

# CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description **CANCELLED - DESIGN REVIEW COMMITTEE**

Date: ~~WEDNESDAY, July 22, 2020~~ Time: ~~8:30AM~~ Location: MUNICIPAL BUILDING  
**REVISED** Zoom meeting ID# 280 230 755

| COMMITTEE MEMBERS |  |              |               |                  |
|-------------------|--|--------------|---------------|------------------|
| ALDER DEFOSSE     | BEN BORCHER  | DAN GAVINSKI | ALLIE SCHULTZ | JACQUELINE MORSE |
| AGENDA            |  |              |               |                  |
| 1                 | Call to order and attendance   |              |               |                  |
| 2                 | Discussion / Decision on the July 8, 2020 Meeting Minutes  |              |               |                  |
| 3                 | Discussion / Decision on Proposed sign application(s) submitted for review, if any<br>(a) Bean Brew – Portable Sign – 731 Oak St<br>(b) Asgard Ax & Tap – Portable Sign & hanging blade sign – 714 Oak St<br>(c)   |              |               |                  |
| 4                 | Discussion / Decision on Building/site plan application(s) submitted for review, if any<br>(a) Asgard Ax & Tap – Building Color – 714 Oak St<br>(b) Riverfront Terrace – umbrellas – 27 Broadway<br>(c) 212 Broadway – Façade<br>(d)   |              |               |                  |
| 5                 | Discussion / Decision on Outdoor seating applications submitted for review, if any<br>(a) Asgard Ax & Tap – Flex Space Seating – 714 Oak St<br>(b) Bean Brew – Flex Space Seating – 731 Oak St   |              |               |                  |
| 6                 | Discussion / Decision on the Sign Ordinance and/or Design Standards  |              |               |                  |
| 7                 | Items for referral to future meeting   |              |               |                  |
| 8                 | Set date and time of future meeting (August 5)   |              |               |                  |
| 9                 | 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. |              |               |                  |
|                   | This meeting is available on <u>Zoom</u> tele-meeting only:<br><u>Zoom meeting ID: 280 230 755</u><br>You can connect with the free Zoom app on your computer or smart device, using the following link.<br><a href="https://us02web.zoom.us/j/280230755">https://us02web.zoom.us/j/280230755</a><br>Or you can call: (312) 626-6799 (enter meeting ID 280 230 755#, no participant ID, enter #)<br>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   |              |               |                  |
|                   | CHAIRPERSON – JESSE DEFOSSE <span style="float: right;">DISTRIBUTED JULY 17, 2020</span>   |              |               |                  |



Bean Brew  
731 Oak St  
Portable Sign  
DRC 07222020

Bean Brew has submitted a request to place a portable sign in front of their business at 731 Oak St.

This business had a state-issued food license for the sale of coffee and some baked goods. The proposed sign is a chalkboard sign in a wood frame.

This new signage requires design approval.

A condition of all portable sign approvals should be that the sign must be maintained or replaced if it becomes overly weathered or deteriorated.

The chalk area of this sign meets the 3 ft x 2 ft sign requirement, however, the small feet on this sign cause it to stand slightly more than 3 ft off the ground. The applicant is willing to remove the feet to be fully in compliance with the current standards, but it seems reasonable to consider adjusting the standard for portable signs off Broadway.

In addition, Oak St has a unique street scape, and the terrace area is utilized for parking. The applicant would like to keep the sign out next to the terrace area.

Chris Tollaksen  
City of Wisconsin Dells



PAY PER STALL AT PAY STATION  
REMEMBER STALL NUMBER

PAY STATION

PAY PER STALL AT PAY STATION  
REMEMBER STALL NUMBER

OLSON PAINT

OPEN

FROM 1.00 OPEN!  
COLD BREW COFFEE

Coffee



Albany Park

AGGATE AREA

Free

OPEN

PAY PER STALL AT PAY STATION  
REMEMBER STALL NUMBER

PAY STATION



Bean Brew  
IS NOW  
**OPEN**  
ICED  
COLD BREW  
COFFEE



PAY PER STALL AT PAY STATION  
REMEMBER STALL NUMBER

PAY STATION



Asgard Ax & Tap  
714 Oak St  
Portable Sign & blade sign  
DRC 07222020

Asgard Ax & Tap has submitted a request to place a portable sign in front of their business at 731 Oak St.

This business had a state-issued food license for the pizza they prepare and sell. The proposed sign is a chalkboard sign in a wood frame.

This signage has already received design approval for when the business was located on Broadway..

As this sign is now on Oak St, which has a unique street scape, where the terrace area is utilized for parking. It seems appropriate to have the DRC approve the sign being located next to the terrace area.

A condition of all portable sign approvals should be that the sign must be maintained or replaced if it becomes overly weathered or deteriorated.

It is also noted that the blade sign that was approved for the Broadway location is now hanging from the awning at this new location.

