Wisconsin Dells BID Committee & Design Review Committee
Joint Meeting Agenda

Wednesday, July 20, 2016 at 9:00AM

Wisconsin Dells Municipal Building Council Chambers – 300 La Crosse Street – Wisconsin Dells

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1. Joint Meeting Called to Order	Ald. Mor
2. Discussion on **Private Outdoor Furnishings** (attachments)	All
a. Decision by BID Committee	BID
b. Decision by DRC Committee	DRC
3. Discussion on **Mobile Food Establishments** (attachments)	All
a. Decision by BID Committee	BID
b. Decision by DRC Committee	DRC
4. Discussion on **Culture Food Stands at Farmers' Market** (attachment)	All
a. Decision by BID Committee	BID
b. Decision by DRC Committee	DRC
5. Discussion on **Blade Sign Brackets** (attachments)	All
a. Decision by BID Committee	BID
b. Decision by DRC Committee	DRC
6. Any matters for referral to subsequent meetings.	
7. Adjourn Joint Meeting	

Posted & Distributed: 07/15/2016

ITEM 2

Approved by BID Committee on June 22, 2016. Recommendations advanced to Design Review Committee for consideration.

Introduction:

The intent of the proposed guidelines for furnishings in outdoor business spaces within the Dells River Arts District are to communicate the vision for the downtown revitalization, and to inspire businesses to connect to the city spaces in cohesive yet creative ways.

Recommendations

- Follow and use the Dells River Arts District Materials and Shapes Thinking (Attached).
- Use only heavy duty outdoor commercial grade furnishings.
- Furnishings must be proportionate to the building. (Jackie can provide examples)
- Follow and use the District Block Color Program for Umbrellas. (Attached).
- Use living plants and flowers to soften hard surfaces.

Umbrellas

Goal: cohesive look within each block.

- Use only heavy duty outdoor commercial grade furnishings.
- Use same umbrella product as selected by the City for public spaces.
  Contact: Fiberbuilt Umbrellas, Inc. 2782 NW 29th Ter, Lauderdale Lakes, FL 33311
  www.fiberbuiltumbrellas.com
- Follow and use the District Block Color Program.
- Branded umbrellas including business logos not permitted. No varying shades permissible.

Tables

Goal: primary focus on food presentation.

- Use only heavy duty outdoor commercial grade furnishings.
- Encourage mix of square and round styles.
- Color tones: black, gray and brown.
- Encourage use of multiples sizes (e.g. 2-top and 4-top) which in turn allows for larger groupings.
- Use of picnic tables are not permitted.

Chairs

Goal: provide quality seating.

- Use only heavy duty outdoor commercial grade furnishings.
- Follow Cafe Zone chair style as example.
- Color tones: black, gray and brown.
- Recommend stackable chairs yet not required.

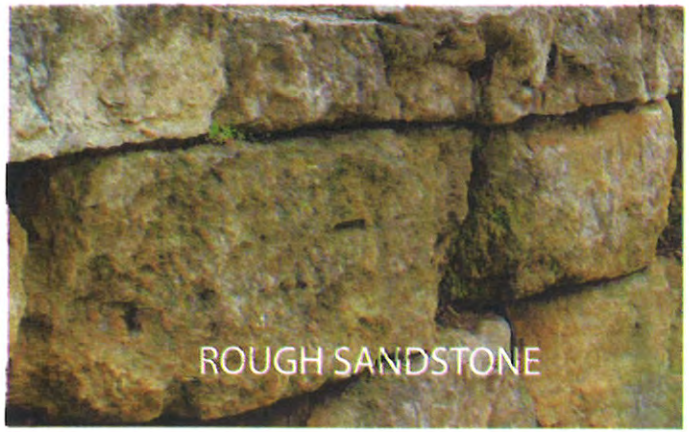
Private Outdoor Furnishings cont.

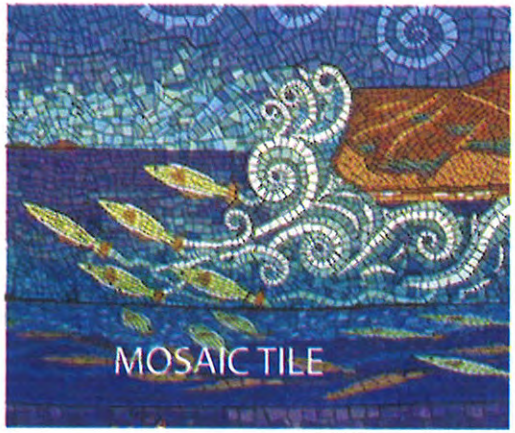
- Recommend mix use of armless and arm chairs.
- Backless and armless bar stools are acceptable.
- Cushions not permitted.

Stanchions

Goal: frame seating areas.

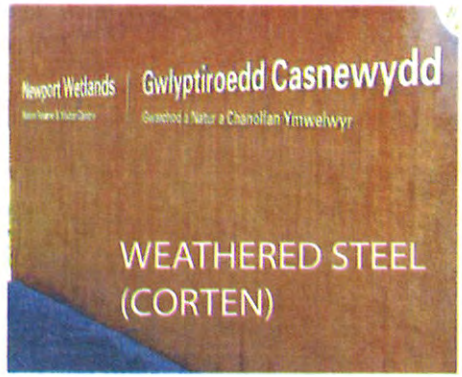
- Color tones: black, gray and brown.
- Encourage use of Dells River Arts District Materials and Shapes Thinking (Attached).
- Incorporate living plants and flowers into stanchion plans to soften hard surfaces.


