CITY OF WISCONSIN DELLS MEETING AGENDA

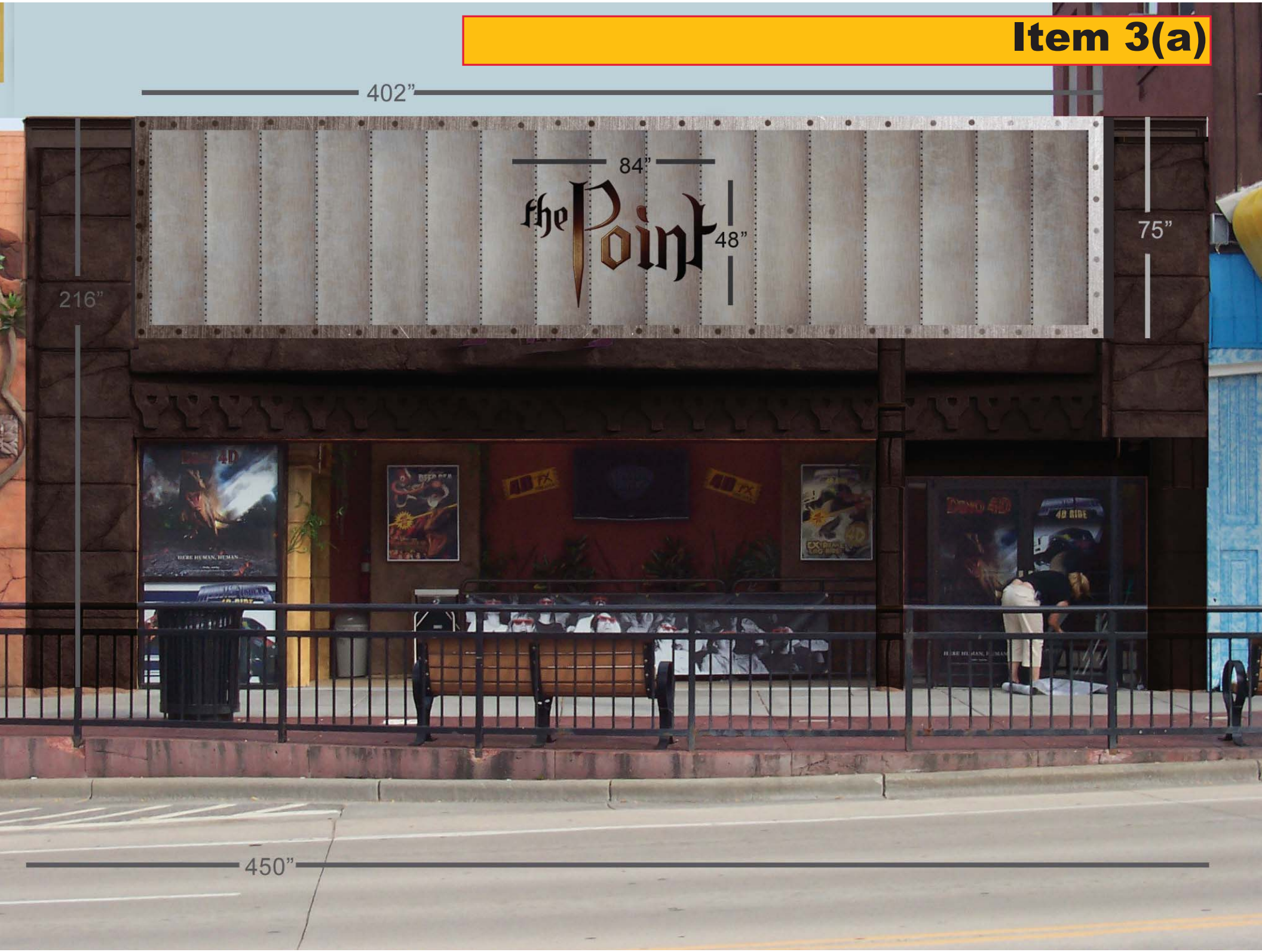
Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, MAY 17, 2017 **Time:** 10:00AM **Location:** MUNICIPAL BUILDING - 300 LA CROSSE STREET, WISCONSIN DELLS, WI

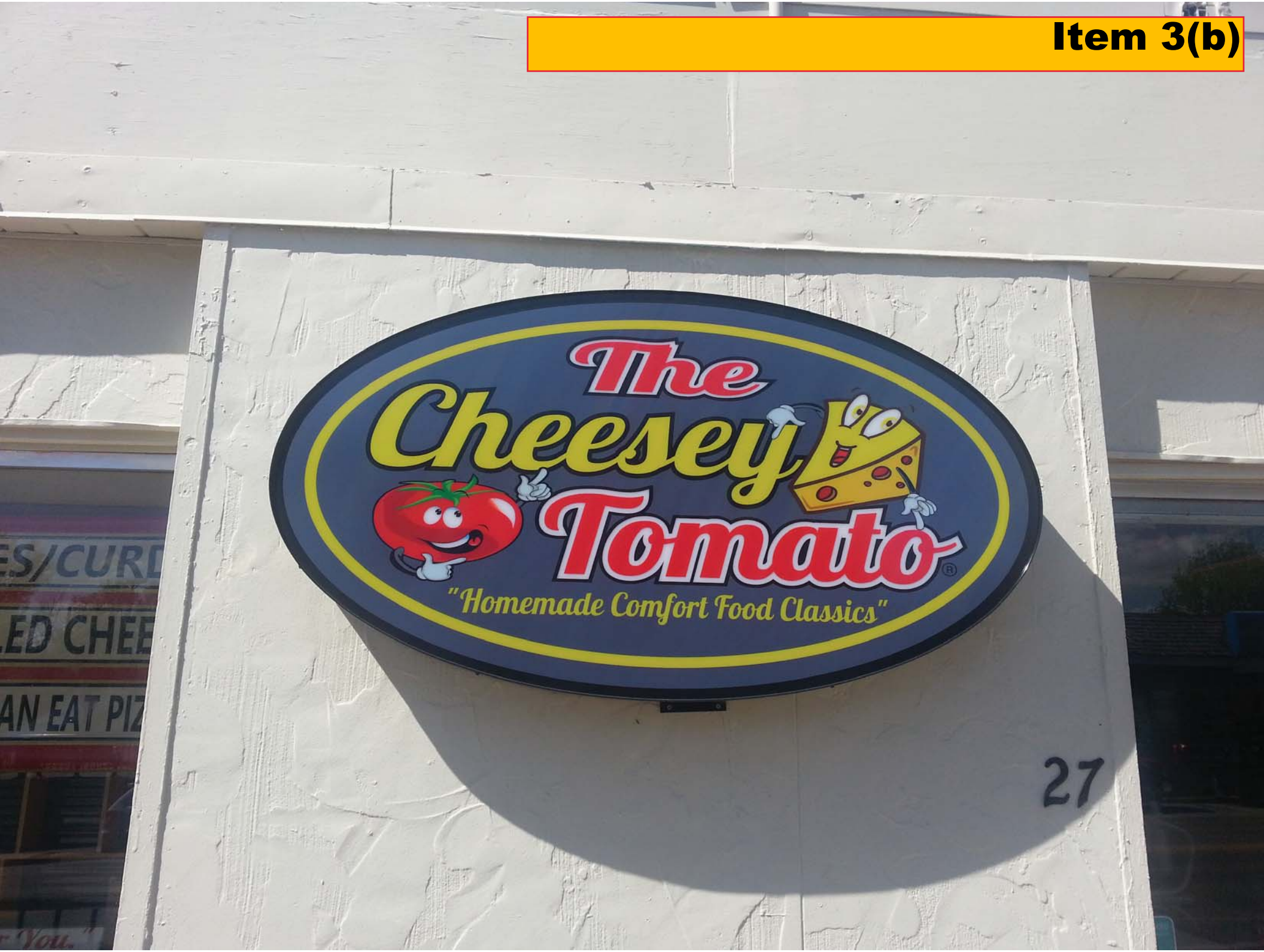
COMMITTEE MEMBERS				
ALDER MOR - CHAIR	BEN BORCHER	DAN GAVINSKI	MARIA ROSHOLT	JACQUELINE MORSE

AGENDA	
1	Call to order and attendance
2	Discussion / Decision of the May 03 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) The Point (b) Cheesy Tomato (c) Aloha
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) Lower Dells Kayak rental – storage container ticket booth (b) 15 – 27 Broadway – Riverfront i. Cheesy Tomato building ii. Riverfront Patio (c) Goody Goody Gum Drop (d) Cheesecake Heaven (e) River Dawg
5	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any (a) Cheesy Tomato (b) Great Harvest
6	(a) Window Signs i. Cheesecake Heaven ii. Neon Beer signs
7	Discussion / Decision on Branding Idea for Dells River Arts District
8	Discussion / Decision on other Design Standards/Ordinance Updates
9	Items for referral to future meeting
10	Discussion / Decision on Sign permit fees (a) Blade Sign Fee (use $15 sign under projecting structure fee) (b) Legacy Sign application Fee
11	Set date and time of future meeting (May 3)
12	Adjournment
	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 May 12, 2017

Item 3(a)



Item 3(b)



