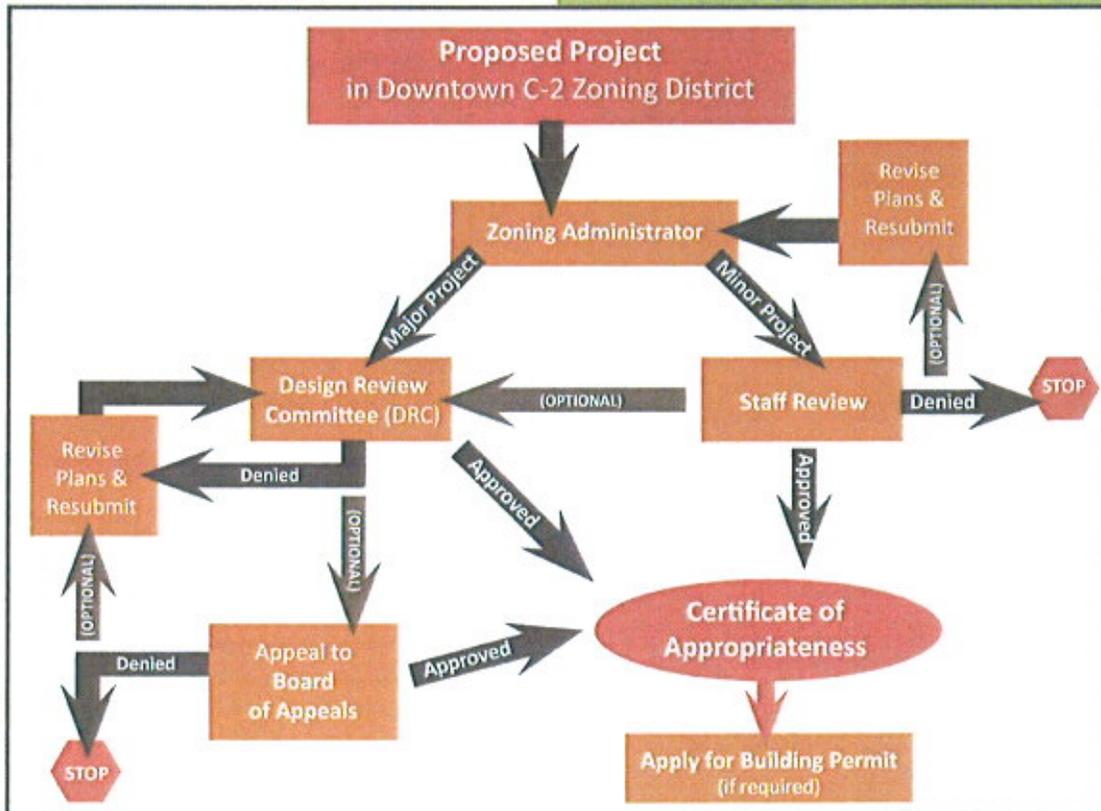
The DRC will evaluate the proposed project per these Design Standards and will recommend to the City's Zoning Administrator to either approve, approve with conditions, or deny the COA application. If the COA application has been denied by the DRC, the can make an appeal to the City's Board of Appeals (see side bar for more information).

ON WHAT GROUNDS CAN I GET A WAIVER?

Waivers are granted by the Design Review Board and/or the Board of Appeals on a case-by-case basis and are decided based on the applicant's ability to demonstrate one or more of the following conditions:

- A) the required design feature cannot be met on the site
- B) the requirement would create undue hardship for the applicant as compared to other properties in the district
- C) the intent of the standards can be successfully met with an alternative design

ADMINISTRATION



Terms

Awning

An awning is 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.

Back-lit 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)

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

EIFS

(Exterior Insulation Finishing System)

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

Terms

a unit of illumination produced on a surface

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

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)

the horizontal beam spanning an opening in an exterior wall

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

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.