ROUGH SANDSTONE


MOSAIC TILE

PREWEATHERED ZINC

ROUGH HEWN TIMBER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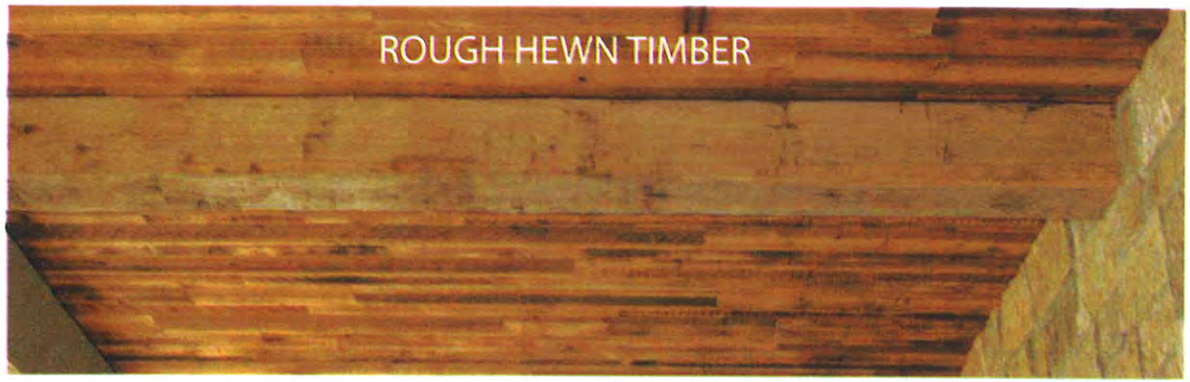
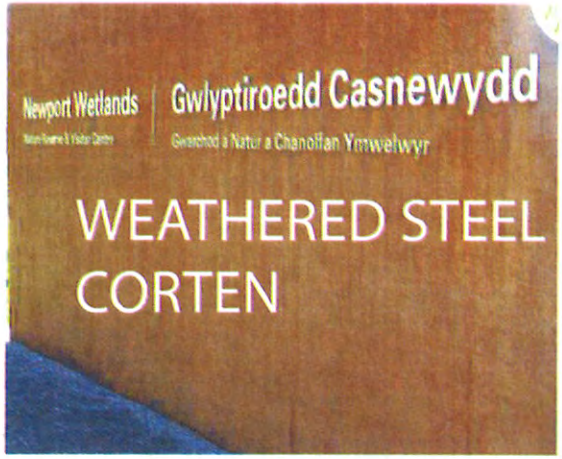
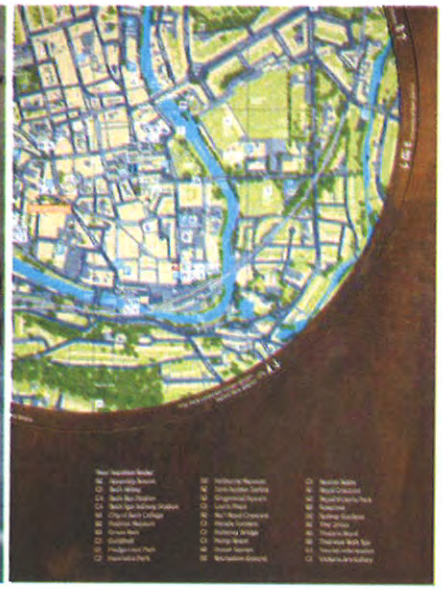
Gwlyptiroedd Casnewydd
WEATHERED STEEL
(CORTEN)



WISCONSIN DELLS AS A LUMBER RAFTING TOWN

WISCONSIN DELLS AS A RAILROAD TOWN





WISCONSIN DELLS AS A TOURIST DESTINATION (TO NATURAL SANDSTONE FEATURES)

ITEM 3

Background information

For BID/DRC joint meeting discussion and/or decision on Mobil Food Establishments

7/15/16

General

Definitions found on Wikipedia

- A food truck is a large vehicle equipped to cook and sell food.
- A food booth (also food stand, temporary food service facility) is generally a temporary structure used to prepare and sell food to the general public, usually where large groups of people are situated outdoors in a park, at a parade, near a stadium or otherwise.
- A food cart is a mobile kitchen that is set up on the street to facilitate the sale and marketing of street food to people from the local pedestrian traffic.
- Food carts are different from food trucks because they do not travel under their own power. Some food carts are towed by another vehicle, while some alternatively are pushed by a human or animal or bicycle.

Wisconsin

- A food truck or trailer requires a "Mobile Restaurant" license from the Wisconsin Department of Health Services
- State of Wisconsin requirements in Chapter 9 of The Wisconsin Food Code

Wisconsin Dells

Provided by: Chris Tollaksen

- The City Zoning Code requires any Mobile Restaurant to obtain a Conditional Use permit per Code section 19.675, which requires all Commercial activity to take place within a permanent structure with a washroom.
- Conditional Use Permit – Commercial use without a permanent structure, Outdoor commercial food and beverage service, Outdoor vender, and Walk up service window

Milwaukee (as an example)

- City of Milwaukee Health Department A Guide for Operations of Mobil Food Establishments

Prepared by Becca Frederiksen, BID Intern

Chapter 9 Mobile Food Establishments

Parts

9–1 GENERAL REQUIREMENTS
9–2 WATER SUPPLY
9–3 LIQUID WASTE
9–4 PUSHCARTS
9–5 OPERATION AND INSTALLATION

9–1 GENERAL REQUIREMENTS

Subparts

9–101 Applicable Code
9–102 Warewashing Operation
9–103 Service Base
9–104 Boundary of Operation

Applicable Code

9–101.10 Applicable Code.