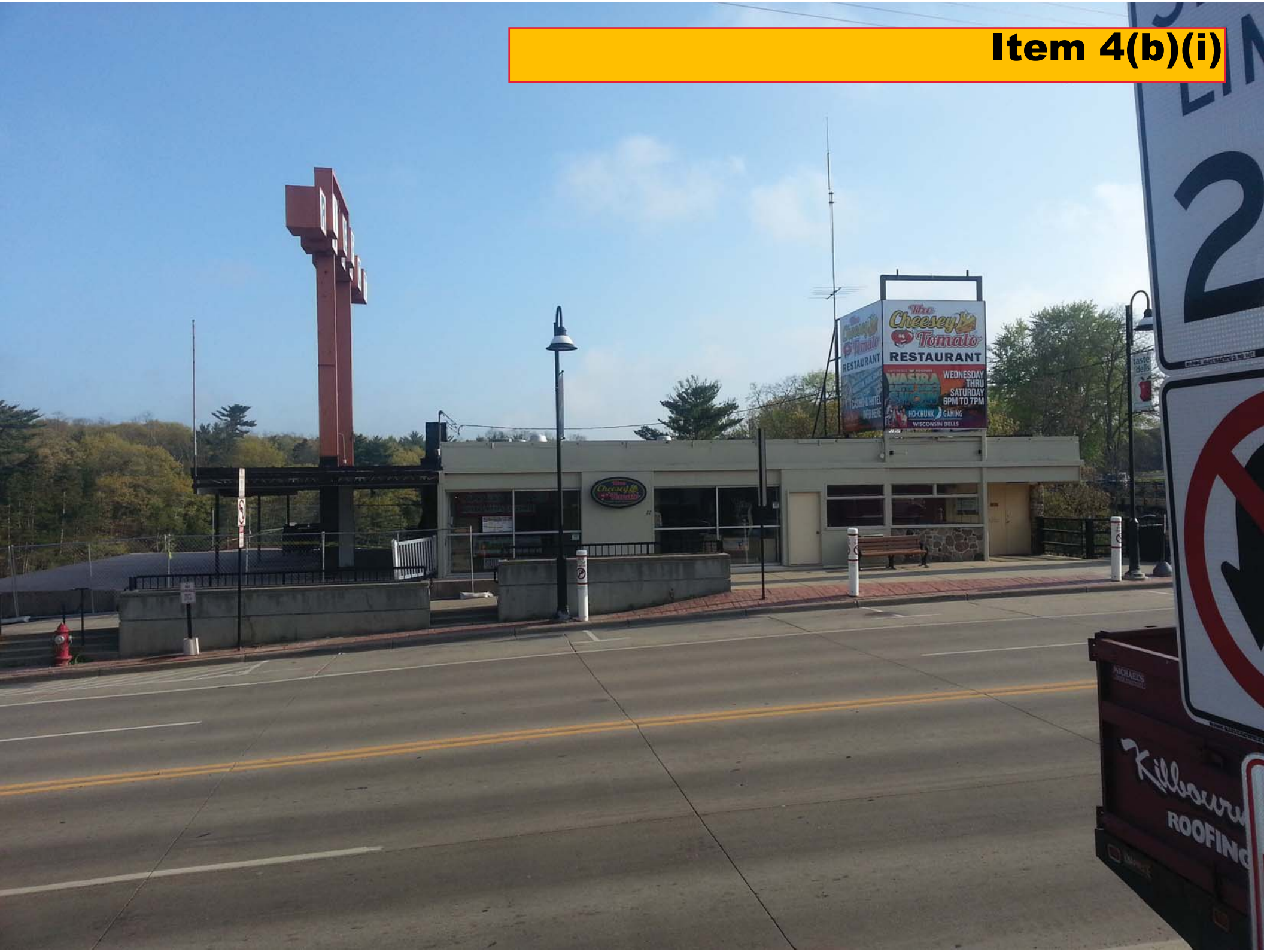
Cheesey Tomato
SOUPS/SALADS
BURGERS/WRAPS
RESTAURANT
CASINO & HOTEL
INFO HERE

Item 3(c)
updated
ALOHA
Hawaiian Shop

Item 3(c)
original
ALOHA
Hawaiian Shop
316

Item 4(a)

Item 4(b)(i)

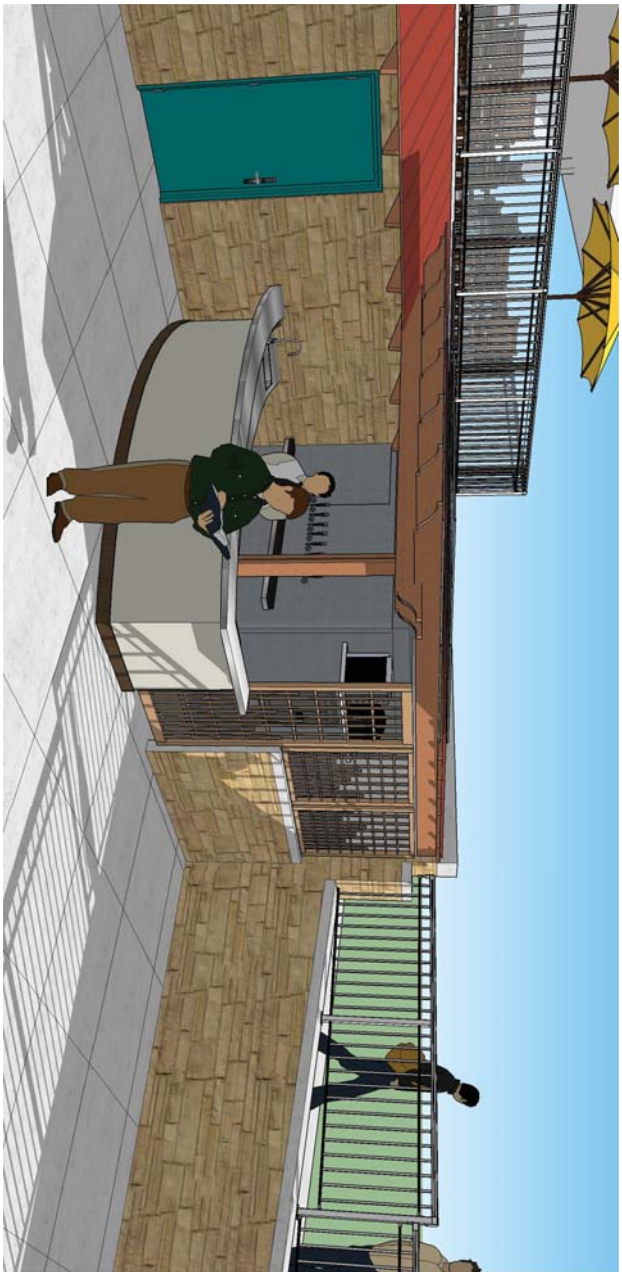

The Cheesey Tomato
RESTAURANT
WEDNESDAY THRU SATURDAY 6PM TO 7PM
HO-CHUNK GAMING
WISCONSIN DELLS
Kilbourn
ROOFING

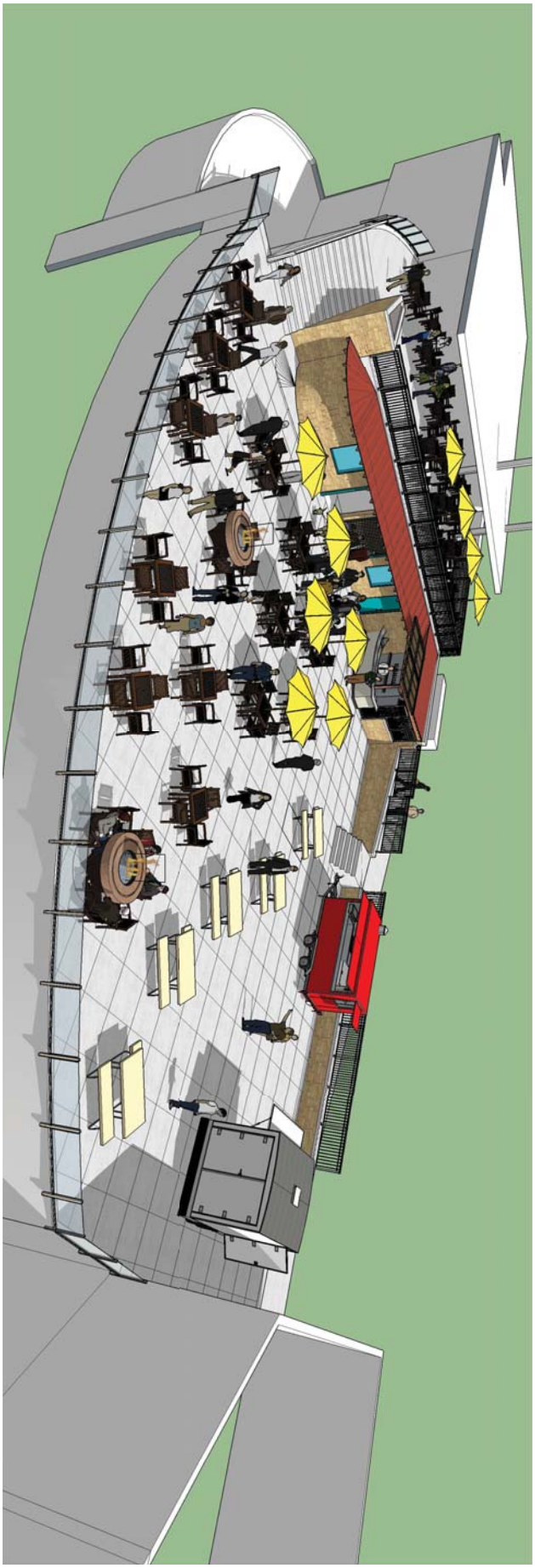
REVISED CONCEPT
RIVERFRONT PLAZA
WISCONSIN DELLS, WI

