

## Community Development Department

222 Lewis Street  
River Falls, WI 54022  
715.425.0900  
www.rfcity.org



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**AGENDA**  
**DESIGN REVIEW COMMITTEE**  
**Monday, October 10, 2016**  
**City Hall – Foster Room**  
**2:00 PM**

**CALL TO ORDER/ROLL CALL**

**APPROVAL OF AGENDA/MINUTES**

**NOTE: Minutes of April 25, 2016 Design Review Committee meeting**

**PUBLIC COMMENTS**

**CURRENT APPLICATIONS**

1. Proposed Sign - 122 S Main St, Swinging Bridge Brewing Company

**OTHER BUSINESS**

**ADJOURNMENT**

*Council members may be in attendance for informational purposes only.  
No official Council action will be taken.*





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**MINUTES**  
**DESIGN REVIEW COMMITTEE**  
**April 25, 2016 – 2:00 p.m.**  
**City Hall - Foster Room**

**CALL TO ORDER/ROLL CALL**

Chairman Jeff Bjork called the meeting to order at 2:08 p.m.

**Members present:** Jeff Bjork, Chris Blasius, Todd Schultz, Mark Paschke, Heidi Heinze, Amy Halvorson, Paul Schwebach and David Dintemann.

**Members Absent:**

**Others present:** Brian Hinz with Elliot Architects

**Staff present:** David Hovel, Building Inspector/Code Enforcement Officer and Amy Peterson, Assistant Community Development Director.

**APPROVAL OF MINUTES**

MSC by Schultz, Pashke to approve the February 9, 2015 meeting minutes.

**PUBLIC COMMENTS**

No public comments.

**CURRENT PLANNING PROJECTS**

Hovel provided the staff review of the First National Bank proposed addition. Hinz provided an overview of the addition as well and answered members' questions. Questions included clarifications on the number of handicap parking stalls and if the alley has been vacated. Hinz stated that the handicap stalls are shown on the full plans and meet requirements. Hovel was 90% sure the alley was vacated, but will double check with staff.

MSC Schwebach, Halvorson to approve the resolution with the additional condition as follows:

- Alley has been vacated

**OTHER BUSINESS**

Hovel updated the DRC on discussions with Mariachi Loco as they would like to put a shed on their property. Staff will keep the DRC updated as needed.

**ADJOURNMENT**

MSC Halvorson, Schwebach to adjourn.

**CITY OF RIVER FALLS**  
 Community Development Department  
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**CERTIFICATE OF DESIGN REVIEW APPROVAL APPLICATION**

**PLEASE TYPE OR PRINT CAREFULLY**

Name of Business (if applicable): Swinging Bridge Brewing Company

Applicant's Name: Dustin Dodge

Owner's Name (if different): Brian Lokrentz

Property Address: 122 S. Main St, River Falls, WI 54022, River Falls, WI 54022

Mailing Address (if different): 635 Hazel St, River Falls, WI 54022

Check All That Apply

Design District:  Central Business District  Transitional District

Construction Activity:  New Construction  Signage  Window/Door  Awning  
 Mechanical Equipment  Parking Lot  Outdoor Storage/Waste Facilities  
 Outdoor Seating  Painting  Other \_\_\_\_\_

Other Activity:  \*Appeal Staff Decision  \*Special Use Permit Request \*See Fee Required Below

Briefly Describe Construction Activity:

Install lite sign on building front.