In addition to the specific requirements of this chapter, Chapter 1 through Chapter 7 of this Code apply to MOBILE FOOD ESTABLISHMENTS as applicable.

Warewashing Operations

9–102.11 Warewashing Operation.

WAREWASHING EQUIPMENT is not required on a MOBILE FOOD ESTABLISHMENT if any of the following conditions apply:

(A) FOOD is limited to PREPACKAGED FOOD items and BEVERAGES dispensed in single servings from covered urns or other protected EQUIPMENT;

(B) WAREWASHING EQUIPMENT is available at the SERVICE BASE; or

(C) UTENSILS and serving EQUIPMENT are limited to SINGLE-SERVICE ARTICLES only.

Service Base

9–103.11 Service Base.

Every MOBILE FOOD ESTABLISHMENT shall have a SERVICE BASE of operations consisting of:

(A) Except as provided in ¶ (D) of this section, an enclosed building of sufficient size to accommodate mobile units for servicing, cleaning, inspection, and maintenance.

(B) An APPROVED water supply as specified in §§ 5–101.11, 5–104.11, and 5–104.12.

(C) APPROVED facilities for liquid waste disposal as specified in § 5–403.11.

(D) If APPROVED by the DEPARTMENT, an enclosed building as specified in ¶ (A) of this section, may not be required as a SERVICE BASE if it can be demonstrated that the lack of such a building will not interfere with the sanitary operation or servicing, cleaning, inspection and maintenance of the MOBILE FOOD ESTABLISHMENT.

Boundary of Operation

9–104.11 Boundary Of Operation.

(A) Except as specified in ¶ (D) of this section, each MOBILE FOOD ESTABLISHMENT shall return to its SERVICE BASE not less than once in each 24 hours for servicing and maintenance and more often if necessary.

(B) Itineraries of each MOBILE FOOD ESTABLISHMENT shall be available at the SERVICE BASE.

(C) On request of the REGULATORY AUTHORITY, each MOBILE FOOD ESTABLISHMENT shall be made available for inspection for a pre–arranged period of not less than one hour between 8 a.m. and 5 p.m. at the SERVICE BASE. A MOBILE FOOD ESTABLISHMENT shall also be open to inspection by the REGULATORY AUTHORITY at any time while it is in operation.

(D) At a TEMPORARY event, if APPROVED by the REGULATORY AUTHORITY, a MOBILE FOOD ESTABLISHMENT may not be required to return to the base every 24 hours if it can be shown that the FOOD ESTABLISHMENT can operate in a safe and sanitary manner for a longer period of time.

9–2 WATER SUPPLY

Subparts

9–201 Watering Point
9–202 Storage Tank

Watering Point

9–201.11 Water Point.

(A) Drinking water for the MOBILE FOOD ESTABLISHMENT shall be obtained from the SERVICE BASE and the vehicle shall return to the SERVICE BASE whenever the amount of water in storage does not equal at least 3.8 liters (1 gallon).

(B) The watering point for the MOBILE FOOD ESTABLISHMENT shall consist of a threaded tap installed and maintained in a manner that will assure protection against contamination.

(C) Hoses used for conveying DRINKING WATER shall be constructed and maintained as specified in § 5–302.16.

Storage Tank

9–202.11 Water Storage Tank.

(A) Every MOBILE FOOD ESTABLISHMENT shall be equipped with a gravity or pressurized water storage tank.

(B) The water storage tank shall be sized as specified in § 5–103.11, but no smaller than the following:

(1) A MOBILE FOOD ESTABLISHMENT that serves BEVERAGES or FOOD or reheats prepared FOODS shall have a water storage tank with a capacity of at least 38 liters (10 gallons) for FOOD EMPLOYEE handwashing;

(2) A FOOD pushcart shall have a water storage tank with a minimum capacity of 19 liters (5 gallons) for handwashing; or

(3) A MOBILE FOOD ESTABLISHMENT that prepares FOOD or BEVERAGES on the unit shall have a water storage tank with a capacity of at least 151 liters (40 gallons) for hand-washing, UTENSIL washing and SANITIZING purposes.

(C) The water storage tank shall be constructed and maintained as specified in Part 5–3 and shall be:

(1) Constructed of at least 14 gauge metal or other durable FOOD grade material;

(2) Provided with a glass–sight gauge graduated to read water volume in gallons or liters;

(3) Equipped with a threaded opening on the inlet line or on the tank with a locking device for flushing and SANITIZING the tank; and

(4) Flushed and SANITIZED as specified in § 5–304.11.

9–3 LIQUID WASTE

Subparts

9–301 **Waste Storage Tank**
9–302 **Construction and Maintenance**
9–303 **Disposal**

Waste Storage Tank

9–301.11 Waste Storage Tank.

Every MOBILE FOOD ESTABLISHMENT shall have a wastewater storage tank as specified in Part 5–4.

Construction and Maintenance

9–302.11 Construction and Maintenance.

A MOBILE FOOD ESTABLISHMENT waste storage tank shall:

(A) Be constructed of metal of at least 14 gauge thickness, or other durable SMOOTH surface material;

(B) Be equipped with a discharge connection having a tight closing valve consisting of a minimum of 1½ inch half–union attachment for gravity draining;

(C) Have a valve specified in ¶ (B) of this section located between the attachment and tank proper; and

(D) Have a waste storage tank maintained in a sanitary condition.