3/13/17

608.742.2169| 916 Sliver Lake Dr.| Portage, WI 53901
www.generalengineering.net

Item 4(b)(ii)





REVISED CONCEPT
RIVERFRONT PLAZA
WISCONSIN DELLS, WI

3/13/17

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www.generalengineering.net

RIVERFRONT
RESTAURANT
DO NOT ENTER

Item 4(c)

Wisconsin Dells, Wisconsin

Item 4(d)

Google Maps 233 State Hwy 13

Image capture: Sep 2015 © 2017 Google

Wisconsin Dells, Wisconsin

Street View - Sep 2015

Google Maps 810 River Rd

Item 4(e) previous

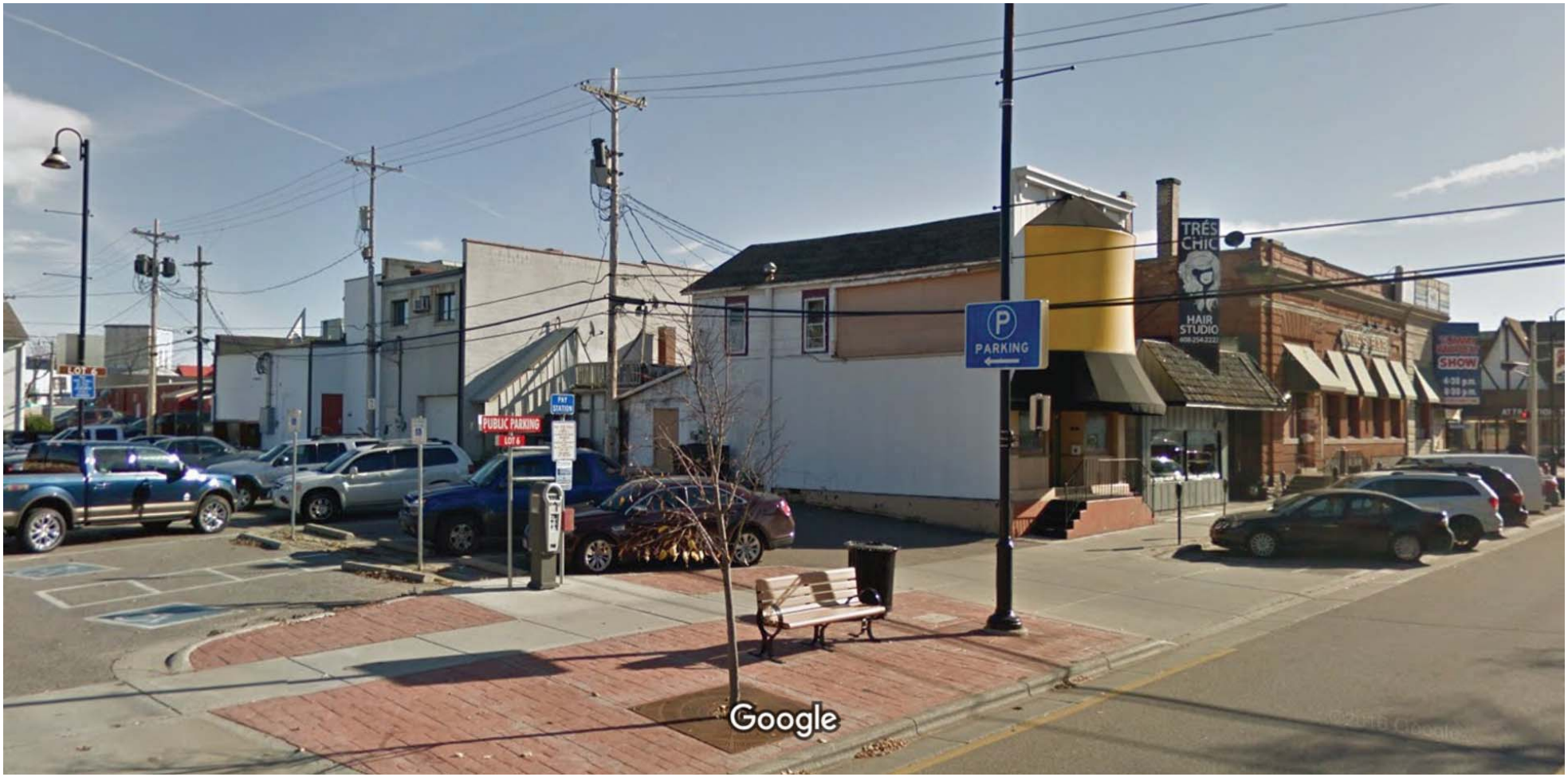
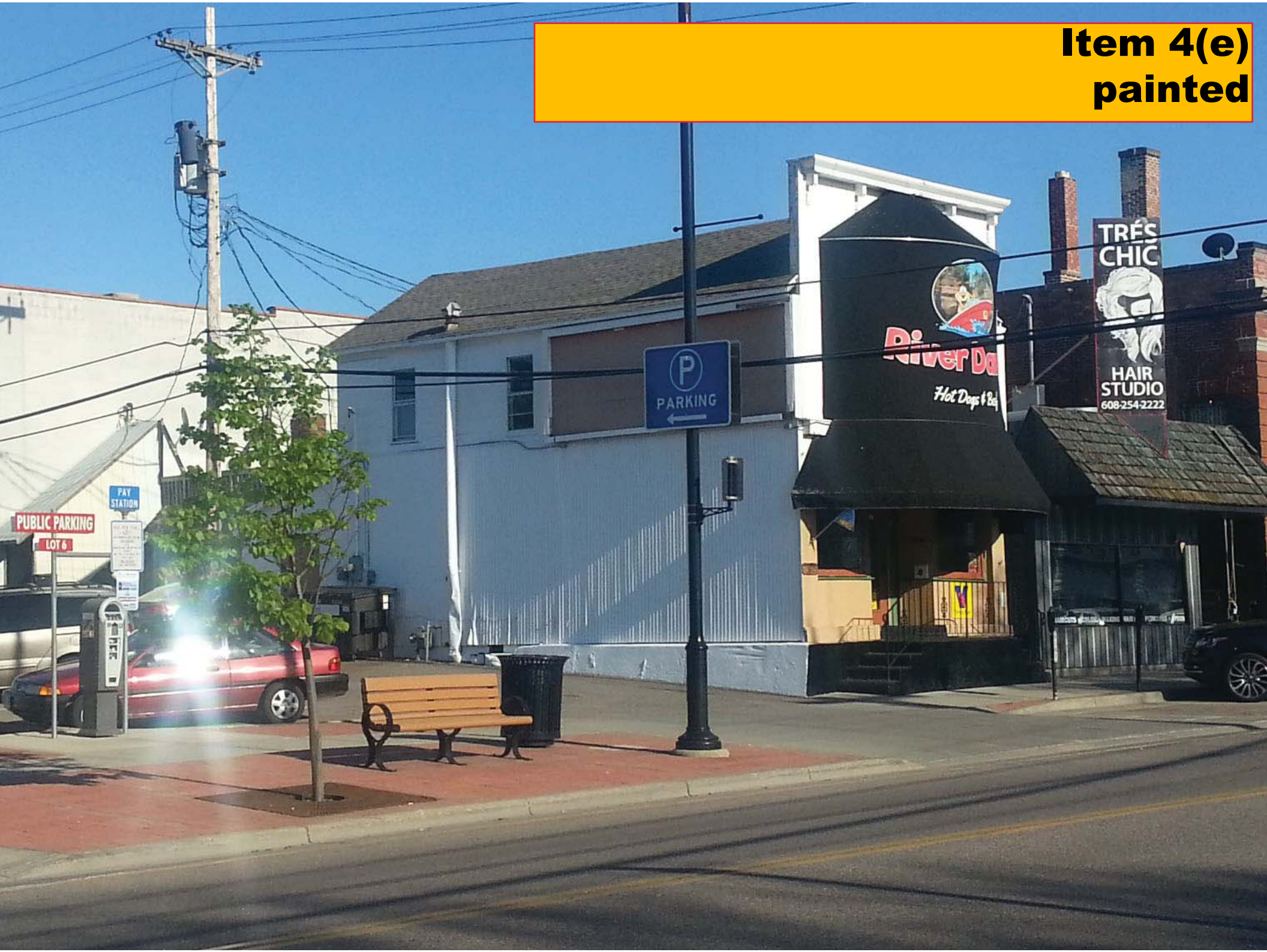


Image capture: Nov 2016 © 2017 Google

Wisconsin Dells, Wisconsin

Street View - Nov 2016


Item 4(e)
painted
PARKING
PAY STATION
PUBLIC PARKING
LOT 6
TRÉS CHIC
HAIR STUDIO
608-254-2222
Hot Dogs & Bu

Item 5(a)

Product information

Color:**Black**

Technical Details

Flash Furniture Distressed Metal Indoor...

Item Weight	41 pounds
Product Dimensions	20 x 17.8 x 33.5 inches
Origin	China
Item model number	4-ET-3534-BK-GG

Additional Information

Warranty & Support

Manufacturer's warranty can be requested from customer service. Click here to make a request to customer service.

Feedback

If you are a seller for this product, would you like to **suggest updates through seller support**?
Would you like to **tell us about a lower price**?

