

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, June 3, 2020 Time: 9:30AM Location: Zoom Tele-meeting Only
Zoom meeting ID# 280 230 755

COMMITTEE MEMBERS				
ALDER DEFOSSÉ	BEN BORCHER	DAN GAVINSKI	ALLIE SCHULTZ	JACQUELINE MORSE
AGENDA				
1	Call to order and attendance			
2	Discussion / Decision on the May 13, 2020 Meeting Minutes			
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) 613 Broadway – Wall Sign			
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) 212 Broadway - Facade			
5	Discussion / Decision on the Sign Ordinance and/or Design Standards (a) Decorative Portable sign structures – added pictures (b) Post COVID opening			
6	Discussion / Decision on Façade Improvement Grants (a) 27 Broadway - Riverfront (b) 114 Broadway - Sole			
8	Items for referral to future meeting			
9	Set date and time of future meeting (June 17)			
	<p>Open Meetings Notice: If this meeting is attended by one or more members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board or committee under the Wisconsin Open Meetings Law; However, no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this meeting notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities.</p>			
	<p>This meeting is available on <u>Zoom</u> tele-meeting only: <u>Zoom meeting ID: 280 230 755</u> You can connect with the free Zoom app on your computer or smart device, using the following link. https://us02web.zoom.us/j/280230755 Or you can call: (312) 626-6799 (enter meeting ID 280 230 755#, no participant ID, enter #) If possible, please notify the Zoning Administrator (ZA) prior to the meeting if you have questions or would to participate in the meeting. ZA Contact: Chris Tollaksen, (608) 253-2542, ctollaksen@dellscitygov.com</p>			
<p>CHAIRPERSON – JESSE DEFOSSÉ DISTRIBUTED MAY 29, 2020</p>				

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

May 13, 2020

Jesse DeFosse called the meeting to order at 9:30 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present: Alderman DeFosse

Present via ZOOM: Dan Gavinski, Ben Borchert and Allie Schultz.

Others: City Planner/Zoning Administrator Chris Tollaksen, Mayor Wojnicz, Brian Holzem.

Others via Zoom:

1. Call to order at 9:31 a.m. Attendance noted.
2. Motion by Borchert and seconded by Gavinski to approve April 29, 2020 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
4. **Building/Site Plan Applications**
 - a. 1501 County Rd A (to be Brew Farm Rd) – Monument Sign with LED Variable message sign – new Wis. Dells High School.
Motion to approve by Gavinski, seconded by Schultz. Motion carried unanimously.
5. Façade Improvement Grant Projects - None
6. Proposed Updates to Sign Ordinance – None
7. Proposed Updates to Design Standards – None
8. Items for referral to future meeting – None
9. Next Meeting is set for Wednesday, May 13, 2020 at 9:30 a.m.
10. Motion to adjourn by Gavinski, seconded by DeFosse. Motion unanimously carried and meeting adjourned at 9:35 a.m.

Chris Tollaksen

613 Broadway – Neira Office Building
Wall Sign
DRC 06/03/2020

The City has received a rendering of a wall sign to be installed at 613 Broadway.

This sign appears to meet the design standard.

General aesthetic approval is required from the DRC

Chris Tollaksen
City of Wisconsin Dells

36 in

SIX13

COLLECTIVE

NEIRA Event Group

The BEAUTY BAR

TARA DRAPER
PHOTOGRAPHY

EAT WELL LLC

KIMBALL Realty

68.53 in

Alternate nameplate font/style

NEIRA event group

The BEAUTY BAR

TARA DRAPER
PHOTOGRAPHY

EAT WELL LLC

KIMBALL Realty

Mixed media Wall sign with dimension cut lettering (SIX13 COLLECTIVE) and blank tenant panels. (black) install onto building at TBD location.

Estimated \$975 installed

Decorated tenant panels \$50 ea. at time of main sign installation.

If produced/installed at a later date, priced as Time/materials plus drive time.