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

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

the area designated for a single vehicle to park

any free-standing sign mounted on a pole

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

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

Footcandle

Functional public entrance

Ground floor facade

Lintel

Internal Signage

Marquee

Marquee Sign

Monument sign

Parking lot

Parking stall

Pole sign

Portable sign

Projecting sign

Terms

ADMINISTRATION

Reverse Illumination

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

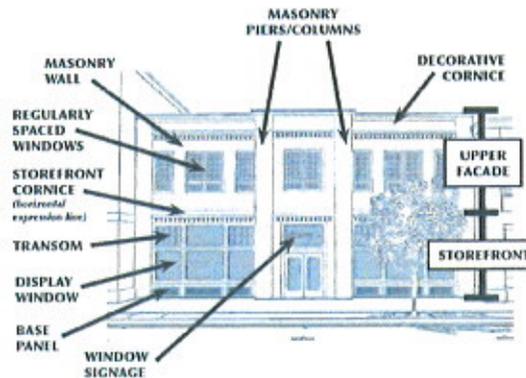
ROW (Right-of-way)

land reserved for public use, including streets and sidewalks

Storefront Display Window Area

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

Traditional Facade Components



Transom

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

Wall Sign

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

Window sign

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

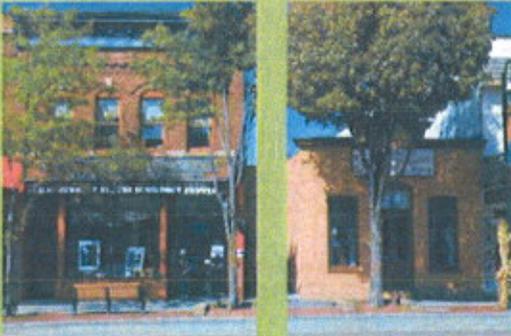
Orientation, Placement & Massing

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.

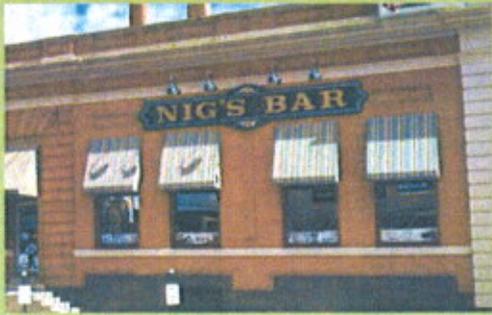
SIGNAGE DESIGN - GENERAL



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).

Standards

1. Signs **shall** be placed to fit in with the building's overall architectural composition and **shall not** compete with its architectural features.
2. Placement of signs **shall not** obscure window or doorways, including door, glass panes, and corresponding trim and supports.
3. Placement of signs **shall not** significantly obscure the building's architectural features.

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.



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 covers up the second-story window sill and the first floor cornice and it extends 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.



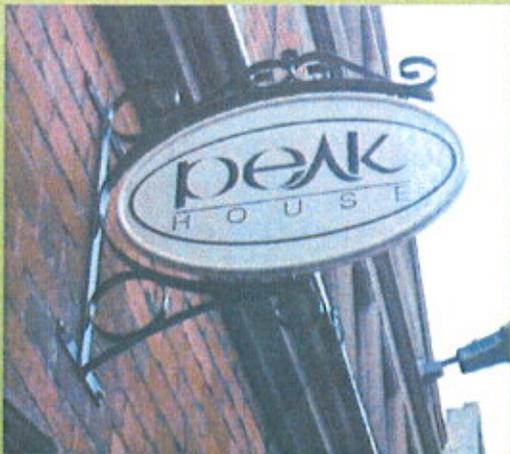
NOT PERMITTED This wall sign obscures the existing architectural features, including part of the windows, and is out of proportion to the building mass.



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

Installation

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



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

SIGNAGE DESIGN - GENERAL

Standards

1. Signage on masonry buildings **shall** be mounted through the mortar joints rather than through the masonry itself.
2. The method of sign installation **shall not** obscure window or doorways, including door, glass panes, and corresponding trim and supports.
3. The method of sign installation **shall not** significantly obscure the building's architectural features.

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 the building's architectural features to the greatest extent possible.

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 fit the historic character of downtown buildings and create a pleasant pedestrian environment.

Standards

1. Awnings **shall not** be internally illuminated.
2. High-lumen exterior lamps **shall** be located and shielded to prevent the casting of direct light or glare on adjacent roadways or properties.
3. All sign lighting **shall** be securely and permanently affixed to prevent movement - suspended light strings are **prohibited**.

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. The preferred method of sign illumination is high-lumen exterior lamps that project light onto the sign surface. It is acceptable to incorporate low-lumen lamps into the design of the sign itself with the intent that they be directly visible, such as a series of incandescent bulbs or functional equivalent. Such designs may be approved by the Design Review Committee (DRC).



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.

Materials, Colors & Lettering

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

SIGNAGE DESIGN - GENERAL



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.