Compare to similar items

This item Flash Furniture Distressed Metal Indoor Stackable Chair (4 Pack), Black

Add to Cart

Flash Furniture Metal Indoor/Outdoor Chair (4 Pack), Black/Antique Gold

Add to Cart

Flash Furniture Metal Indoor/Outdoor Chair (4 Pack), 14", Black

Add to Cart

Flash Furniture Distressed Metal Indoor Stackable Chair, Black

Add to Cart

Customer Rating	(60)	(6)	(8)	(61)

Rick Mueller 608-393-6352

Cheesey Tomato - 27 Broadway

Outdoor Deck -

Seating Proposal

16 - 30" Steel Bar Stools (As Pictured)
20 - Standard All Steel Chairs (As Pictured)

5 - All Steel Tables To Match (Picture not available)

Arrangement of seating can not be completed, as railing and other configurations of this deck have not been completed.

Complete layout will be put in for recommendation once this has been completed.

This is a temporary layout with these all steel seats as per guidelines of city lettered proposal.

Item 5(b)

RE: FW: Tables for great harvest

Jennifer Williamson [williamson31@gmail.com]

Sent: Wed 05/10/2017 7:34 AM

To: Chris Tollaksen

For the meeting this week we are going to just apply to do 4 table sets. They will be placed 2 tables on each side of our red brick entrance. At this point we are not asking for an umbrella. Thanks.

Item 6

Soups · Chili
Sandwiches · Wraps
Burgers · Flatbreads
Salads · Pastas
Boat Tour Box Lunches
Catering Available
608-253-9394

Cheese Cake Heaven
Deli · Cafe · Bakery
www.cheesecakeheaven.com
608-253-9394

Gourmet Coffee
Espresso
Cappuccinos
Lattes · Mochas
Shakes · Malts
Lemonade
Smoothies

Ice Cream
Funnel Cake Sundaes
Award Winning Cheescake
Cheescake On A Stick

Cheese Cake Heaven
Deli · Cafe · Bakery
www.cheesecakeheaven.com
608-253-9394
2016 FINALIST
2014 FINALIST
2013 WINNER

Shakes
Malts
Smoothies
Lemonade
2013 WINNER

Soups
Sandwiches
Salads
Kids Menu
Bakery
Cafe
Deli
Restaurant
Catering
Burgers
Wraps
Pastas
Flatbreads

Item 8

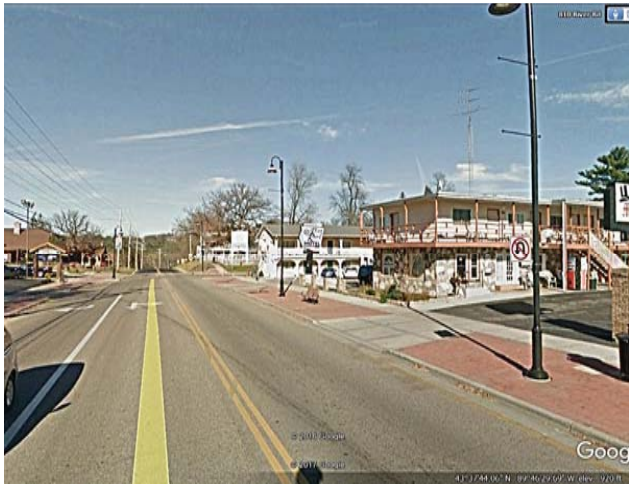
Downtown Design Standard Review

1. Pole Signs
    a. DRC may allow existing On-Premise pole signs east of Cedar on a case by case basis.
    b. Also ½ Block off Broadway ?
        i. Eddy St. south - Old River Golf, City Parking Lot
        ii. RR North – Top Hat, River Rd Motel, White Rose, Riverwalk Resturant
        iii. Superior South – Dells Bank, Maurer's
        iv. Oak St North – Finch, Gables
        v. Elm St. North – coed Classics
        vi. Cedar St South – Alpine Motel

    c. Joe – proposed Existing Non-Conforming

OLD RIVER
GOLF
© 2016 Google

BWD
to help you
STOP



Section 22.12 Non-Conforming Signs & Structures

(1) *Definition.* Any sign or projecting structure constructed in accordance with ordinances and other applicable laws in effect on the date of its construction, but which by reason of its type, size, height, location, design, material, method of illumination, number of signs, or construction is not in conformance with this Chapter shall be considered a legal non-conforming sign or projecting structure.

(2) *Continuation/Loss of Status.* The lawful use of a nonconforming sign or projecting structure may continue unless one (1) or more of the following occurs:

(a) The sign or projecting structure is structurally altered in a way, except for normal maintenance or repair. (Change of message is considered normal maintenance.)

(b) When the sign or projecting structure is fifty (50) percent or more damaged by fire, flood, explosion, earthquake, war, riot or act of God.

(c) The sign or projecting structure is relocated.

(d) The sign or projecting structure fails to conform to Code Sec. 22.04 regarding maintenance and repair, abandonment, dangerous or defective.

(e) If an ON-PREMISE sign is located on property that is sold, with the full ownership of the property being transferred, the nonconforming on-premise sign and/or projecting structure must be brought into conformance with the sign regulations of this article at the time of the transfer.

Exemptions when there is a change in ownership:

(a) An on-premise sign may continue if the on-premise business continues to operate under the same name.

(b) The DRC may allow existing on-premise pole signs in the C-2 District east of **Cedar *St.* *or more than ½ off of Broadway*** to continue with a new business name on a case by case basis.

(f) If an OFF-PREMISE sign located on property that is sold, with the full ownership of the property being transferred, the OFF-PREMISE sign hall be REMOVED IN 5 YEARS. The new owner shall obtain a new sign permit (no permit fee is required) that will expire in 5 years.

(3) *Compliance.* Within thirty (30) days of occurrence of any of the above, the sign or projecting structure shall be brought in compliance with this Chapter with a new permit secured, or the sign or projecting structure shall be removed at the owner's expense.

(4) *Maintenance and Repair.* Nothing in this Chapter shall relieve the owner or user of a legal non-conforming sign/projecting structure or the owner of the property in which the sign and/or projecting structure is located from the provisions of this Chapter regarding safety, maintenance and repair of the sign and/or projecting structure.

Section 22.13 Enforcement

Chris Tollaksen

From: Joseph J. Hasler [jjhasler@lgtlawfirm.com]
Sent: Tuesday, April 04, 2017 1:51 PM
To: Chris Tollaksen
Cc: D Mor
Subject: non-conforming signs
Attachments: WD n c sign DOC040417.pdf

The current sign code includes a provision which requires that all non-conforming signs on properties which change ownership must conform to the code into unless the business will be operated under the existing name. I question whether that is consistent with state law.

But, I am willing to entertain the notion that non-conforming on premises signs should be targeted for special attention because of their number. This DRAFT ordinance reverses the presumption of continued use of non-conforming sign by requiring compliance subject to a review procedure.

This DRAFT does not address non-conforming off premises signs. In particular, it does not create an amortization framework. Amortization is not favored in WI.

Would you like me to attend tomorrow DRC to discuss this?

Joseph J. Hasler /// LaRowe Gerlach Taggart LLP // 110 East Main Street // Reedsburg Wisconsin 53959-0231 // 608-524-8231

Amendment to Code Section 22.22.12
Nonconforming Signs and Structures

(2)(e) is deleted.

(3) is created.

(3) Transfer of Ownership.

A nonconforming on premises sign on property which changes owners shall comply with this sign code unless the design and review committee, after notice and public hearing, determines that continuation of the nonconforming on premises sign will not have a deleterious effect on neighboring properties or be inconsistent with the redesign and rehabilitation of the business district. DRC shall consider, among other appropriate factors, whether the nonconforming on premises sign is located East of Cedar Street or is associated with a business which will not change its name or branding.

Note: This ordinance change only affects on premises signs, not off premises signs. Off premises signs are grandfathered and subject to the continuation/loss of status provision. Amortization is not favored under Wisconsin Law.

Existing (3) & (4) are renumbered (4) and (5).

(d) **Downtown Design Standards.** All signs shall adhere to the Downtown Design Standards pursuant Code sec. 22.01(2)(d) and 19.

(5) *C-1 Neighborhood Commercial, C-3 Highway Commercial, C-4 Large-scale Commercial, and M-1 Mixed Use Zoning Districts.*

(a) Permitted Signs. The following signs or other advertising structures are permitted: Directional signs; Marquee/Awning/Canopy Signs; Monument signs; Pole signs; Projecting and Blade signs; Roof signs; Temporary signs; Wall signs; Wind signs; and, Window Signs.

(b) **Prohibited Signs.** Off-premise signs are prohibited in the C-1 Commercial neighborhood Zoning district.

(c~~b~~) Pole Sign.

~~***(i) C-1 Neighborhood Commercial.*** Off-premise pole signs shall not be less than 500 feet from any other sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. On-premises pole sign may be nearer than 500 feet to any other ground sign, if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated; and, if said sign has been conditionally approved pursuant to Code 19 Article 4 Division 6 (19.370-19.389). Such signs shall not exceed 50 square feet. Additional conditions may also be imposed.~~

(i) C-3 Highway Commercial. On-premises pole signs may project over a sidewalk but such sign shall not project more than 4 feet, 6 inches over a sidewalk and such signs shall be at least 10 feet above a sidewalk. Off-premises pole signs shall not be less than 500 feet from any other sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. An on-premises pole sign may be nearer than 500 feet to any other ground sign, if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated.

(ii) C-4 Large Scale Commercial. Off-premises pole signs shall be not less than ~~100~~ 200 feet from any other ground sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. An on-premises pole sign may be nearer than ~~100~~ 200 feet to any other ground sign if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity is situated; and, if the business is located in a stand-alone building.