Disposal

9–303.11 Disposal.

(A) Every SERVICE BASE shall have an APPROVED sanitary septic system for sanitary disposal of liquid waste from the MOBILE FOOD ESTABLISHMENT wastewater collection tank.

(B) When liquid waste cannot be discharged directly to sanitary sewers, a hose with a minimum 1½ inch half–union type attachment for connection to the MOBILE FOOD ESTABLISHMENT waste water tank shall be provided.

(C) The hose used for disposal of liquid waste shall be maintained in a clean and serviceable condition and when not in use shall be stored in a separate cabinet labeled "for waste water hose only."

9–4 RESERVED

9–5 OPERATION AND INSTALLATION

Subparts

9–501 **Bottled or Liquefied Gas**
9–502 **Toilet Facilities**

Bottled or Liquefied Gas

9–501.11 Bottled or Liquefied Gas.

If bottled or liquefied gas is used within a MOBILE FOOD ESTABLISHMENT, the OPERATOR shall have it securely installed.

Note: The department of safety and professional services has rules that govern bottled and liquefied gas. Contact the Safety and Buildings Division at the department of safety and professional services, P.O. Box 2509, Madison, WI 53701, telephone 608–266–3151 and 711 (TTY) or http://dsps.wi.gov/sb/SB–HomePage.html.

Toilet Facilities

9–502.11 Toilet Facilities.

The OPERATOR of a MOBILE FOOD ESTABLISHMENT shall arrange for use by personnel operating the MOBILE FOOD ESTABLISHMENT public or private toilet facilities during all hours the MOBILE FOOD ESTABLISHMENT is in operation.

CITY OF MILWAUKEE HEALTH DEPARTMENT

A Guide for Operators of Mobile Food Establishments

The City of Milwaukee Health Department inspects and regulates all mobile food operations, including ice cream trucks, hot dog carts, popcorn wagons, and full restaurants on wheels. Use this guide to learn what's required to obtain the necessary licenses for your Mobile Food Establishment and Mobile Service Base.

Mobile Service Bases

Mobile restaurants must have a **Mobile Service Base**. This is a place to fill your water tank, dispose of wastewater, wash utensils, and store and prepare food. This base is required even if all food is prepared on the mobile unit and is in addition to the license for your vehicle or cart.

Your service base must have:

- Food preparation facilities **UNLESS** your vehicle is equipped with Health Department approved facilities.
- Utensil washing facilities (three or four compartment stainless steel sink with drainboards).
- A sink for hand washing
- A sink with a threaded tap where the vehicle water tank can be filled with potable water. Hoses must be food grade – no garden hoses. Recreational Vehicle (RV) and restaurant supply dealers are good sources for such equipment. Supply hoses need to be protected from contamination at all times and kept in a labeled, clean container when not in use.
- A mop sink or waste drain for the disposal of wastewater
- Storage for food and supplies
- A food preparation sink *may* be required. It depends on your menu.

Mobile Service Base facilities must meet Wisconsin Food Code standards for floor and wall finishes, equipment and lighting. If you operate a permanent licensed establishment, you may be able to use it as a service base.

If you're sharing or leasing a facility operated by someone else, the Health Department will inspect that location in your name. You will be required to have a notorized agreement between you and the facility owner. It should specify the times that your vehicle will be using the base. If asked by an inspector, you must furnish information about the itinerary of your vehicle, so keep this information available at your service base

Each mobile food establishment shall return to its service base at least every 24 hours for servicing and maintenance.

IMPORTANT NOTE: You cannot use a private home as a service base. Any food storage in a home is limited to commercially prepackaged, non –potentially hazardous snack foods (such as gum, candy or chips) that can be sold in a week's time. This requires an inspection and the issuance of a Food Dealer's License.

Vehicle Requirements

Rule #1 Follow the Wisconsin Food Code. Purchase equipment that is listed for commercial foodservice use by an ANSI accredited listing service (such as UL, ETL or NSF). A piece of equipment that would not be accepted in a permanent food establishment will not be accepted on a mobile unit.

Handwashing and Warewashing Sink(s)

Sink requirements vary depending on the type and complexity of your operation.

- **Every** vehicle or pushcart where unpackaged food is handled **must have a hand wash sink with hot and cold water under pressure.**
- If you process food (for example: shave ice for sno-cones, make cotton candy, prepare tacos or subs) **on a vehicle**, your vehicle must have approved utensil sinks with hot and cold water under pressure. If you operate a pushcart, and your menu is limited, you don't need utensil sinks **on the cart.** In this case, you must prepare food and wash utensils at the service base.
- If you **only sell *prepackaged* food**, you may simply carry treated towelettes.

Water and Wastewater

You have to carry enough water to keep your sinks supplied between trips to your service base. If you are designing or buying a vehicle or cart, make sure your tanks meet these requirements.

- Pushcarts with a hand wash sink must have at least a **five** gallon water tank.
- Vehicles with hand wash sinks must have at least a **ten** gallon water tank.
- If you prepare an extensive menu on a vehicle, and wash utensils there, the vehicle must have at least a **forty** gallon water tank.
- Your **wastewater tank** must be sized 15% larger than your supply tank.

These requirements are for handwashing and utensil washing. If ingredient water (i.e. to make coffee) is needed, the tanks will need to be larger or there must be a separate supply of ingredient water.