Standards

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

Recommendations

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



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

This sign is not permitted for several reasons, including inappropriate type of portable sign and for its usage of fluorescent lettering.



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 legibility.



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.

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 less than six feet tall, includes landscaping around the base, and includes LED changeable messaging signage that covers less than 25% of the overall sign.



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.

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** only be used for buildings set back, or where a business' primary entrance is, eight (8) feet or more behind the public sidewalk. In the downtown area this includes residential buildings that have been converted to commercial use.
3. Monument signs **shall** be oriented perpendicular to the sidewalk so that they are easily viewed from the sidewalk and street in both directions.
4. Monument signs **shall not** be more than six (6) feet tall, at the highest point, from the sidewalk grade.
5. The base of the sign **shall** be landscaped.
6. A LED changeable messaging sign may be incorporated in a monument sign, but **shall not** make up more than twenty-five (25) percent of the sign area, inclusive of the base area.

Recommendations

- A. Monument signs with horizontal proportions are **strongly encouraged**.
- C. Contemporary 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.

Wall Sign

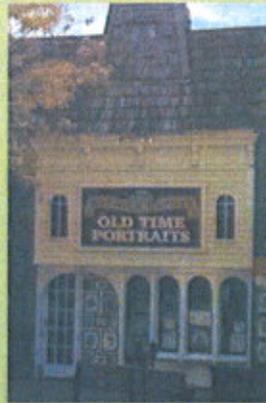
Wall signs are signs or individually mounted letters that are attached flat against the wall of a building with the exposed face of the sign being generally parallel to the face of the wall.

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. If a historic sign board area exists above the transom windows, the primary wall sign shall fit within this space and shall not extend above, below, or beyond the edges of the signboard area.
4. A wall sign **shall** be placed and sized so that it does not substantially obscure building architectural features and fits in the scale of the building.
5. The length of all wall signs **shall not** cover more than sixty (60) percent of the facade length.
6. 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.
7. The highest point of the wall sign **shall not** extend more than five (5) feet above the roofline, cornice or parapet, whichever is highest.
8. Internally illuminated cabinet/canister signs are **prohibited**.

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. Horizontally-oriented and centered wall signs are encouraged.
- C. Where feasible, a wall sign should be placed to align with other signs on that building and other buildings on the same block face.



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.



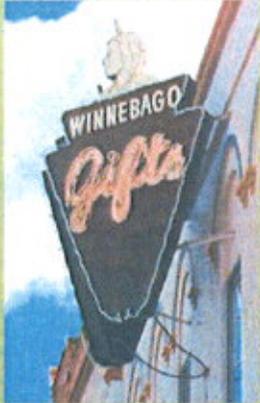
NOT PERMITTED This cabinet wall sign is not the typical solution for a historic storefront facade, as it covers up architectural detail, extends over window area, and extends beyond the first floor cornice.

SIGNAGE DESIGN - TYPE SPECIFIC

Projecting Sign

A projecting sign is a sign 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).

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** 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.

Recommendations

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

Awning, Canopy & Marquee Sign

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

Standards

1. New canopies in the public right-of-way are **prohibited**.
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, and **shall not** cover more than fifty (50) percent of the awning roof.
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 **shall** have a minimum clearance height of eight (8) feet above the sidewalk grade.
7. 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.

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 no signage on the awning and the pattern is complementary with surrounding awnings on the same block face.



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

SIGNAGE DESIGN - TYPE SPECIFIC



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

Standards

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

Recommendations

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

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

Portable Sign

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

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 braced and/or secured to prevent motion using components that complement the sign's design, materials and colors.
8. Portable signs **shall** be located within ten (10) feet of business entrance, but not placed as to interfere with pedestrian ingress and egress.
9. Portable signs **shall not** be 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.
10. Portable signs **shall** meet the additional requirements per Sec. 22.XX of the Sign Code (General Sign Regulations).

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.



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.