Materials Submitted:  Building Elevations  Parking Lot and Landscape Plan  Sign Elevations  
 Photographs  Colored Renderings  Material Samples  
 Color Palettes  Sign Schematic  Other \_\_\_\_\_

\*Planning/Administration Costs:  Base Fee \$100 + \$50 per hour

[Signature]  
 Applicant's Signature

9/20/16  
 Date

612-388-6355  
 Applicant's Telephone Number

[Signature]  
 Owner's Signature (if different)

7/20/16  
 Date

612-865-9548  
 Owner's Telephone Number

Denied  Approved

\_\_\_\_\_  
 Staff Signature

\_\_\_\_\_  
 Date

If Appealed to Design Review Committee:  Denied  Approved

\_\_\_\_\_  
 Signature of DRC Chairperson

\_\_\_\_\_  
 Date

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**CERTIFICATE DESIGN REVIEW  
SWINGING BRIDGE BREWING COMPANY  
October 10, 2016**

**STAFF REPORT**

**FILE:** Swinging Bridge Brewing Company

**REQUEST:** Sign approval

**LOCATION:** 122 S Main St

**PIN #:** **276-01010-0800**

**APPLICANT/ AGENT:** Dustin Dodge

**OWNER:** Brian Lokrantz

**PURPOSE:** Sign approval

**APPLICATION SUBMITTED:** September 22, 2016

**BACKGROUND:**

- The property is zoned B-1 General Commercial with a Downtown Overlay District. It is located in the Central Business District Overlay.
- Parcel dimensions are approximately 22' on S. Main Street and 157' deep.
- The applicant is proposing to install a sign on the front façade that is Halo-Lit Reverse Channel Letters (LED) that would be mounted to the wall
- Sign size is 18 SQFT
- Color changing LEDs are proposed

**SURROUNDING LAND USE AND ZONING:**

- Properties to the North, South, East and West are zoned B-1 General Commercial with commercial uses.

**ANALYSIS:**

- **Chapter 17.68 – Downtown Overlay District of the Municipal Code provides guidance for signage in the Downtown District.**
  - Maximum sign area for this building is 22 SQFT; the sign proposed is 18 SQFT

- By definition this is a “Wall Sign” and will project 4.5” from the wall, which is in compliance with the 12” maximum.
- Lighting – The code states that if a wall sign is lighted, it shall be lighted from above and that the lighting shall emit a continuous white light. The proposal is for color changing LEDs. First the DRC needs to decide if backlit color lights are allowed in the Downtown District. If the DRC decided that they are, then how often the colors may change come into play. If the DRC approves the color lighting, then staff recommendation is to allow a color change for certain Holidays determined by the business and approved by the DRC. Also then for example one color change would be allowed for a 24 hour time period for 1 day Holidays like St. Patrick’s Day, and a 7 or 14 day period for a Holiday Season like Christmas.
- “Flashing Sign” means any directly or indirectly illuminated sign that exhibits changing material by means of artificial light, color or by any means. By this definition, the color changing LEDs fall into this category. Staff recommendation is for the DRC to limit the amount of change that can occur.

**STAFF RECOMMENDATION:**

Staff recommendation is to approve the sign with the following conditions:

1. Determine if color is allowed
2. If so, then limit the amount and rate of color change (similar to the above example).

**ATTACHMENTS**

- Copy of application
  - Sign Plan
  - Email correspondence on sign questions

## Sign Specifications:

### Halo-Lit Reverse Channel Letters (LED)

Mounted to wall

### Faces and Returns:

painted (black)

### LED's:

color changing LED's

### Halo-Lit Tagline Panel:

#### Face:

.125" Routed Aluminum Face mounted on Stand-Offs  
painted (black)