As mobile food establishments have limited water supplies:

- The water on the units is not allowed to be used for the washing of food. All produce used in mobile operations must be pre-washed.
- As the supply of water for handwashing is very limited on push carts, push carts are not allowed to handle raw meats.

Your water tank must be designed to food contact standards. If it isn't transparent, it must have a sight gauge so you can tell when you're running low. **When you're out of water in the supply tank you must refill the supply tank and empty the wastwater tank.** You cannot drain your sinks to the street. If you use a hose for the disposal of liquid waste, it must be stored in a separate cabinet labeled "for wash water hose only" when not in use.

Food Protection

Holding bins and food handling areas on pushcarts must be protected from the public with enclosures. Check with the Health Department about acceptable designs and methods.

Vehicle Surfaces
Mobile units must meet Wisconsin Food Code standards for floor and wall finishes and lighting. All surfaces must be smooth, easily cleanable, and water resistant. Exposed wood is not allowed.

Hot and Cold Holding
You must maintain potentially hazardous foods at safe temperatures using mechanical heating, hot holding, and cold holding equipment. **Hot foods must be held at or above 135^{0}F, cold foods must be held at or below 41^{0}F.** Your unit must have enough power (gas or electric) to run all your equipment at the same time.

Show Your Identification!
At least two sides of your vehicle; or carried container must display the name of the person to whom the permit is issued and a local telephone number in lettering not less than 4 inches high. If the same licensee has more than one unit, each unit must have a distinctive identification number or letter. The **Food Peddler license** must be prominently displayed at all times. You must also carry the paper permit whose number matches the number on the license plate.

Food Safety Requirements

Don't forget the rules of safe food handling when you hit the street. A mobile food establishment is subject to the same rules that restaurants and grocery stores follow under the Wisconsin Food Code.

When inspectors meet you on your rounds, they will watch food handling, check the hand wash sink and take temperatures. Make sure your vehicle has a supply of tongs, tissues and/or gloves, since bare hand contact with ready-to-eat foods is prohibited.

Your mobile food vending business must have at least one owner or manager who is Wisconsin **Certified in Food Protection Practices**. This manager should train and supervise all employees. Whether the certified manager is on the vehicle or not, the **person serving the food** must know the basics of safe food handling. Visit www.milwaukee.gov/cfm for more information.

Supply checklist
You should always have the following on board:

- ✓ Hand wash soap
- ✓ Single service towels
- ✓ Sanitizer solution (i.e. bleach water)
- ✓ Test papers to check sanitizer strength
- ✓ Tongs, tissues and gloves
- ✓ Thermometer for checking food temperatures

Rules About Moving and Parking

1. Vehicles licensed for food peddling must obey all traffic laws and regulations.
2. You may not park or sell within 300 feet of a school entrance while the school is open to students. *(Section 115-45 of the Milwaukee Code of Ordinances)*
3. You may not stop for more than two hours in any **residential block** and such stops must be separated by a six-hour period. You must be in compliance with posted time limits on parking. *(Section 115-45 of the Milwaukee Code of Ordinances)*
4. Food, merchandise or any other article may not be sold or offered for sale for two hours immediately before the start of any scheduled event, and ending one hour immediately after the event on any public street or sidewalk within 500 feet of the Midwest Express Center, the Auditorium, the Arena, the Milwaukee public museum, the Bradley Center, the Performing Arts Center, the Eagles Auditorium, the Riverside Theater, Summerfest, Miller Park parking facilities, and the right of way for Jazz in the Park, River Rhythms, the Westown Farmer's Market, and certain special events designated by the commissioner of public works . *(Section 105-56 and 105-57 of the Milwaukee Code of Ordinances)*
5. There are other specific streets and highways where selling from a parked vehicle is prohibited. These may be found in the common council proceedings, the official record on file in the city clerk's office, and the code on file in the legislative reference bureau. (*Section 115-45-2-b of the Milwaukee Code of Ordinances*)

Other Rules of the Road

- Each mobile food establishment shall return to its service base at least every 24 hours for servicing and maintenance.
- Food **cannot** be sold door-to-door.
- All sales must be made on the public way (sidewalk or street) directly from your licensed unit.
- It is prohibited to make any sales from a roadway median strip, safety island, or on foot into any street or roadway (including an alley) where there is vehicular traffic.
- You cannot block or restrict an individual's access to a business or residence, and you must allow a minimum 5 ft. clearance on sidewalks for pedestrians. You cannot make any comment, request, or proposal which is obscene, lewd, lascivious, profane, filthy or indecent.
- No minor under 12 years of age may participate in the activities of a food peddler.
- Unless you have a permit allowing **night time operation,** food cannot be sold between 9 p.m. and 6 a.m. This does not apply on January 1st, Memorial Day, Juneteenth, the 3rd and 4th of July, Labor Day, and on city streets adjacent to State Fair Park during the run of the Wisconsin State Fair.
- **If you are interested in selling in any of the Milwaukee County Parks, you must contact the Milwaukee County Parks System at 414-257-4503 for information.**
- If you use your mobile establishment at a festival and want to offer different items than you are normally licensed for (such as grilling next to the unit), additional licensing may be required.
- The entire operation must be fully mobile. You cannot place coolers on the ground or provide chairs or tables for your customers. Mobile units are not permitted to use electrical connections. Generators are acceptable provided they are attached to the mobile unit.

Noise

Food peddlers must comply with all city noise nuisance regulations (S 80-65-4 of the Milwaukee Code of Ordinances). A food peddler with a permit for a pushed, pedaled, or pulled vehicle shall not use any type of horn.

