

Community Development Department

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



AGENDA
DESIGN REVIEW COMMITTEE
February 13, 2016
City Hall – Foster Room
2:00 PM

CALL TO ORDER/ROLL CALL

APPROVAL OF AGENDA/MINUTES

NOTE: Minutes of October 10, 2016 Design Review Committee meeting

PUBLIC COMMENTS

CURRENT APPLICATIONS

1. Multi-tenant building signage – 208 South Main Street

OTHER BUSINESS

- Updates from 2016

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
October 10, 2016 – 2:00 p.m.
City Hall - Foster Room

CALL TO ORDER/ROLL CALL

Chairman Jeff Bjork called the meeting to order at 2:02 p.m.

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

Members Absent: David Dintemann

Others present:

Staff present: David Hovel, Building Inspector/Code Enforcement Officer.

APPROVAL OF MINUTES

MSC by Schultz, Schwebach to approve the April 25, 2016 meeting minutes.

PUBLIC COMMENTS

Bjork commented on how good First National Bank of River Falls addition was looking.

CURRENT PLANNING PROJECTS

Hovel provided the staff review of the Swinging Bridge Brewing Company's proposal for a backlit wall sign with the possibility of changing the color of the lights periodically. Hovel explained that the Swinging Bridge portion of the sign would be channel/backlit and the Brewing Company portion would be Plexiglas that would be lit from behind and illuminate through the Plexiglas. The committee discussed the issue of colored lighting and the frequency of change. There was concern about the size of the sign but it would meet the size requirements for the district. MSC Schultz, Halvorson to approve the sign request as submitted and that colored lighting would be allowed with no more than one color change per 24 hour period.

The committee agreed that back lit/channel lighting is not internally lit but it still needs to come before the committee for approval.

OTHER BUSINESS

None

ADJOURNMENT

MSC Schwebach, Schultz to adjourn at 2:18 p.m.

DH

RESOLUTION No. DRC 2017-01
DESIGN REVIEW COMMITTEE RESOLUTION REGARDING
MULTI-TENANT SIGNAGE FOR
208 S MAIN STREET,
RIVER FALLS, WI

WHEREAS, the Design Review Committee (DRC) reviews Certificate of Design Review Applications in accordance with the River Falls Municipal Code, Chapter 17.68; and

WHEREAS, Jon Picard submitted an application for Design Review for a multi-tenant sign plan for 208 S Main Street, which is located in the Downtown Overlay District; and

WHEREAS, on Monday, February 13, 2017 the Design Review Committee found that the request from Picard is consistent with past multi-tenant building plan signage and will conform to the City of River Falls Downtown Design Plan and the design guidelines established in Section 17.68 of the City Code.

NOW, THEREFORE, BE IT RESOLVED, that the Design Review Committee approves the Certificate of Design Review for 208 S Main Street, subject to the following conditions:

1. Three large signs for Custom Needle Alterations, Clearwater Center and The Cutting Edge are allowed until those businesses no longer occupy space in the building or until those signs need to be replaced. At either of those times, they will be shifted to the smaller 1.5'x3' size.
2. All other signs on the glass will be removed

Dated this 13th day of May, 2017

Jeff Bjork, Committee Chair

ATTEST:

Jennifer Zeiler, City Clerk

10-31-16

DAVE - Here's my sign plan
for 208 So. Main Street.

- The 3 large signs on top of building will stay because I believe they are grandfathered in because they have been there from - 10 to 15 years. No new large signs will be permitted. I will try to move those tenant signs to my new smaller sign layout. Small signs = 18" x 3'
- I would like to have a tenant Directory hanging by window ~~instead~~ inside front Door. It will be 3' x 4'.
- All other signage on glass will be removed. I am requesting that Peachy Pie remove all signage except her Peachy Pie logo/name in corner of ~~the~~ glass.
- Attached please find layout for new signs from Applied Design.

Thank
Jon Picard
651-231-0284

3'X4' DIRECTORY

CUTTING EDGE

CUSTOM NEEDLE

CLEARWATER CENTER

PEACHY PIE

PICARD

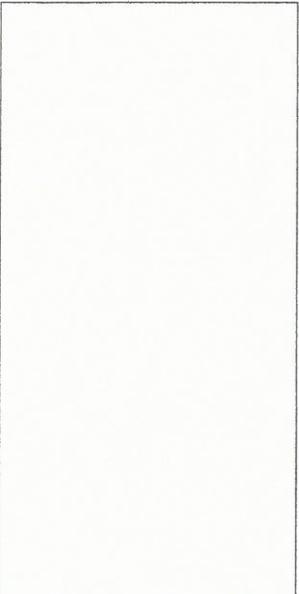
PICARD

DOOR ADDRESS

208

SIGNAGE ABOVE 18"X3' EACH PANEL

Peachy Pie
DESIGNS & FINDS



Peachy Pie
DESIGNS & FINDS



Custom Needle
Alterations
Drycleaning • Shoe Repair
Serving Your Whole Closet!

Clearwater
Center
ELECTRICIANS & BOILERMAKING
715-426-7999

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STAGING • CUSTOM PAINTING
CLASSES • DESIGN CONSULTATIONS



CUTTING EDGE
CUSTOM NEEDLE
CLEARWATER CENTER
PEACHY PIE
PICARD