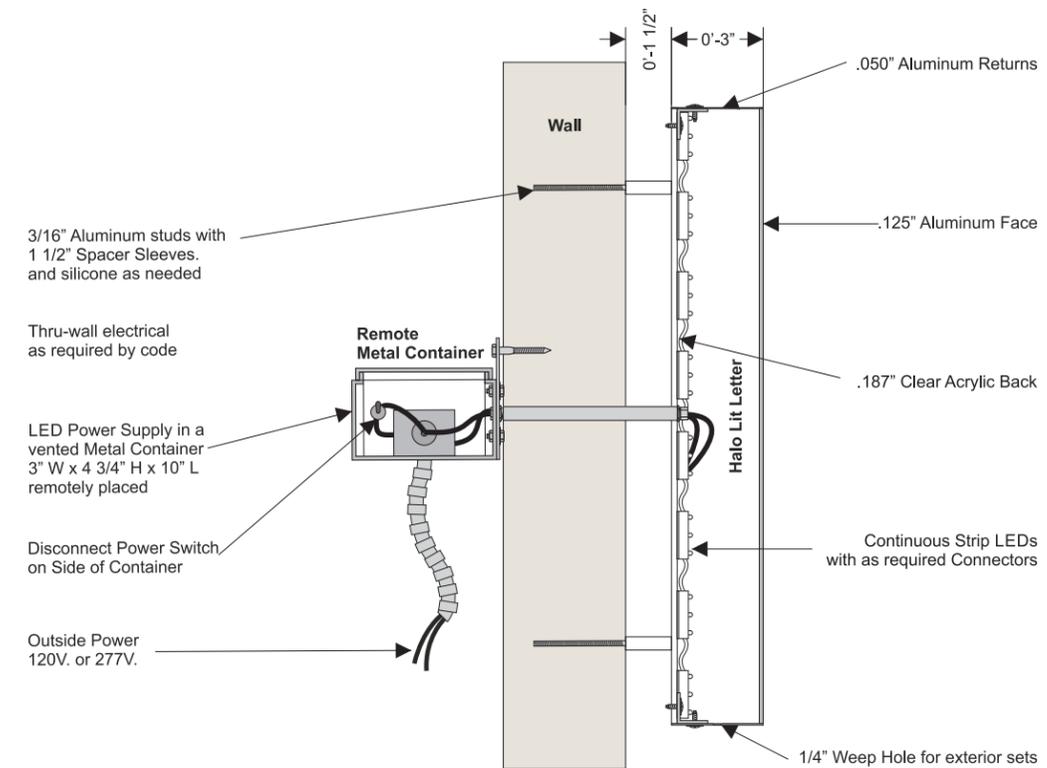
#### LED's:

color changing LED's

### Sign Code:

Maximum Sign Area: 18 sq. ft.

The actual sign attachment technique depends on the type of building wall, and to be determined at Site Survey.



### SECTION ASSEMBLY DETAIL

Typical Halo-Lit (LEDs)  
Reverse Channel Letter



Swinging Bridge Sign Area: 12.87 sq. ft.

Brewing Company Sign Area: 5.13 sq. ft.

**Total Sign Area: 18 sq. ft.**

## CUSTOMER INFORMATION

Customer: **Swinging Bridge  
Brewing Co.**

Address: **River Falls, WI**

Sales: **Bob Sherlock**

## DRAWING INFORMATION

File Name: **Swinging Bridge  
Brewing Co.  
wall sign  
REV D 9-15-16**

Date: REV A 8-23-16

Revisions: REV B 8-24-16  
REV C 9-6-16  
REV D 9-15-16

Scale: 3/4" = 1'-0" at 11" x 17"

Page: 1 of 3

Designer: Jeff Weispfenning

Customer/  
LL Approval:



### SignArt Company

Eau Claire, WI  
715-834-5127  
800-235-5178

St. Paul, MN  
651-688-0563  
800-699-0563

www.signartusa.com



This drawing was created to assist you in visualizing our proposal. It is the property of Sign Art Company and may not be used or reproduced by others.