Toilet Facilities

Mobile Food Establishment operators must have arrangements for the use of public or private toilet facilities during all hours of operation.

Licensing

Food Peddler Permit applications are processed by the License Division of the City Clerk's office. The City Clerk's office is located in City Hall—200 East Wells Street, Room 105. You can call the License Division at (414) 286-2238; or e-mail:
license@milwaukee.gov

Other Permits You May Need

If you sell ice cream or similar frozen confections, each individual that operates a pushed, pulled, carried or motorized unit needs an **Ice Cream Peddler License** from the City of Milwaukee.

If you also sell non-food items (on the public right-of-way) you'll need a **Direct Seller's Permit** from the City Clerk's License Division.

To get the Direct Seller's permit, you'll need to have, or have applied for a **Wisconsin State Seller's Permit**. These are issued by the Wisconsin Department of Revenue, located in the State Office Building at 819 North 6th Street, in Room 408. Call them at (414) 227- 4000.

Contacting Us

The City of Milwaukee Health Department
Consumer Environmental Health Division
Frank P. Zeidler Municipal Building
841 North Broadway, Room 304
Milwaukee, WI 53202-3653

Phone: (414) 286-3674
Fax: (414) 286-5164

More information may be found on our mobile food establishment webpage:
www.milwaukee.gov/mobilefood

ITEM 4

For BID/DRC committees joint meeting discussion and/or decision on Culture Stands at Farmers' Market

Culture Stands background

- Roadside Culture Stands are artist-designed and built mobile vending trailers.
- Sells produce
- They are matched with small-scale producers, processors or community-based organizations to be versatile marketing tool.
- Each is a unique, eye-catching entrepreneur-mobile halfway between a pop-up canopy and a bricks & mortar location.
- There are about a dozen Culture Stands being used across the upper mid-west from Chicago to Stevens Point.
- A gathering of Culture Stands is called a Food Chain - "a marketplace of food art and ideas".
- Food Chain gatherings have convened at venues as diverse as the Madison Food for Thought Festival, Farm Aid in both Chicago & Milwaukee, MREA Renewable Energy Fair in Custer WI and annually at the Farm/ Art DTour.
- Above photos are Culture Stands designed, built, and funded by the National Endowment for the Arts and Wormfarm Institute.
- The Downtown Dells Farmers' Market subcommittee would like to have these as possible vendors.

Prepared by Becca Frederiksen, BID Intern 7/15/16

ITEM 5

Caroline Altfeather [caroline@zebradog.com]

Actions

To:
Kelli Trumble

Cc:
Holly Anne Burns [holly@zebradog.com]; Chris Moore [chris@zebradog.com]

Attachments:
16-WDE-002_RAD-Brackets_DD.pdf (288 KB)[Open as Web Page]

Inbox

Thursday, June 23, 2016 8:50 AM

Hi Kelli,
Chris T. just asked for this documentation as well. Below are the bracket details. The document below is ready to send out to vendors for pricing. Can you answer the following:

1. Does this need to be publicly bid?
2. Is the BID wanting to purchase them in bulk so they are readily available?
3. Who is the point person for this project?

Thanks
Caroline

DESIGN DETAIL

WISCONSIN DELLS / RIVER ARTS DISTRICT SIGN BRACKETS

ZEBRADOG

DYNAMIC ENVIRONMENT DESIGN

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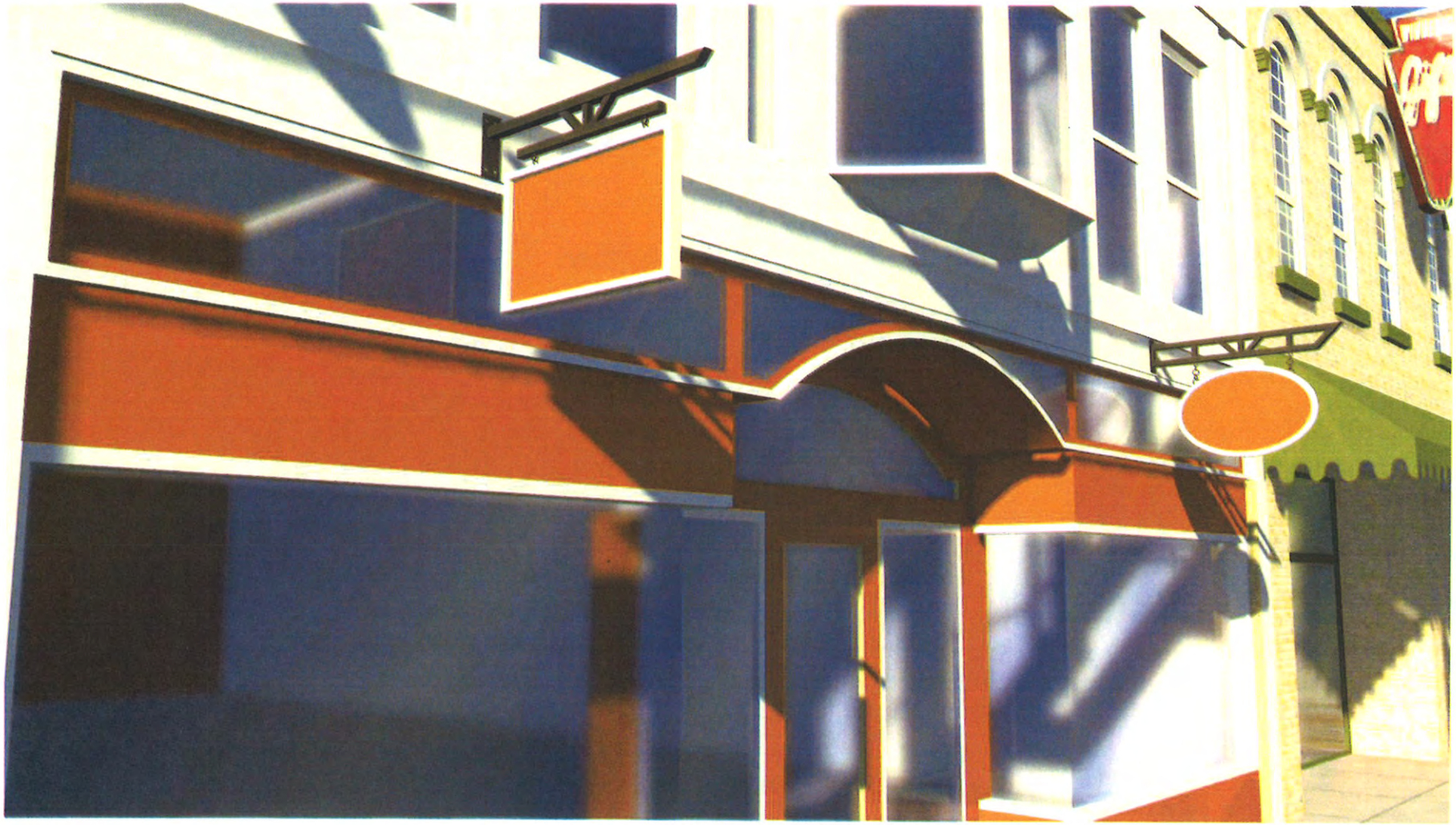
DESIGN DETAIL	16-WDE-002	CLIENT: WISCONSIN DELLS DESCRIPTION: RIVER ARTS DISTRICT SIGN BRACKETS / 16-WDE-002	ZEBRADOG DYNAMIC ENVIRONMENT DESIGN