Existing Sauk signs exempted: Off-premise pole signs in the C-4 Commercial Zoning District existing and documented in the 2013 Sauk County Sign inventory shall be exempt from the 200 ft spacing requirement. These signs will remain regulated by the 100 ft sign separation requirement in place when they were installed.

(d~~c~~) Roof Sign.

(i) C-1 Neighborhood Commercial. Off-premises roof signs shall not be less than 500 feet from any other roof sign or sign structure on the same side of the street upon which the roof sign or sign structure is situated. On-premises roof sign may be nearer than 500 feet to any other roof sign if it is the only on-premises roof sign situated upon the premises or parcel upon which the business or commercial.

Table E: Downtown C-2 District Permitted Signage

Sign Type	Sign Description	Total Sign Area Restriction	Number of Signs Allowed	Maximum Area Per Sign	Maximum Sign Height
Total Sign Area Permitted	The total sign area permitted for each business shall be determined by multiplying the length of lineal business frontage	5 sq. ft. / 1 lineal ft. of business frontage with a minimum of 144 sq.ft. a maximum of 300 sq.ft.			
Monument Sign	Monument sign is a detached sign mounted or incorporated into a solid base, and shall be a self-supporting structure.	Included	1 per lot	Based on location 60 sq.ft. (per sign face) 144 sq ft-off Broadway 200 sq ft-East of Chuch	6 feet 16 ft-off Braodway 20 ft.-East of Church
Wall Sign	A sign attached to or erected against the wall of a building with the face parallel to the building wall	Included	1 sign per 50 feet of business frontage	60 sq.ft.	n.a.
Projecting Sign	A sign attached to a building or other structure and extending more than eighteen (18) inches beyond the building plane.	Included: Count only one side, except faces with angles beyond 45 degrees count each sign face	1 sign per 50 feet of business frontage	50 sq.ft. (per sign face)	n.a.
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.	Excluded	1 sign per public entrance per business, except each blade sign shall be at minimum of 40 ft apart	See Downtown Design Standards	See Downtown Design Standards
Awning/Canopy/ Marquee Sign	A sign which is painted on, attached to, or supported by a projecting structure (i.e. awning, canopy or marquee).	Included	n.a.	75% coverage of valance/flat profile; 50% coverage of awning roof	n.a.
Window Sign (no permit required for interior signs – DRC approval still required)	A sign attached to, placed against, painted on, or placed within three (3) feet of a window or door of the building which is intended for viewing from the exterior.	Excluded	n.a.	25% coverage of each window/ door, excluding product display; 50% coverage of each window/ door, inclusive of product display	n.a.
Portable Sign	A sign not permanently attached to the ground or other permanent structure including sandwich boards, pedestal signs, and "A" frame signs.	Excluded	1 per business that has obtained a food license	6 sq.ft. per sign face, including boarder and trim)	3 feet (sandwich board); 4 feet (pedestal sign)
Incidental Sign (no permit requried)	Secondary, informational signs (e.g menu boards, open/hours of operation, short-term special event/ promotions).	Excluded	3 per business frontage up to 10 sq.ft. total	4 sq.ft. (count towards window sign coverage limit)	

(7) *Pole Signs.*

(a) **Height Limitations.**

(i) Pole signs shall not exceed forty-five (45) feet in height for on premise signs and thirty (30) feet for off-premise signs, or as restricted in Section 22.10, whichever is stricter~~,~~ **Sign height shall be measured per the average elevation of the ground directly beneath the sign, or above the elevation of the adjacent road center line, whichever is higher.**

(a) Marching the height of the adjacent conforming pole sign(s) within two hundred and fifty (250) feet of the proposed pole sign is recommended, but no required.

~~as measured from the point on the site at which the base of the ground floor of a building thereon would be located. For the purpose of this subsection, "ground floor" is defined as follows: the level of a building is on a sloping or multilevel site which has its floor line at or not more than 3 feet above exit discharged grade for at least one-half of the required exit discharges.~~

(ii) Off premise signs shall be at least eight (8) feet above the elevation of the adjacent roadway center line, or at the average elevation of any adjacent off-premise pole sign(s) within two hundred and fifty (250) feet of the proposed sign, whichever is lower.

(b) **Area Limitations.** Pole signs shall not exceed three hundred (300) square feet of area per face, or as defined in Code Sec. 22.10, whichever is stricter.

(c) **Location limitations**

(i) No pole sign shall be placed upon a tree bank.

(a) Matching the setback of the adjacent conforming pole sign(s) within two hundred and fifty (250) feet of the proposed pole sign is recommended, but not required.

(d) Design Standards

(i) Pole signs shall not use wood support poles.

(ii) Off-premise pole sign shall utilize a uni-pole structure

(iii) All visible straps used to secure sign wraps shall either be neutral in color, or match the color of the support structure from which it is adhering to.

(8) *Portable Signs.*

(a) **Location.** The sign shall be located witin ten (10) feet of the business entrance, but shall not be placed in a location where the paved area for passage is reduced to less than six (6) feet or within twelve (12) feet of an intersection, driveway, public stairwell or crosswalk.

(b) **Usage.** The sign shall only be used during business hours.

(c) **Material.** The sign shall be made of a durable material such as wood or metal.

(d) **Liability Agreement.** A license agreement is required in a form and amount approved by the City indemnifying and holding the City harmless from liability and naming the City, its officers and employees as an additional insured on a general liability insurance policy.

(9) *Projecting Signs.*

Section 22.03 Administration and Sign Permit Issuance

(1) *Permit Required.* Except as provided in Code sec. 22.09 and Code sec. 22.10, it shall be unlawful for any person to erect, relocate or structurally alter, within the City of Wisconsin Dells, any sign or other advertising structure as defined in this ordinance, without first obtaining an erection permit from the Building Inspector and making payment of the fee required by Code sec. 22.03(5). All illuminated signs shall, in addition, be subject to the provisions of the Electrical Code and its requisite permit fees. No permit is required for repair, repainting or maintenance which does not entail structural change; or, for change of copy, message, or face panel. Change of copy, message or face pane is subject to review by the Design Review Committee.

(a) When an OFF-PREMISE sign located on property that is sold, with the full ownership of the property being transferred, the new owner must obtain a new sign permit in their name. No permit fee is required for the updated permit name assignment.

(2) *Application for Erection Permit.* Application for an erection permit shall be made upon a form provided by the Building Inspector and shall contain and have attached the following information:

(a) Name, address and telephone number of the applicant.

(b) Location of building, structure, or real estate to which or upon which the sign or other advertising structure is to be attached or erected.

(c) Position of the sign or other advertising structure in relation to nearby buildings, structures, signs or other advertising structures.

(d) One set of blueprints, ink drawings or scale drawings of the plans, specifications, copy and method of construction and attachment to the building or in the ground; and, location of proposed sign in relation to existing signs.

(e) Name of the person erecting the structure; and, name of electrical contractor, if any.

(f) Written consent of the owner of the building, structure or land to which or on which the structure is to be erected.

(g) Size and cost of sign or advertising structure.

(h) Such other information as the Building Inspector shall require to show full compliance with this and all other laws and ordinances of the City.

(3) *Electric Signs.* Any sign making use of electricity for illumination or motion shall be connected by a licensed electrical contractor.

(4) *Permit Issuance.*

(a) Upon the filing of an application for an erection permit, the Building Inspector shall, not sooner than two (2) working days and not later than seven (7) working days.

(i) Examine the plans and specifications and the premises upon which the proposed structure shall be erected.

(ii) Refer the sign to the Design Review Committee per Article 3 Division 5

(11) *Legacy Signs:* a sign designation intended to provide for the preservation of Wisconsin Dells' unique character, history and identity, as reflected in its historic and/or iconic signs.

(12) *Illuminated Sign:* any sign which has characters, letters, figures, designs or outlines illuminated externally by electric lights or internally by luminous tubes.

(13) *Incidental Sign:* secondary, informational signs (e.g. menu boards, open/hours of operation, short-term special events/promotions). Beer signs (neon or other), Reality advertisement, and the like are NOT considered Incidental Signs.

(14) *Informational Sign:* any sign that provides information regarding the use or prohibited use of any area or room. These include restrooms, exit/entrance, office, heated pool, no parking, parking, loading dock.

(15) *Internal Signs:* any sign placed within three (3) feet of a storefront window or door intended for viewing from the exterior.

(16) *Marquee:* 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.

(17) *Marquee Sign:* a sign which is painted on, attached to, or supported by a marquee.

(18) *Monument Sign:* a detached, self-supporting sign mounted or incorporated into a solid base.

(19) *Multi-Tenant Sign:* any sign applied for and erected for use by multiple business owners within the same shopping center, commercial subdivision or distinct area of the city.

(20) *Off-premises Sign:* an advertising sign or structure that pertains to goods or services not sold or provided on the premises where the sign is located, or any announcement whose subject is not available on the premises.

(21) *On-premises Sign:* a sign or structure designed, used or intended to be used to advertise the principal purpose of the business, such as the major category of goods, materials, or services, sold or provided on the premises where the sign is located. On Premise does not include tickets sold for off-premise businesses.

(22) *Other Advertising Structure:* any marquee, canopy or awning as further defined in this ordinance.

(23) *Permittee:* a person receiving an erection permit pursuant to the provisions of this ordinance.

(24) *Person:* any person, firm, partnership, association, corporation, company or organization of any kind.

(25) *Pole Sign:* any sign supported by uprights or braces placed in the ground and not attached to any building.