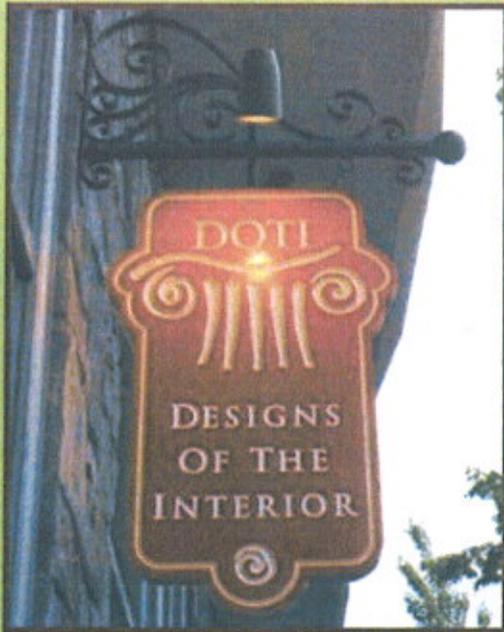
PROHIBITED This sign is placed less than 15 feet from the corner, which is a safety concern for both pedestrians and motorists.

SIGNAGE DESIGN - TYPE SPECIFIC

Blade Sign

A special projecting sign attached to the building along the storefront frontage following one of three design alternatives provided by the City of Wisconsin Dells.

SIGNAGE DESIGN - TYPE SPECIFIC



RECOMMENDED Groove Routed Signs (pictured above) are a favorite as commercial signs for storefronts or boutique offices. These custom made business signs embody a sense of depth and personality not present in flat signage. With groove routed, sandblasted signs the wood is treated and finished to expose its grains, creating an elegant, established appearance for your business.

Standards

1. Each business **shall** be allowed one (1) blade sign per public entrance. If multiple blade signs are planned along a single business frontage, there **shall** be forty (40) feet separating each sign.
2. The style, shape and size of the sign and its bracket hardware **shall** be one of the three alternatives provided on pages 23-25.
3. If multiple blade signs are used, all **shall** be of the same style and shape.
3. Blade signs **shall** have a minimum clearance height of eight (8) feet above the sidewalk grade.
4. Blade signs **shall** be mounted below the sills of the second floor windows.
5. Blade signs **shall** be two-sided.
6. Blade signs **shall not** include business contact information.
7. Illumination of the sign **shall** be external, directed only at the sign, and located to not interfere significantly with the sign or sign bracket.

Recommendations

- A. A blade sign should usually be mounted near the storefront entrance just above the door, or just to the side of it.
- B. If multiple blade signs are used, hierarchy of sign size should be considered between primary and secondary entries.
- C. Groove routed signs are encouraged (see image in the side bar).

Blade Sign

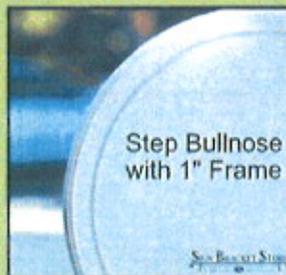
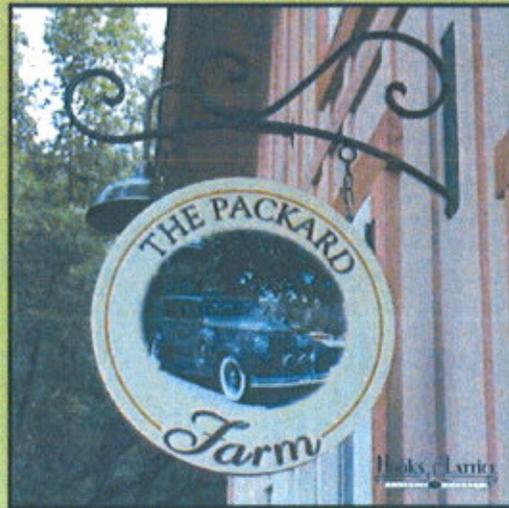
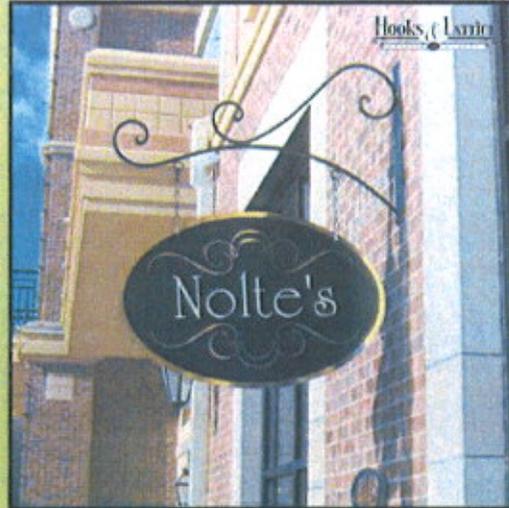
ALTERNATIVE "A"

Milano Arch hanging blade sign bracket with oval or round sign

Alternative "A"

The Milano Arch hanging blade sign bracket is the perfect solution for an oval or round sign. The Milano Arch is made with a 1/2" square solid steel bar bent into a simple yet elegant scroll pattern. Mounts to any wall or flat post (at least 3" wide) and has a heavy duty back plate (3" W x 16"H) with four mounting holes pre-drilled. The blade sign brackets come with a durable Black powder coat finish. Below are three size options that may be used.