SCALE: 3/4" = 1'-0"

# Photograph with Sign Location

SCALE: 1/4" = 1'-0"

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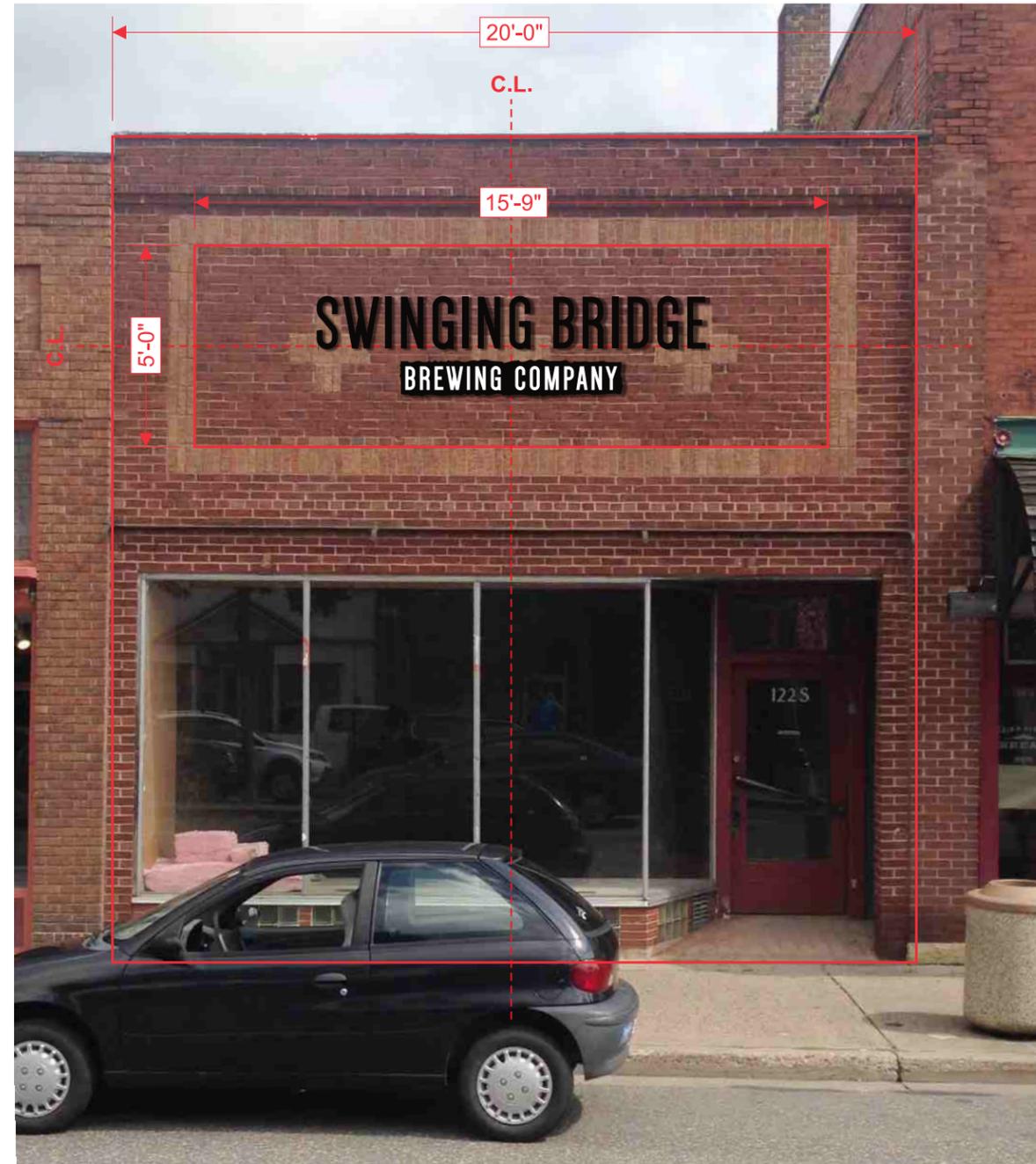
### INSTALLATION INSTRUCTIONS:

CENTER the (sign) Left to Right in the space as shown.  
CENTER the (sign) Up and Down in the sign band as shown.