(26) *Portable Sign:* a sign not permanently attached to the ground or other permanent structure including sandwich boards, pedestal signs, and "A" frame signs.

(27) *Projecting Sign:* A sign attached to a building or other structure and extending

DOWNTOWN

DESIGN STANDARDS

CITY OF WI DELLS, WI

MAY 3, 2017

DRC Recommended Amendments

SOURCE: ZEBRADOG (for illustrative purposes only)

MSA PROFESSIONAL SERVICES

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Terms

ADMINISTRATION

The TERMS section defines special words or phrases used in this design handbook. These terms are "bolded and italicized" in the handbook.

Awning — 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.

Backlit 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***)

Blade Sign — a special ***projecting sign*** attached to the building along the storefront frontage

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

Terms

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
Engineered Wood	building siding and trim material made up of wood strands that are coated with a resin binder and compressed to create a board.
Food Cart	a non-motorized, self-propelled or towed unit no larger than eight feet in length that provides food and/or beverage service.
Food License	a license issued under DHS (Restaurants) or ATCP 75 (Retail Food Establishments)
Food Trailer	a food and/or beverage service establishment on a non-motorized towed unit that is generally larger than a ***Food Cart***.
Food Truck	a large wheeled motorized vehicle from which food and/or beverage service is provided.
Footcandle	a unit of illumination produced on a surface
Functional Public Entrance	a building entrance that is unlocked during business hours and is designated for public use
Garage Door, Vehicle-access	a large door that opens either manually or by an electric motor to allow vehicles to park inside the building envelope.
Ground floor facade	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)

Terms

ADMINISTRATION

Historic Structure	a building that is at least 50 years old and has retained some historic physical integrity (see ***Traditional Facade Components***).
Internal Signage	any sign placed within three (3) feet of a storefront window intended for viewing from the exterior.
Lintel	the horizontal beam spanning an opening in an exterior wall
Marquee	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.
Marquee Sign	a sign that is applied to the face of an ***marquee*** that generally projects over the entry to the building.
Manufactured Stone Veneer **(Artificial Stones, Faux Stone, etc.)**	a building material manufactured to replicate the look of natural stone using lightweight concrete mix typically one inch in thickness
Metal Siding/Panel, Corrugated	sheet metal that has been rolled into a parallel wave pattern for stiffness and rigidity.
Metal Siding/Panel, Ribbed	a panel which has ribs with sloping sides and forms a trapezoidal shaped void at the side lap.
Monument sign	a sign mounted or incorporated into a solid base and not attached to a building.
Parking lot	any parking area that has five (5) or more stalls
Parking stall	the area designated for a single vehicle to park
Pedestal sign	a ***portable sign*** that is attached to pole support with a sturdy base, generally used for displaying a menu.

Terms

Pole sign	any free-standing sign mounted on a pole
Portable sign	a sign is a sign not permanently attached to the ground or other permanent structure including ***sandwich boards*** and ***pedestal signs***.
Private Outdoor Commercial Food and Beverage Service (Small Scale)	an outdoor area less than 1,500 square feet serving less than 50 persons located on the same lot as a restaurant or drinking establishment where customers can consume food and drink.
Private Outdoor Commercial Food and Beverage Service (Large Scale)	an outdoor area located on the same lot as a restaurant or drinking establishment where customers can consume food and drink.
Projecting sign	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.
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.
Roof Sign	any sign erected, constructed or maintained wholly upon or above the roof of any building with the principal support attached to the roof structure.
ROW (Right-of-way)	a strip of land dedicated or acquired for public use, including streets and sidewalks
RV	a vehicular type unit primarily designed as a temporary living quarters for recreational, camping, or travel use that either has its own motor power or is mounted on or drawn by another vehicle.
Sandwich Board	a pair of advertising boards connected to a frame that is foldable and portable

Terms

ADMINISTRATION

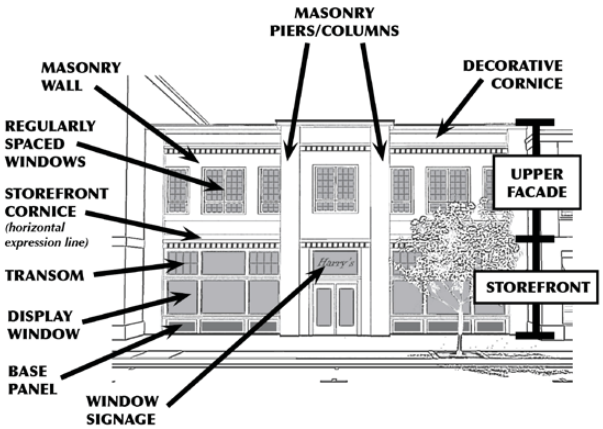
Storefront Display Window Area

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 (see ***Tradition Facade Component*** illustration)

Temporary Window Covering

a short-term treatment to block window views within the building, either completely or partially, generally using paper, plastic, or other screening materials

Traditional Facade Components



Transom

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

Vending Unit

a vehicle apparatus used for cooking operations and/or sales of goods (e.g., carts, kiosks, trucks, trailers, trikes, etc.).

Walk-up Service Window

an opening in a building through which patrons are served while standing outside of the building.

Wall Sign

a sign 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.

Our clients are saying...

"All Car Excellence was called on to finish a paint job on our 1951 Buick Special that another shop had started, but after several months was no where near finishing. We called Jeff Morris to ask for suggestions and he had us bring the unfinished project to his shop. Jeff's crew gave us a quote to finish the paint job, and did a fantastic job in completing the paint job and reassembling the car. The finished price ran slightly higher than the original quote, but only because Jeff's shop found some additional work that they suggested we do at that time. We agreed that this was the best time to do that work and found the price to be very acceptable. Now, several years later, the car continues to look fantastic. We would highly recommend All Car Excellence for their restoration of antique vehicles. They did a top notch job and did it within the agreed on time frame and price. See our 1951 Buick for proof of All Car Excellence's performance capabilities.

- Buick Club of America, Mike & Nancy Book

Other Services and Information

- Food Commissary
- Boat & RV Storage (In/Outdoor)
- General Storage (In/Outdoor)
- Intro to Mobile Food Units (pdf)
- Green Mobile Hybrid Vending
- All Car Excellence
- JMO Music Studios

Back to top

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Terms

Window sign	a sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including ***internal signage***.
Window Treatment	an interior decorating element placed on, in around or over a window (e.g., drapes, curtains, blinds, and shades).

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

ALLOWED 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.

APPROPRIATE 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*** and shall not exceed the total allowable sign area established per business frontage (*see Code: Sec. 22.10(3) for more details*).

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.

3. ***Monument Signs*** shall meet the following criteria based on the property's location:

- **West of Church Street on Broadway or within a half block of Broadway,** shall be oriented perpendicular to the sidewalk; shall not be more than sixty (60) square feet in size, and, shall not be more than six (6) feet tall, at the highest point, from the sidewalk grade.
- **West of Church Street and more than a half block from Broadway,** shall not be more than one hundred and forty-four (144) square feet; shall not be more than sixteen (16) feet tall, at the highest point; and, shall be set back a minimum of five (5) feet from property lines.
- **East of Church Street,** shall not be more than two hundred (200) square feet; shall not be more than twenty (20) feet tall, at the highest point; and, shall be set back a minimum of five (5) feet from property lines.

4. The base of the sign shall be landscaped.

5. 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.

B. Contemporary design are discouraged in the downtown district.

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

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.

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, and shall not interfere significantly with the sign or sign bracket.

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

4. If a **monument, wall** or ***projecting sign*** is internally illuminated, the sign face (background) shall be opaque with only pushed thru lettering/ symbols illuminated (see side bar).

5. ***Blade signs*** shall not be internally illuminated.

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/LED 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).

APPROPRIATE 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.

ALLOWED The above signs (reverse "halo" illumination (above) and pushed thru letters w/ opaque background (lower)) 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.

SIGNAGE DESIGN - GENERAL

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

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

APPROPRIATE 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).

APPROPRIATE This ***wall sign*** complements the building architecture in both style and color scheme; however, the use of a internally lit cabinet would not be permitted per Standard #4 under lighting (P13).

Standards

1. Sign material **shall** be durable and easy to maintain with preference to wood and metal.

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

3. Sign substrate **shall** be either MDO (exterior grade plywood), Aluminum, or Alumalite=Aluminum Composit Panel (ACP). If acrylic (polycarbonate or Lexan) 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

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 standout 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.

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. Changes to ***awnings***, ***canopies*** and ***marquees*** **shall** meet the requirements under Building Design - Projections (p.31) within this Design Standards Handbook.

2. ***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.

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

4. Signage is **prohibited** on the side panels of **Awnings, Marquees, and Canopies.**

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

Recommendations

None

APPROPRIATE 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.

NOT PERMITTED The signage on this ***awning*** 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

APPROPRIATE 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.

NOT PERMITTED 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/LED cabinet/canister and flashing neon/ LED signs are **prohibited**, while exposed neon/ LED signs (either individual neon/LED letters or neon tubing or LED script) can be appropriate as ***window signs***.

Recommendations

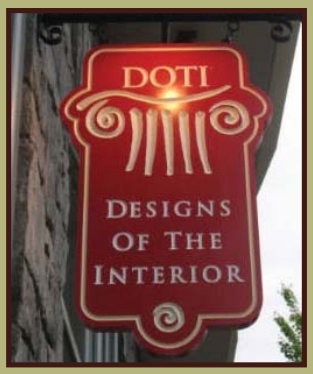
A. ***Window signs*** should consist predominately of lettering with a transparent background.