1. 30" Milano Arch Hanging Blade Sign Bracket (ring centers on bracket: 14"). Use on of the following sign type/sizes:
 - 22" x 14" Oval Sign, or
 - 26" x 17" Oval Sign, or
 - 26" Round Sign (Step Bullnose w/ 1" frame optional)
2. 40" Milano Arch Hanging Blade Sign Bracket (ring centers on bracket: 22"). Use on of the following sign type/sizes:
 - 36" x 24" Oval Sign, or
 - 33" x 22" Oval Sign



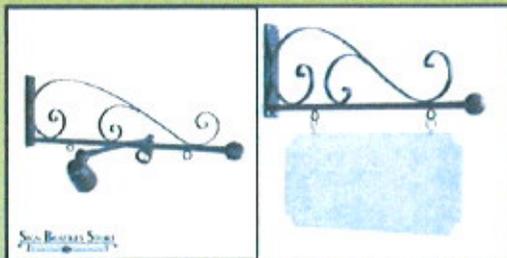
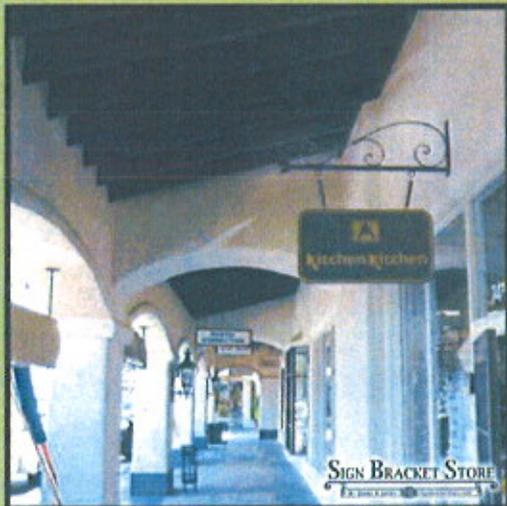
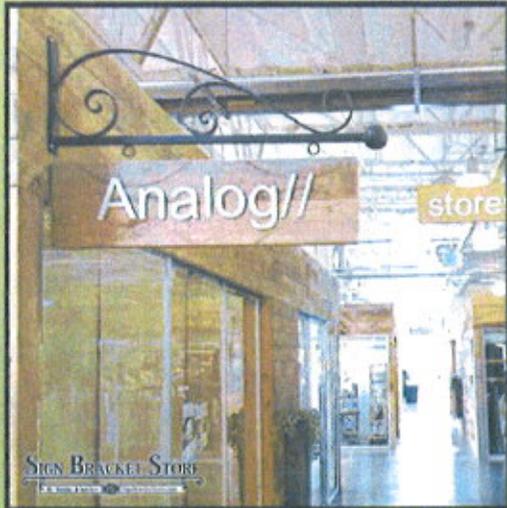
SIGNAGE DESIGN - TYPE SPECIFIC

Blade Sign

ALTERNATIVE "B"

Torino Elite hanging blade sign bracket with rectangle or square sign

SIGNAGE DESIGN - TYPE SPECIFIC



Alternative "B"

The Torino Elite Hanging Blade Sign Bracket is a sophisticated hanging bracket for a rectangular or scalloped sign. The arm has an attractive double scroll top, which is accented by the iron ball finial at the end. Sign bracket includes a 1-inch square tube steel arm, scroll and heavy-duty backplate (3" W x 16"H) with four holes drilled into the backplate. Finished with an all-weather black powder coating. This style also offers a light system incorporated in the bracket arm (see lower left image in side bar).