Existing Condition



Proposed New Sign



# Nighttime View

SCALE: 1/4" = 1'-0"

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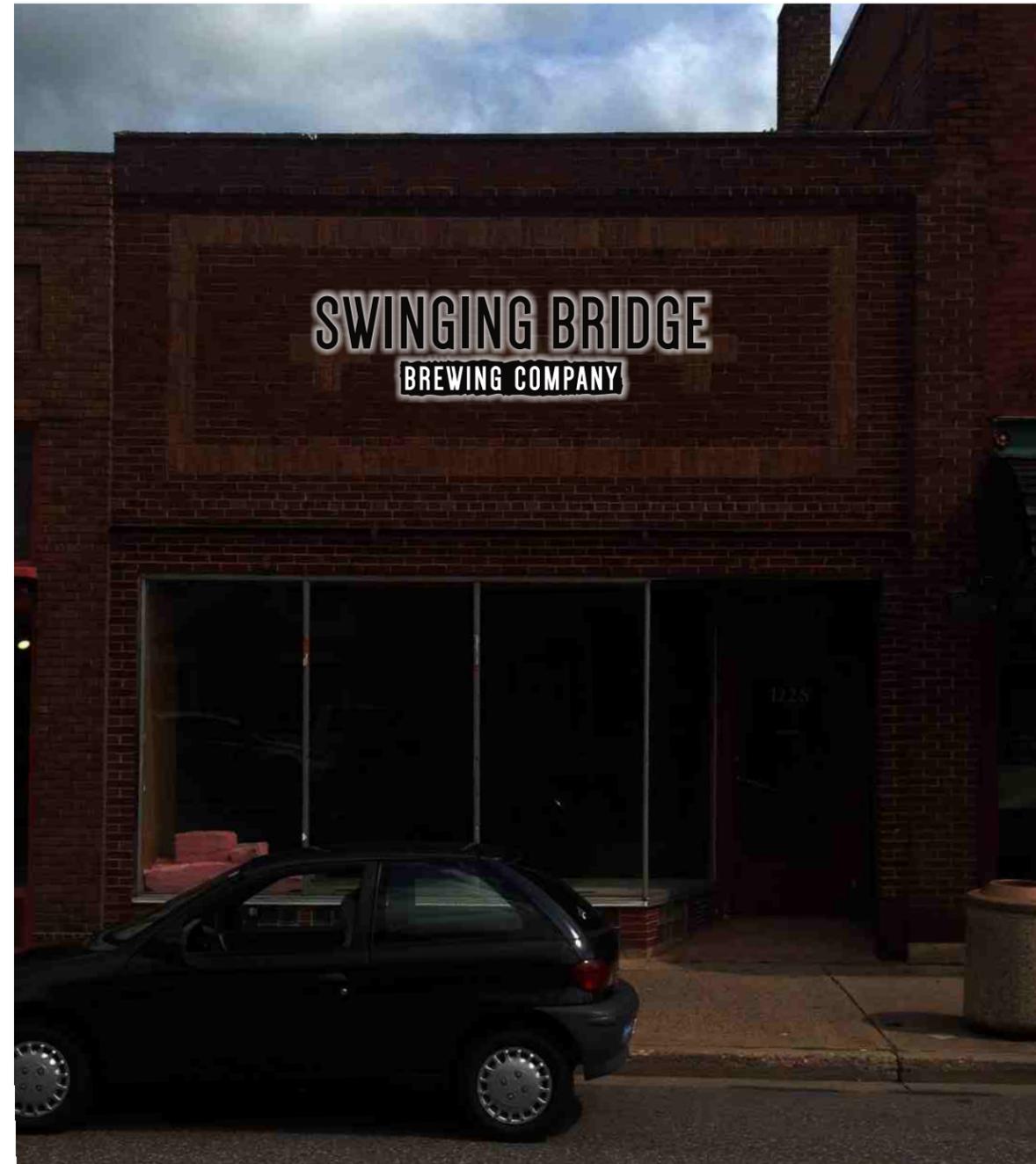
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