*(*) "**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*

Blade Sign

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

SIGNAGE DESIGN - TYPE SPECIFIC



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 or raised letter dimensional wood signs are encouraged (see the first sign image in the side bar).

Exterior Lighting

INTENT: To promote effective and attractive exterior lighting that does not produce glare or excessive light trespass.

Standards

1. Parcels abutting or across the street from residential or park uses **shall not** cause light trespass in excess of one (1) ***footcandle*** as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.

2. Parking and security lighting poles **shall not** be taller than the thirty-five (35) feet. For properties in or abutting a residential zoning district, the maximum allowable height **shall** be twenty-five (25) feet.

3. Exterior light fixtures **shall** be designed to complement the character/style of the building.

4. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.

5. LED String lighting **shall** be commercial grade; either large bulbs or commercial decoratives as in "dripping" tree lights

6. LED string lights **shall** be clear or white only, no colors

7. LED String lighting **shall** be low wattage, no greater than 50 lumens per bulb

8. Christmas lights are are only allowed Noverber - January. Christmass lights **shall not** be installed February through October

Recommendations

A. ***Parking lots*** and pedestrian walkways should be illuminated uniformly and to the minimum level necessary to ensure safety. A uniformity ratio of no more than 15:1 is recommended for pavement illuminance, to avoid excessively bright or dark areas.

B. Exterior lighting should be energy efficient and should render colors as accurately as possible (i.e. white light rather than green or yellow light).

C. Preferred light types include: LED, fluorescent, and high-pressure sodium.

APPROPRIATE Above examples illustrate sufficient and uniform lighting of walkways and building architectural elements.

APPROPRIATE

NOT PERMITTED

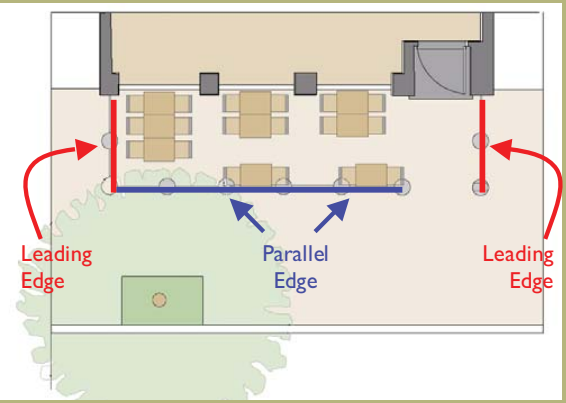
The two images on the left show good examples of low ***parking lot*** fixtures that project light only where it is needed, while the far right image shows an excessively tall light that is directed outward, creating glare and light trespass.

SITE DESIGN

Cafe Zone

INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

SITE DESIGN



APPROPRIATE If the cafe zone does not extend more than 3 feet into the public sidewalk, only the leading edge barrier is required. Planter barriers shall not be taller than 3 feet with total height with living plants no taller than 6 feet.

Standards

1. ***Cafe Zone*** **shall** meet the City's Code Section 19.907.

2. Building entrances **shall** have a direct clear path unimpeded (minimum of five (5) feet) for ingress and egress.

3. ***Cafe Zone*** **shall** maintain at least a five (5) foot clear, unobstructed path along public sidewalk(s). At street corners, a clear zone **shall** be maintained within a minimum 15-foot radius, measured from the back of curb.

4. The ***Cafe Zone*** **shall not** extend beyond the business frontage without written permission of adjacent property owner(s).

5. Dining furniture (e.g., tables, chairs, stanchions, etc.) **shall** be of commercial grade; **shall** be black, gray and/or brown in color; and, **shall** be constructed primarily of finished-grade wood, metal or composite material. Folding, lightweight, and/or primarily plastic chairs and tables, seat cushions, and all picnic tables are **prohibited**.

6. Tables **shall not** exceed forty-two (42) inches in diameter (round) or width (square/rectangle).

7. Umbrellas **shall** be the same as used in the City's public spaces, and color **shall** match the designated block color. Lettering on umbrellas is **prohibited**. Contact the City for more details.

8. Receptacles **shall** be approved by the DRC.

9. A detectable barrier **shall** be provided along ***Leading Edges*** of the Cafe Zone to ensure that visually impaired pedestrians using canes can detect the dining area safely.

10. A detectable barrier **shall** be provided around full perimeter of the ***Cafe Zone*** (with the exception of access openings) when the outdoor seating area extends more than three (3) feet into the public right of way or alcohol is served/consumed, unless conditionally approved by DRC. The perimeter includes both the ***Leading Edge*** and ***Parallel Edge*** (see side bar).

11. Floor coverings are **prohibited**, including platforms, artificial turf, paint, or carpet.

12. Excluding planters, detectable barriers **shall** be between three (3) and four (4) feet tall, **shall** maintain the lowest point of the barrier no greater than six (6) inches above the ground, and **shall** have stanchions/bases that are flat with tapered edges between 1/4 to 1/2 thickness.

13. If used, planters **shall**, at a minimum, be placed at the corners and entry of the sidewalk cafe, and **shall** be no taller than three (3) feet in height (pertains only to planters, not the plants contained therein). Planters **shall** contain living plants that **shall not** exceed six (6) feet in height.

14. If used, sectional rigid fencing **shall** be constructed of wood or metal (e.g., aluminum, steel, iron, or similar), and **shall** be dark in color (either painted or stained). Sectional fencing may include aircraft cable elements.

15. **Prohibited** barrier materials include: chain link, rope rails, chain rails, fabric, and other materials not specifically designed as fencing (e.g., buckets, newspaper stands, waste receptacles,etc.).

16. **Prohibited** cafe elements: shelves, serving stations, loud speakers, televisions and other elements deemed unsafe or detrimental to the general public.

17. Sidewalk cafe elements, including furniture and barriers, **shall not** be tied or otherwise secured to trees, lamp posts, street signs, hydrants and other public utility features.

Recommendations

A. Use of the designated downtown cafe zone dining furniture is strongly encouraged. Contact the City for manufacturer and model number(s).

B. Use of a mix of square and round table styles, as well as a multiple sized tables, is encouraged.

C. A mix of armless and arm chairs is encouraged.

D. Use of stackable chairs is encouraged.

E. Use of living plants and flowers to soften hard surfaces is strongly encouraged.

APPROPRIATE The above images illustrate the two types of cafe zones locations: against the building (top) and against the curb (bottom). Since both extend more than 3 feet into the public sidewalk both would require full detectable barriers, unless the DRC conditionally approves without.

NOT PERMITTED The two images on the left show detectable barriers that will not be permitted: fabric (top left) and rope with stanchions (bottom left).

The above example would not be allowed, as tables are placed on a platform with carpet (both prohibited floor covering materials).

SITE DESIGN

Outdoor Food Service - General

INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

SITE DESIGN

APPROPRIATE EXAMPLES

Standards

1. Outdoor food service **shall** be on private property and **shall** be tied to the on-premise business (i.e., selling similar products already available in the store).

2. Outdoor food service areas **shall** meet the City's Code Section 19.811(A) or 19.811(B), whichever is applicable. ***Vending Unit(s)*** **shall** meet the Outdoor Food Service - Vending Unit standards in this handbook (pages 34-35).

3. All ancillary structures of a permanent nature, including, but not limited to, storage facilities, restrooms and seating pavilions, **shall** comply with all applicable building standards within this handbook and applicable City, County and State building requirements.

4. ***Private Outdoor Commercial Food and Beverage Service (Large Scale)*** **shall** be no more than fifty (50) percent of the floor area of the restaurant/tavern, unless conditionally approved by the DRC.

5. ***Private Outdoor Commercial Food and Beverage Service (Small Scale)*** **shall** be no more than fifteen hundred (1,500) square feet in size.

6. All outdoor food service areas open to the public **shall** be ADA compliant. Non-paved flooring surface is **prohibited** in these areas, unless approved by the DRC. Floor coverings are **prohibited**, including artificial turf, paint, and carpet.

7. Building entrances **shall** have a direct clear path unimpeded (minimum of five (5) feet) for ingress and egress.

8. Dining furniture (e.g., tables, chairs, bar stools, picnic tables, etc.) **shall** be of commercial grade, and **shall** be constructed primarily of finished-grade wood, metal or composite material. **Prohibited** dining furniture include: lightweight materials, unstained/unpainted pressure-treated wood, and/or primarily plastic.

9. Structures used to provide shelter to customers **shall** be permanent in nature.

10. Receptacles **shall** be provided, maintained and approved by DRC.

11. Raised seating areas over public right-of-way (i.e., more than four (4) feet above the adjacent ground level) **shall not** have tables placed closer than two (2) feet from the edge, unless a system is in place to catch/stop potential items from going over the edge (e.g., solid wall, glass railing, breathable fabric, etc.). Opaque fabric attached to a railing is **prohibited**, and **shall not** meet this standard.

12. Dumpsters **shall not** be used for customer disposal, and if dumpsters are located in the outdoor food service area they **shall** be screened.

13. Umbrellas **shall** use a canvas-type fabric, **shall** complement the building style and color schema, and **shall** provide a minimum of seven (7) foot vertical clearance.

14. Sales from ***RVs***, ***Food Trucks*** and tents are **prohibited**.

Recommendations

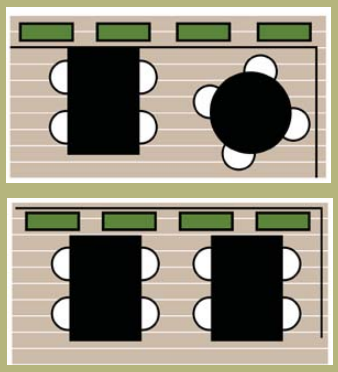
A. Umbrellas constructed of metal is discouraged.