1. 30" Torino Elite Hanging Blade Sign Bracket (ring centers on bracket: 14"). Use on of the following sign type/sizes:
 - 22" x 12" Rectangle (scalloped edges) Sign, or
 - 26" x 13" Rectangle (square corners) Sign, or
 - 26" x 26" Square (square corners) Sign

2. 40" Torino Elite Hanging Blade Sign Bracket (ring centers on bracket: 22"). Use on of the following sign type/sizes:
 - 34" x 14" Rectangle (scalloped edges) Sign, or
 - 36" x 18" Rectangle (square corners) Sign

Blade Sign

ALTERNATIVE "C"

Lower Scroll Twisted Arm blade sign bracket with oval or round sign (or Lyon Ceiling Mount with mission style sign)

Alternative "C.1"

The Lower Scroll Twisted Arm Blade Sign Bracket is made from a twisted steel shaft that is powder coated glossy black. This unique design accommodates ovals and cottage/mission sign shapes. Mounts to any wall (at least 3" wide) and has a back plate (3" W x 16"H) with four mounting holes pre-drilled. Maximum sign weight of ten (10) pounds is recommended for this bracket type. Below are three size options that may be used.

1. 29" Low Scroll Twisted Arm Blade Sign Bracket (ring centers on bracket: 14.5"). Use on of the following sign type/sizes:
 - 21" x 24" Cottage/Mission Style Sign
 - 22" x 14" Oval Sign, or
 - 26" Round Sign (Step Bullnose w/ 1" frame optional)
2. 47.5" Low Scroll Twisted Arm Blade Sign Bracket (ring centers on bracket: 23.5"). Use on of the following sign type/sizes:
 - 31" x 36" Cottage/ Mission Style Sign, or
 - 33" x 22" Oval Sign

Alternative "C.2"

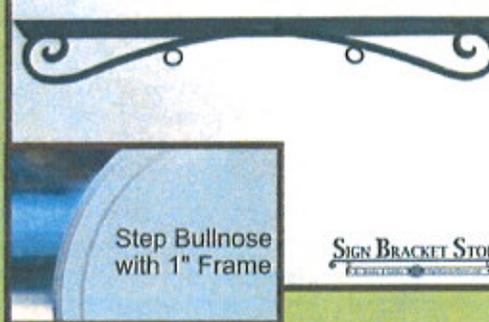
The Lyon Ceiling Mount Sign Bracket is the perfect solution for hanging signs below a projecting structure. It can mount to any flat ceiling using a heavy duty 3" back plate, and has a black powder coat finish.

30" or 40" Sign Bracket (ring centers on bracket: 14" and 22", respectively). "Mission Style" sign shall be used with corresponding dimensions to fit the bracket width selected and shall not be more than 24" in height.

Alternative "C.1"



Alternative "C.2"



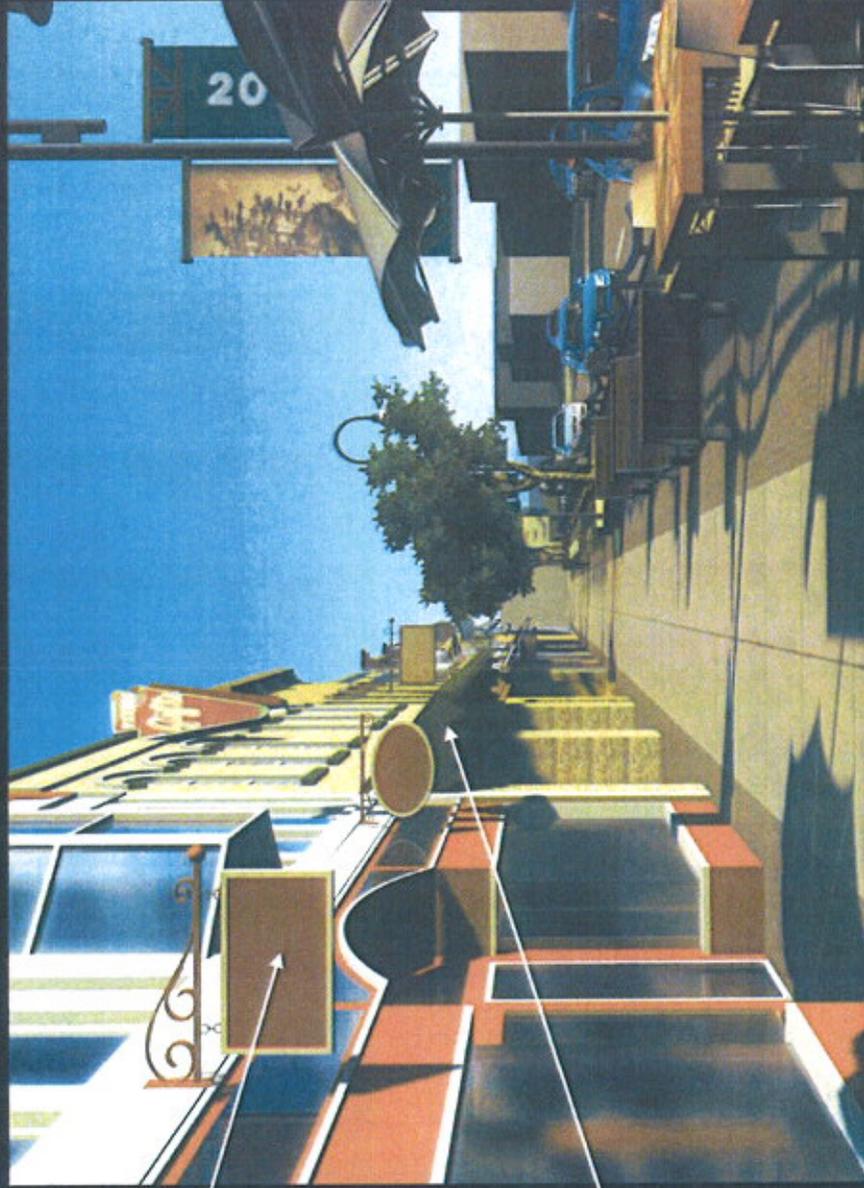
"Cottage Style"