PERSPECTIVE - BRACKET STYLES 1 & 2
NTS

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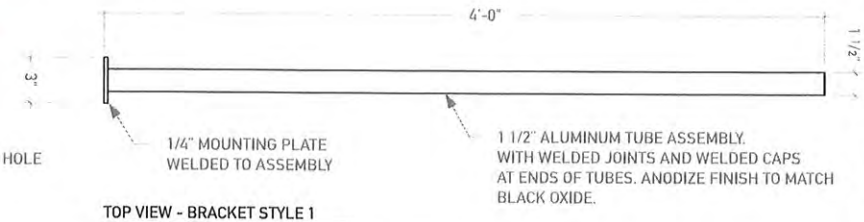
DESIGN DETAIL

16-WDE-002

CLIENT: WISCONSIN DELLS
DESCRIPTION: RIVER ARTS DISTRICT SIGN BRACKETS / 16-WDE-002

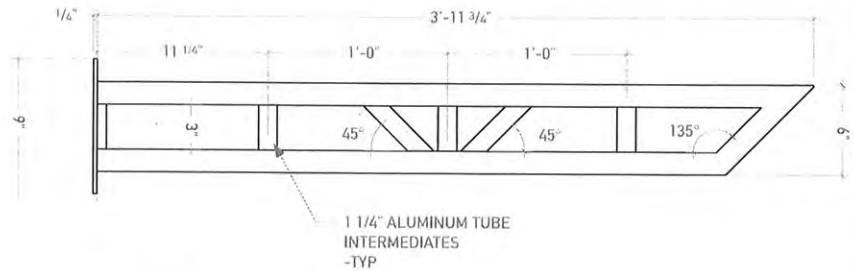
ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

PERSPECTIVE - BRACKET STYLE 1
NTS



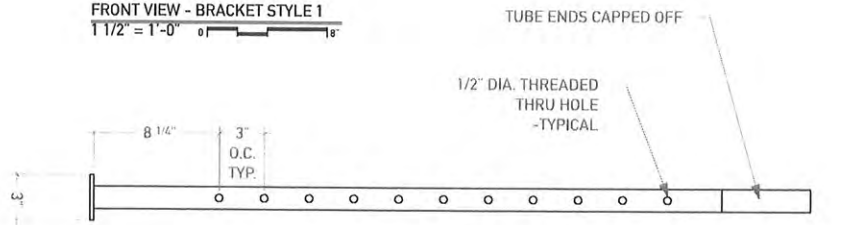
TOP VIEW - BRACKET STYLE 1
1 1/2" = 1'-0"

PERSPECTIVE - BRACKET STYLE 1 CHAIN MOUNTING EXAMPLE
NTS



FRONT VIEW - BRACKET STYLE 1
1 1/2" = 1'-0"

PERSPECTIVE - BRACKET STYLE 1 THREADED ROD EXAMPLE
NTS



BOTTOM VIEW - BRACKET STYLE 1
1 1/2" = 1'-0"

JOB SPECS

BRACKET FABRICATOR
BRACKET STYLE 1
Qty: ##
Overall Size: 4'-0"W x 9"H x 3"D

Fabricate bracket assembly with 1 1/2" aluminum tube. Use 1 1/4" aluminum tube for intermediates. Weld all joints. Cap off tube ends with welded caps. Grind all welds, debur, and ease all edges. Finish anodized or powder coated to a black oxide look. Drill 1/2" dia. threaded thru-holes through lower tube @ 3" on center to receive mounting eyebolt or threaded rod. Included two threaded eye bolts finished to match assembly. Drill 1/2" dia. thru holes in mounting plate. Threaded rod hangers not included.