Approval Signature: _____ Date: _____



941 E. Main St. Reedsburg, WI 53959

608 524-4012

608-524-0440 Fax

www.gawronskisigns.com

Proposal by KO

Date: April 20, 2020	Company: Six13 Collective	Contact: Fiorella Neira
Job Number:	Address: 613 Broadway	
Job Description: Sign structure	City: Wisconsin Dells, WI	State/ZIP:
Terms: 50% Deposit/Balance upon completion	Phone: 608-432-4624	

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212 Broadway
Façade Improvement
DRC 06/03/2020

The City has received a rendering for a restored façade at 212 Broadway, currently the home of Thompson's Full Bloom. The owner has removed the false façade that was on the building and intends to restore the façade in the same manner as the Macs next door, which appears to be have originally been the same building.

The design appears to meet all the standards, including: Restoring original façade material, restoring the original window openings, including horizontal expression lines, a discernible base, and a defined cornice.

Update was reviewed in January but formal approval could not be given for lack of a quorum.

The owner will come back for approval on any future signs.

Chris Tollaksen
City of Wisconsin Dells



OPEN

MACARONI

MAC'S

212

OPEN

MAC'S

701 Broadway – Myrt and Lucy's Chat & Chew
Portable Sign
DRC 06/03/2020

The City has received photos of a still rough portable sign stand that is in excess of the 36 inch maximum height. The stand structure is in the shape of a bear and is also a plant stand. The bear itself is 47" at the tallest point and 27" at the widest point (encompassed by a rectangle of 8.8 square feet)

The signage on the bear structure would be below the 36 inch maximum height and 6 square feet maximum area. The chalkboard is 27" tall by 16 " wide (3 square feet). The fish would be about 23" long by 9" tall (1.44 square feet) and would say "Fish Fry".

The applicant would like approval on the size of the structure before moving forward with refurbishing the structure.

This sign would be placed on the grass in the public terrace area between sidewalk and the road.

Chris Tollaksen
City of Wisconsin Dells







CUTE

MACARONI *and* CHEESE SHOP

MACS

DISTILLERY
FOOD + DRINKS | 100% COTTON BLENDING

27 Broadway – Riverfront Terrace
Building facade
DRC 06/03/2020

27 Broadway has received a Building Façade improvement grant.

The façade work is documented completed on 05/27/2020 and they are looking for final approval to complete the grant process.

Chris Tollaksen
City of Wisconsin Dells



RIVER FRONT

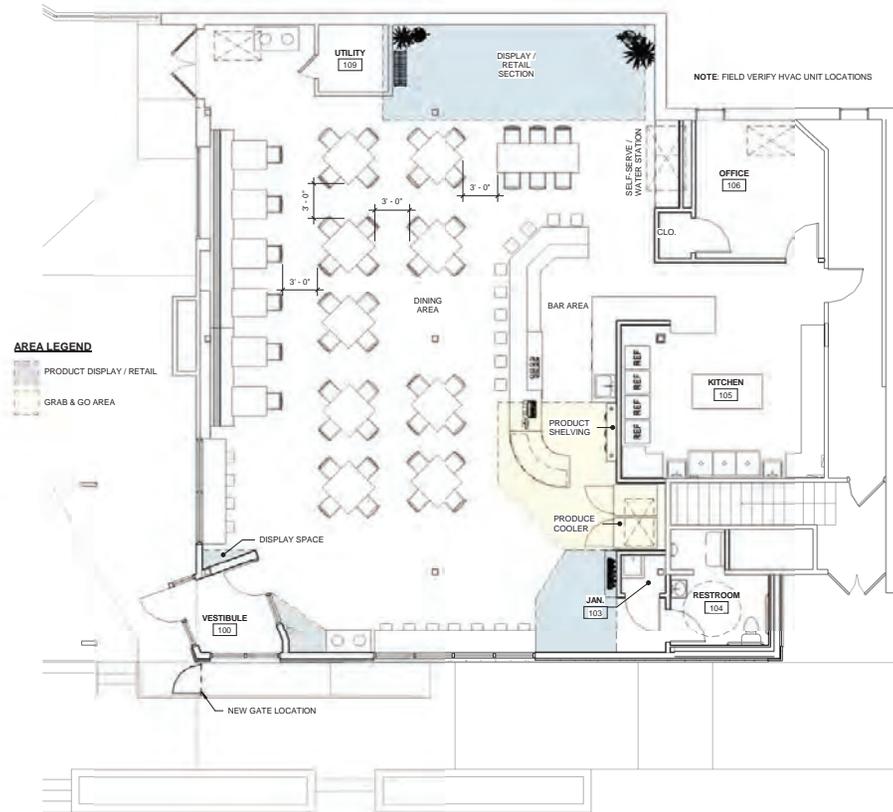
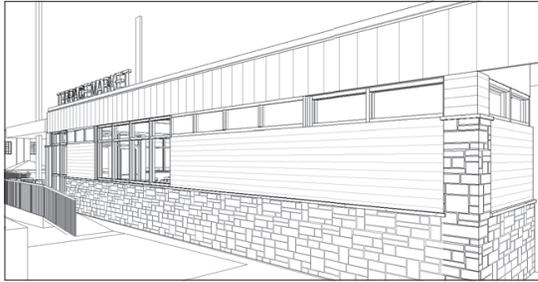