"Mission Style"

SIGNAGE DESIGN - TYPE SPECIFIC

Streetscape Enhancements



Blade Signs

Shallow
Textile Awnings

ZEBRADOG

Wisconsin Dells Signs Ordinance Meeting Discussion Items

Section 22.XX General Sign Regulations

The regulations in this section apply to signs in all areas of the City with Code sec. 22.XX (Specific Sign Regulations per Zoning District) providing additional sign regulations per said property's designated zoning district. Any regulation shown stricter in Code sec. 22.XX XX (Specific Sign Regulations per Zoning District) shall take precedent.

1. **Total Allowable Sign Area.** The total sign area shall not exceed the limits established in this section and in Code sec. 22.XX XX (Specific Sign Regulations per Zoning District).
 - a. **Permitted Sign Area Calculation.** The sign area calculation includes the entire space within circles, triangles, or rectangles which enclose the extreme limits of lettering, logo, trademark or other graphic representation, together with any frame or structural trim forming an integral part of the display used to differentiate the sign from the background against which it is placed.
 - b. **Double Sided Signs.** The sign area calculation of two-sided sign shall only include the display of one side provided both sides of the sign: 1) display the identical information; 2) physically connect at one point; and 3) run parallel to each other or have an angle of departure 45 degrees or less. If the above criteria has not been met, both sides of the sign shall be included in the permitted sign area calculation.
 - c. **Three dimensional and Multiple-Faced Signs.** Where a sign consists of three or more sign faces, or one or more three-dimensional objects (i.e. balls, cubes, cluster of objects, sculptures, or statue like trademarks), the sign area shall be measured as the area of the smallest two-dimensional rectangle, circle or triangle within which the object(s) can be enclosed when viewed from a point where the largest area of the object(s) can be seen.

Section 22.XX Sign Illumination

In addition to complying with the provisions of this sign ordinance, all signs in which electrical wiring and connections are to be used shall be subject to the applicable provisions of City and state electrical codes. No person may erect a sign with exposed electrical wires.

1. **Lighting Intensity.** In no case shall the lighting intensity of any sign, whether resulting from internal or external illumination, exceed sixty (60) foot candles when measured with a standard light meter held perpendicular to the sign face at a distance of ten (10) inches.
2. **Light Shielding.** All sign lighting shall be so designed, located, shielded or hooded so as to prevent the casting of direct light or glare upon adjacent roadways, surrounding properties or into the sky. The use of unshielded lighting, including exposed incandescent light bulbs hung or strung on poles, wires or any other type of support intended to illuminate a sign or other advertising device is prohibited.
3. **Neon Illumination.** Neon signs or other exterior neon displays may be permitted in cases where they are custom designed to be compatible with the building's architectural character, and where the colors of such signs have been selected to harmonize with the building's exterior colors. Such lighting shall be subject to review and approval by the Design Review Committee.
4. **Compatibility.** Signs shall not have any bare light bulbs, shall not rotate or have any flashing lights, shall not resemble, imitate or approximate the shape, size, text, form or color of official railroad or official traffic signs, signals, or devices, and shall not obstruct or interfere with the effectiveness of said devices.