Sample Needed:
1. Submit finish color sample for approval.
2. Submit first bracket fabricated for approval before progressing with initial run of ##.

Ship To: City of Wisconsin Dells Public Works Department.

Save all templates, jigs, forms, and shop drawings for future orders.

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DESIGN DETAIL

16-WDE-002

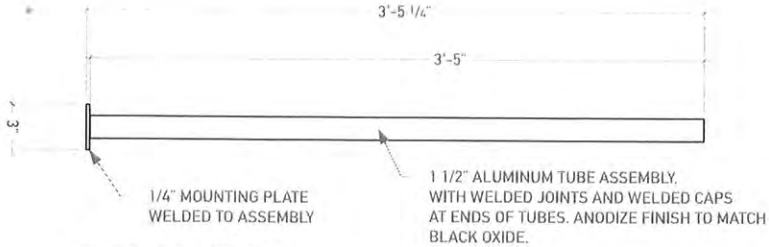
CLIENT: WISCONSIN DELLS
DESCRIPTION: RIVER ARTS DISTRICT SIGN BRACKETS / 16-WDE-002

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

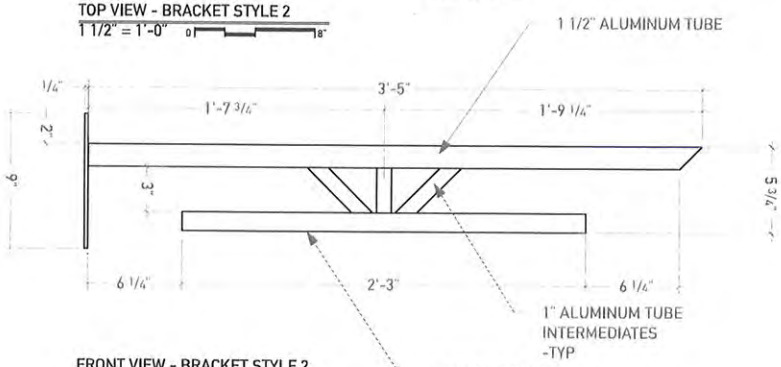
PERSPECTIVE - BRACKET STYLE 2
NTS

PERSPECTIVE - BRACKET STYLE 2 CHAIN MOUNTING EXAMPLE
NTS

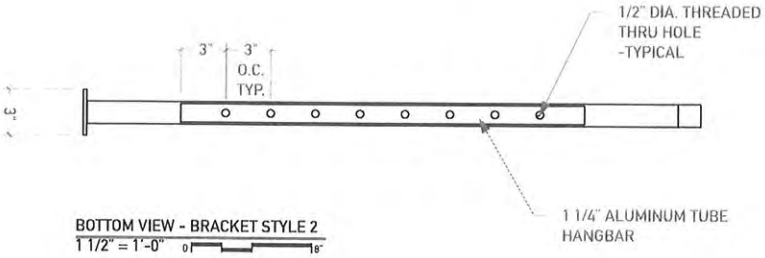
PERSPECTIVE - BRACKET STYLE 2 THREADED ROD EXAMPLE
NTS



TOP VIEW - BRACKET STYLE 2
1 1/2" = 1'-0"



FRONT VIEW - BRACKET STYLE 2
1 1/2" = 1'-0"



BOTTOM VIEW - BRACKET STYLE 2
1 1/2" = 1'-0"

JOB SPECS

BRACKET FABRICATOR

BRACKET STYLE 2
Qty: ##
Overall Size: 3'-5 1/4"W x 9"H x 3"D

Fabricate bracket assembly extension arm with 1 1/2" Aluminum tube. Use 1" aluminum tube for intermediates. Use 1 1 /4" aluminum tube for hangbar. Weld all joints. Cap off tube ends with welded caps. Grind all welds, debur, and ease all edges. Finish anodized or powder coated to a black oxide look.
Drill 1/2" dia. threaded thru-holes through hangbar @ 3" on center to receive mounting eyebolt or threaded rod. Included two threaded eye bolts finished to match assembly. Drill 1/2" dia. thru holes in mounting plate. Threaded rod hangers not included.

Sample Needed:
1. Submit finish color sample for approval.
2. Submit first bracket fabricated for approval before progressing with initial run of ##.

Ship To: City of Wisconsin Dells Public Works Department.

Save all templates, jigs, forms, and shop drawings for future orders.

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Blade Sign

A special projecting sign attached to the building along the storefront frontage incorporating the downtown WI Dells River Arts District brand.

APPROPRIATE

While a standard ***blade sign*** bracket is required (see above image), creativity is desired for all ***blade signs***. The sign shape and advertisement (e.g. lettering, logos, and other graphics) can be diverse, as illustrated in the recommended ***blade sign*** examples shown on the left.

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 ***blade sign*** shall be within the below size restrictions:

- Height: 12-24"
- Width: 24-36"

3. The ***blade sign*** shall be hung using the Wisconsin Dells custom mounting arm(s). Contact the WI Dells Zoning Administrator for more information.

4. If multiple ***blade signs*** are used, all shall be of the same style and shape.

5. ***Blade signs*** shall have a minimum clearance height of eight (8) feet above the sidewalk grade.

6. ***Blade signs*** shall be mounted below the sills of the second floor windows, or where second floor windows typically would reside on the building if none exist.

7. ***Blade signs*** shall be two-sided.

8. ***Blade signs*** shall not include business contact information.

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 the first sign image in the side bar).