UPPER LEVELS
BOAT DOCKS



② SOUTH ELEVATION - SCHEMATIC DESIGN
SCALE: 1/8" = 1'-0" on 11" x 17"
1/4" = 1'-0" on 22" x 34"

FIRST FLR.
100' - 0"



AREA LEGEND

- PRODUCT DISPLAY / RETAIL
- GRAB & GO AREA

① FIRST FLOOR PLAN - SCHEMATIC DESIGN
SCALE: 3/32" = 1'-0" on 11" x 17"
3/16" = 1'-0" on 22" x 34"



② SOUTH ELEVATION - SCHEMATIC DESIGN
SCALE: 1/8" = 1'-0" on 11" x 17"
1/4" = 1'-0" on 22" x 34"

OPTION 2 - STONE / LP SMARTSIDE
RIVERFRONT TERRACE MARKET
KYLER ROYSTON



114 Broadway – Sole
Building facade
DRC 06/03/2020

114 Broadway has received a Building Façade improvement grant.

The façade work is documented completed on 05/27/2020 and they are looking for final approval to complete the grant process.

Chris Tollaksen
City of Wisconsin Dells

Sole
moccasins & more



112

WANTED MURDER

HAI

ELVES BUILDING

CHICKEN ALL FOUR PLANS

ESCAPE THE TOWER ROOM





SHOWE

Sole
moccasins & more

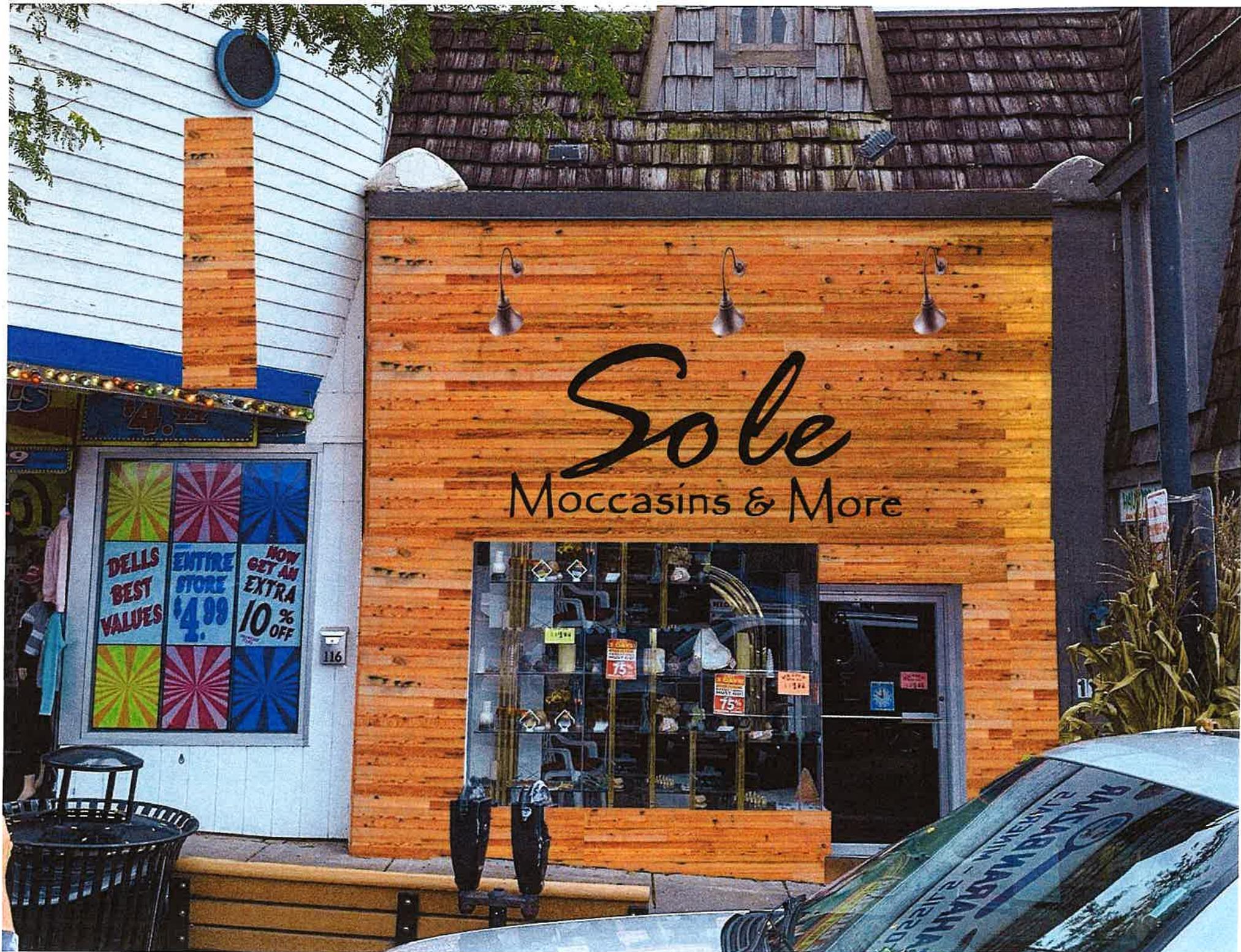
haunted
mansion

Samuel S. Porter's
OLD TIME
PORTRAITS

HAUNTED MANSION

OPEN





Sole

Moccasins & More

BELLS
BEST
VALUES

ENTIRE
STORE
\$4.99

NOW GET AN
EXTRA
10%
OFF

116

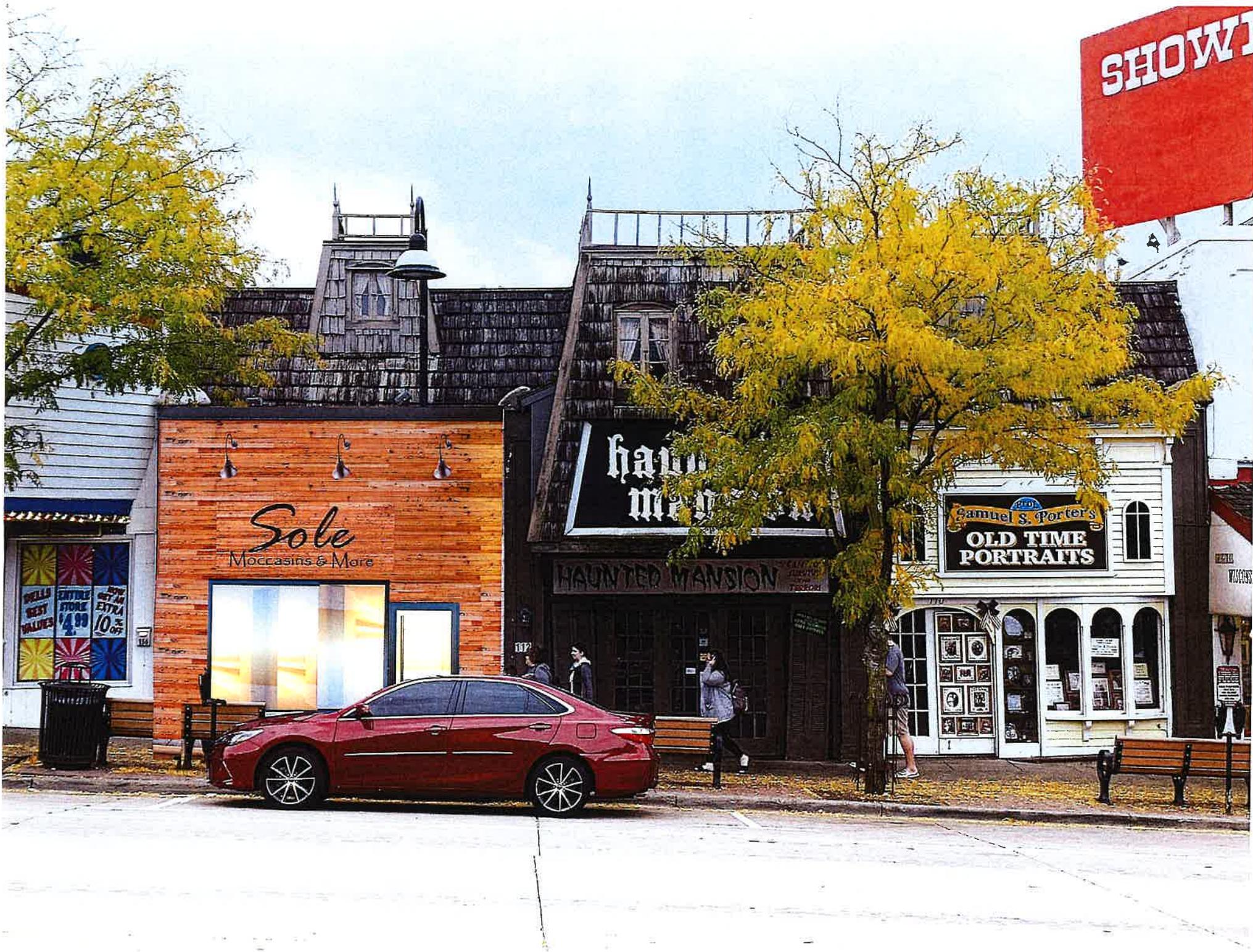
75% OFF

75% OFF

75% OFF

116

SHOW T



Sole
Moccasins & More

BEST
VALUES
ENTIRE
STORE
\$4.99
NOW GET AN
EXTRA
10% OFF

haunted
mansion

HAUNTED MANSION

Samuel S. Porter's
OLD TIME
PORTRAITS





Dimensional, cut aluminum letters (logo)
 custom "patina" painted
 installed on building.

*Lighting shown was proposed
 by the customer - not included in signage.

90" x 51" = 32 sq ft

15" x 131" = 14 sq ft

Approval Signature: _____ Date: _____



941 E. Main St. Reedsburg, WI 53959

608 524-4012

608-524-0440 Fax

www.gawronskisigns.com

Proposal by JG

Date:	March 9, 2020	Company:	Sole	Contact:	Bridget / Tara
Job Number:		Address:	112 Broadway		
Job Description:	Exterior Signage	City:	Wisconsin Dells, WI	State/ZIP:	
Terms:	50% Deposit/Balance upon completion	Phone:			

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