Section 22.XX Super Graphics (Murals) The super graphic (also known as murals) shall require a conditional use permit following the requirements outlined below. Super graphics considered a sign if letters words or numbers are incorporated within or on the super graphic, which shall meet requirements of Code sec. 22.XX (General Sign Regulations) and Code sec. 22.XX (Specific Sign Regulations per Zoning District).

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.XX (Administration and Sign Permits).
2. **Notice of Hearing and Hearing.** The Design Review Committee shall conduct a public hearing on the proposed Super Graphic. The procedure for the hearing shall be the same as the procedure followed for Conditional Use Permit and the fee shall be the same. The Design Review Committee shall make a recommendation to the Common Council who shall then approve or reject the proposed Super Graphic.
3. **Standard of Review.** The Design Review Committee and City Common Council may attach to its approval of a development 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 compatible with the other signs or graphic designs on the premise;
 - c. is suitable and appropriate to the neighborhood;
 - d. contributes to any special characteristics of the particular area of the city in which it is to be located;
 - e. is well-designed and pleasing in appearance;
 - f. does not constitute a nuisance to the occupants of adjacent or contiguous property as determined by the Zoning Administrator or the Design Review Committee.
 - g. 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); and,
 - h. the gross display service area of the super graphic shall be proportional to the building or object it is placed on, but shall not be more than three hundred (300) square feet in size.
4. **Maintenance.** The Design Review Committee may also require annual maintenance inspections of the design by the building inspector, and revoke any permit issued if a graphic design is not maintained. No development application for a graphic design permit shall be required to repaint any graphic design exactly as it previously existed, pursuant to a previously approved graphic design permit.
5. **Change of Ownership.** In the event of a sale of the property which includes the Super Graphic, the new owner shall file an addendum to the Super Graphic Plan agreeing to be bound by all of the terms and conditions required by the city in approving the Super Graphic Plan accommodation.

Chris Tollaksen

From: Stephen Tremlett [stremlett@msa-ps.com]
Sent: Wednesday, November 25, 2015 3:52 PM
To: Chris Tollaksen
Cc: John Langhans; Sarah McDonald
Subject: DRC Meeting Materials
Attachments: WI Dells_Sign_Design Standards_draft_112515.pdf; Wisconsin Dells Signs Ordinance Discussion Items.pdf; Pages from DellsPres8.12.15_4.pdf

Good Afternoon Chris!

Attached is the items to be discussed at the next DRC meeting:

- Revised Sign Standards (per feedback at our last DRC meeting, as well as new sections – administration, terms and blade signs)
- Sign Code Sections Rewrite / Additions (i.e. Total Sign Area, especially related to 3D signs; Sign Illumination; and Super Graphics / Murals)

Special Notes

- The new administration section in the design standards outlines the process by which business owners apply (and appeal a decision) and the procedures by which the City Staff/DRC will review applications.
- The terms section is a work in progress depending on the building design portion that will be discussed next year (once we get through the sign code and standards).
- The blade sign section (on pages 22-25) discusses the additional standards per this sign type; however, do realize the general sign standards on pages 10-15 will also have to be met. I have provided three alternative sign mounting brackets per the "vision" illustrated by Zebra Dog (see attached slide from their presentation). Each alternative includes two size brackets with each having specific sign size and shape options, which correspond to what is compatible/proportional to the design of the bracket. Alternative C.2 provides an option that is similar to Alternative C.1 that would be mountable to the ceiling of a projecting structure (canopy/marquee). This may be more options that originally envisioned, but I believe it provides flexibility while creating a consistent theme and order. Below lists some questions to be discussed at our meeting.
 - What are the opinions of the three options provided? Do you agree they meet Zebra Dog's vision for downtown Dells? (I have contacted Zebra Dog and hope to get more feedback before our meeting)
 - All three alternatives are decorative in some fashion (meaning none are "modern", such as just a straight arm and no other elements to the bracket). Should there be a "modern" option provided?
 - Do you think providing the optional size brackets and size/shape of sign leaves to too much variety?
 - Do you want to allow signs under projecting signs to just hang from a screw vs. a hanging wall bracket (as depicted in Alternative C.2)? Or do you like this additional option?

See you next week, and Happy Thanksgiving!



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