B. Branded umbrellas including business logos are discouraged.

C. Use of living plants and flowers to soften hard surfaces is strongly encouraged.

D. Use of a mix of square and round table styles, as well as a multiple sized tables, is encouraged.

APPROPRIATE



Both examples on the left show how table layout can help to mitigate potential dropped items from a balcony. Either place chairs against railings (vs. tables) and/or use planters or other aesthetically-pleasing barriers.

APPROPRIATE EXAMPLES

SITE DESIGN

Outdoor Food Service - Vending Unit

INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

SITE DESIGN

APPROPRIATE EXAMPLES

Standards

1. ***Vending Unit*** **shall** be either a ***Food Cart*** or ***Food Trailer***.

2. ***Vending Unit*** **shall** be on private property and **shall** be tied to the on-premise business (i.e., selling similar products already available in the store).

3. ***Vending Unit*** **shall** meet applicable standards in this handbook, specifically Signage Design - General (pages 10-15) and Outdoor Food Service - General (pages 30-31).

4. If designed with a base, it **shall** be solid, permanent, and use high-quality materials (e.g., wood fencing/ platform, solid concrete, brick wall, etc.). Plastic materials, concrete block, fabric, and other loose materials are **prohibited** base materials.

5. ***Vending Unit*** **shall** be located on a paved pad, and **shall** adhere to the setback requirements of the underlying zoning district or a minimum of six (6) feet from all property lines, whichever distance is greater.

6. If multiple (vending unit) pads are proposed, they **shall** be a minimum of ten (10) feet a part.

7. ***Vending Unit*** **shall not** be more than twenty-six (26) feet long or more than ten (10) feet tall.

8. ***Vending Unit*** **shall** be constructed of quality materials and **shall** be designed as one cohesive unit.

9. ***Vending Unit*** **shall** have integral roofs or umbrellas.

10. Awnings or umbrellas affixed to the ***Vending Unit*** **shall** be comprised of metal or canvas-type fabric, and shall provide a minimum of seven (7) foot vertical clearance.

11. ***Vending Unit*** **shall** enclose or screen from view of the right-of-way and abutting residentially zoned property all accessory items not used by customers, including, but not limited to, tanks, barrels, or other accessory items.

12. Floor coverings are **prohibited**, including artificial turf, paint, and carpet.

13. Generators are **prohibited** from being used with the ***Vending Unit***.

Recommendations

A. Designs that incorporate faux looking materials is discouraged (see exmaple below).

B. An adjustable/pop-up panelized roof system is discouraged (see image below).

NOT PERMITTED EXAMPLES

NOT PERMITTED Food trucks are not allowed in the downtown.

NOT PERMITTED Exposed (unscreened) accessory items (such as gas tanks) and use of floor coverings are prohibited.

NOT PERMITTED Loose straw-like skirts at the base of the food cart is prohibited.

SITE DESIGN

Outdoor Retail Sales

INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

SITE DESIGN

APPROPRIATE EXAMPLES

Standards

1. Outdoor sales area **shall** meet the City's Code 19.905: Outdoor Vendor.

2. Outdoor sales area **shall not** be on public property and **shall not** be in the front, side or rear setback.

3. Outdoor sales area **shall** maintain a five (5) foot clear and unimpeded path to any and all building entrances.

4. Display furnishings (e.g., carts, racks, shelves, baskets, etc.) **shall** be of commercial grade, and **shall** be constructed primarily of wood and metal.

5. Lightweight chairs and tables are **prohibited**.

6. Display furnishings and displayed merchandise **shall not** encroach beyond the permitted use area or overhang pedestrian circulation paths.

7. Hanging of display items from overhead canopies, porches, doors awnings or other parts of the building (including the facade itself) is **prohibited**, unless conditionally approved by DRC.

8. Free-standing display furnishings and merchandise **shall** be stored indoors outside of business hours.

9. Individual items to be displayed and individual display furnishings **shall not** exceed seven (7) feet in height.

10. Temporary tents are **prohibited**, unless conditionally approved for a special event.

11. Vending carts **shall** have integral roofs or umbrellas. Any roof or covering **shall** be of similar color schema used on the primary building.

12. Umbrellas **shall** use a canvas-type fabric and **shall** provide a minimum of seven (7) foot vertical clearance.

13. Lighting of outdoor displays **shall** be approved by the DRC.

14. Outdoor sales area **shall not** include signs or other forms of advertising, including “sale” signs on boards, balloons, pinwheels, paper, clothing, streamers, or on merchandise affixed to the outdoor display.

15. Outdoor display and storage areas **shall** be screened from view from adjacent residentially zoned property by a minimum of six (6) foot solid fence or wall.

16. **Prohibited** sale items to be displayed outdoors include the following: alcohol, alcohol paraphernalia, drug paraphernalia, tobacco products, firearms, knives, hazardous materials, counterfeit materials, trash or discarded boxes, packing materials, and any other materials prohibited by code.

Recommendations

A. Display merchandise should fit within or upon the display furnishings and should not be draped from or hang over the sides.

B. The use of unstained or unpainted pressure-treated wood is discouraged.

C. Outdoor display and storage areas should be partially screened from view of public right-of-way up to four (4) foot in height. Landscaping elements placed between fence and public-right-of-way is encouraged.

APPROPRIATE EXAMPLES

SITE DESIGN

Windows, Doors & Garages

INTENT: To enliven and activate the street, and to reinforce the existing building character within the downtown area.

BUILDING DESIGN

ALLOWED Because more than 35% of the ***ground floor facade*** is ***clear glass***, visual connections between the street and the building are strong.

ALLOWED Use of a garage door or accordion-style door is allowed on Broadway Avenue if it provides pedestrian access only (no vehicle access) and provides high visibility into the interior space.

APPROPRIATE The street-facing parking garage door is set back from the primary building plane, reducing its overall impact on the facade.

Standards

1. **WEST of Church Street only**, street-level facades facing a public street **shall** be comprised of at least thirty-five (35) percent ***clear glass*** (up to ten (10) feet above sidewalk grade).

2. **EAST of Church Street only**, ground level facades facing a public street **shall** be comprised of at least twenty-five (25) percent ***clear glass*** (up to ten (10) feet above sidewalk grade).

3. New buildings with upper stories (i.e. functional floor area above the ground level) **shall** have windows on all street-facing facades.

4. **WEST of Church Street only**, new garage doors facing Broadway Avenue are **prohibited**, unless it is only providing pedestrian access to the building's interior space (no vehicle use).

5. If allowed, new ***Vehicle-access Garage Doors*** facing a public street **shall** use one or more of the following techniques to mitigate their impact on the street frontage:

- set back the garage bays from the primary facade a minimum of four (4) feet,
- set back every third (3) garage door a minimum of (2) from the remaining garage door bays, and/or
- screening garage doors from the street.

6. ***Walk-up Service Window*** facility **shall** be designed as an integral part of the design following the rhythm and proportions found in the remainder of the facade.

7. The queuing area/line for the ***walk-up service window*** **shall** be designed to not interfere with general pedestrian circulation and building entry/exit (four feet minimum "clear path"), parking and vehicular circulation, and other primary functions of the property. Potentially this would require recessing the walk-up window into the building.

8. Any signage on glass windows and doors **shall** meet the requirements under Signage Design - General (p.10-15) and Signage Design - Type Specific (p.20) within this Design Standards Handbook.

9. ***Temporary Window Coverings***, excludes ***Window Treatments***, **shall not** cover more than fifty (50) percent of the storefront windows if directly applied, or within three (3) feet of the window pane. If placed beyond three (3) feet, it **shall not** cover more than seventy (70) percent of the ***Storefront Display Windows,*** as viewed straight on. Spaces under renovation and construction are exempt from this standard.

10. ***Temporary Window Coverings*** **shall** be made of neutral or muted colored fabric. Plastic, paper and fluorescent/bright colored materials are **prohibited**. Spaces under renovation and construction are exempt from this standard.

11. If windows have to be papered due to renovation/construction, the paper **shall** be neutral in color and the window(s) **shall** be covered by single sheets of paper (i.e., do not use multiple pieces taped together).

Recommendations

A. Retaining (or uncovering) pre-existing window openings is encouraged.

B. Downtown buildings should activate the street by providing significant visibility through the street-level facade, including garage doors (if allowed), to activities or displays within the building.

C. The use of reflective or dark-tinted glass on the front facade is discouraged, especially at the street level.

D. If covering windows during the off-season, placing a screen at least three (3) feet back with merchandise, or exhibit that benefits the public, displayed is the preferred treatment.

E. If the ***temporary window covering*** extends the length of the window, it is preferred that it does not extend higher than six (6) feet from sidewalk grade for security purposes.

F. Should ***Window Treatments*** be desired on the storefront windows, roller shades and curtains placed at least three (3) feet from the window pane (to allow for display area) is preferred.

APPROPRIATE As shown in the image on the left, the walk-up window can fit seamlessly in the building architecture.

APPROPRIATE The above is an example of a well designed storefront providing visual interest (merchandise on display), while still blocking view of most of the store. The screen covers only a portion of the window to allow for some visibility, which allows a patrol person to see into the store. Below offers exhibits with a roller shade set back several feet from the glass pane.

BUILDING DESIGN