Chris Tollaksen  
City of Wisconsin Dells

STATION  
REMEMBER  
STALL  
NUMBER

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G

  
PIZZA  
AND  
AXE  
THROWING





ASGARD  
AXE & TAP

ASGARD  
AXE THROWING

POLICE

PAY  
STATION

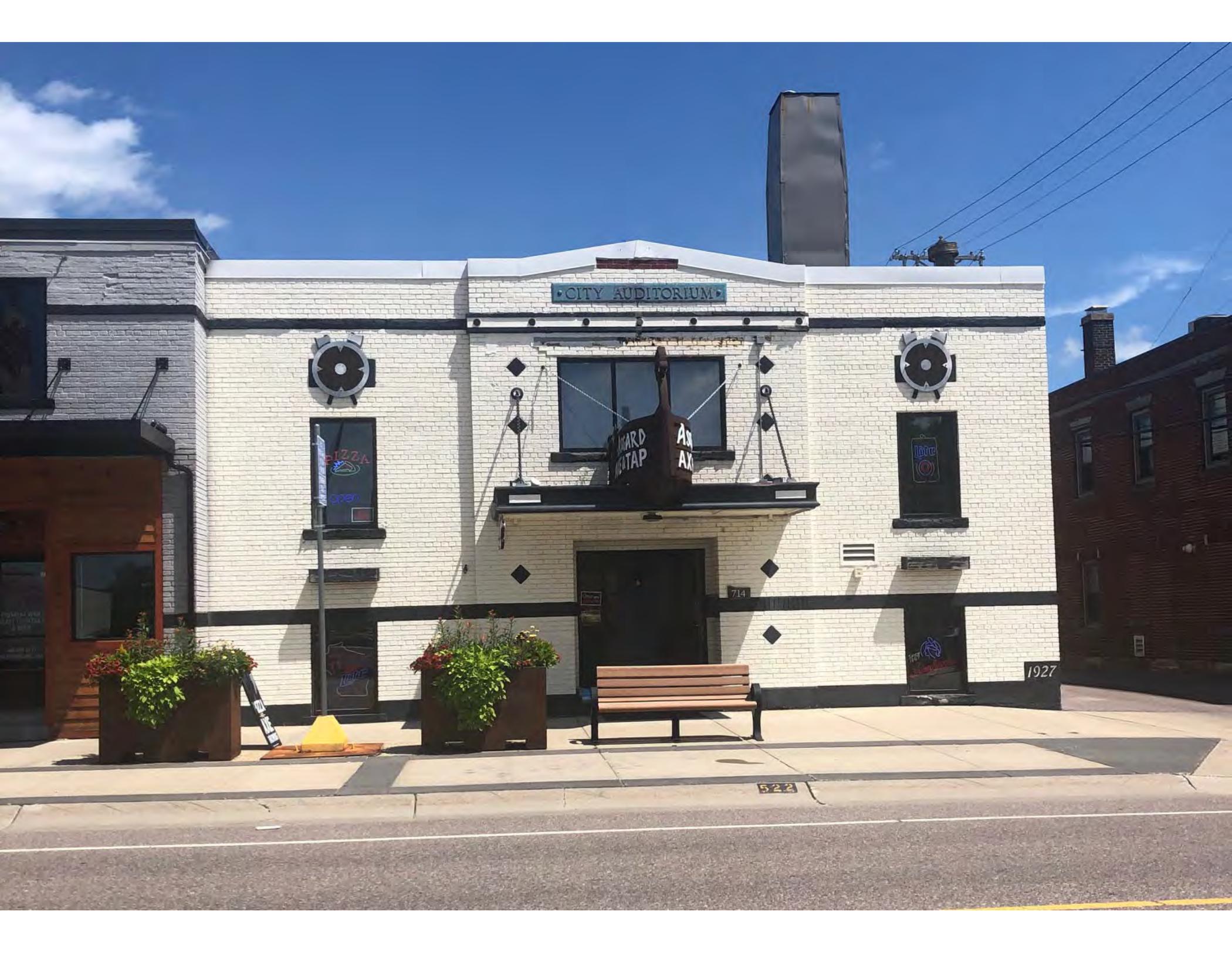
PIZZA  
AND  
AXE  
THROWING

Asgard Ax & Tap  
714 Oak St  
Building Color  
DRC 07222020

Asgard Ax & Tap believes the current black and white color of their building clashes with the dark brown boat and shields they have installed on the building.

They would like to repaint the building, but are struggling to come up with the appropriate color scheme. They believe a light brown or beige color would complement the brown, but are concerned the trim accents on the building become too busy.

Chris Tollaksen  
City of Wisconsin Dells



CITY AUDITORIUM



714

1927

522



CITY AUDITORIUM



1927

522

Riverfront Terrace  
27 Broadway  
Umbrellas  
DRC 07222020

The City has noticed a number of “Miller Lite” vendor supplied umbrellas at the Riverfront Terrace. The original approvals for this area specifically prohibited the use of vendor supplied umbrellas with logos. This business was also granted a special permit that allows them to operate as an outdoor food and beverage facility only, on the condition that they comply with the DRC requirements.

The operators of the Terrace originally purchased the Sunbrellas brand umbrellas that are utilized in the public spaces that had the maroon color that matched the block color scheme. Upon contact, the operators stated that the original Sunbrellas had been damaged in wind gusts and they did not want to incur the expense of replacing the umbrellas.

The applicant has stated they would work with their vendor to find an umbrella with a smaller logo.

It has been the common practice of the DRC not to allow vendor supplied logo umbrellas. The applicant has stated that they feel their umbrellas are not clearly visible from the public Right Of Way. It is difficult to accept that.

It does seem reasonable to consider allowing other less costly replacement umbrellas, as the Sunbrella brand is high end and priced as such.

Chris Tollaksen  
City of Wisconsin Dells





WATERFRONT  
TERRACE

STATE LANE

Asgard Ax & Tap  
714 Oak St  
Outdoor Seating  
DRC 07222020

Asgard Ax & Tap would like to discuss the possibility of utilizing the flex space parking in front of their business for outdoor seating.

Perhaps they could run a trial for this summer by moving the City planter to close off the parking space and having some of the extra City tables and chairs installed for public seating.

Long term, the applicant may wish to enhance the seating area and be able to serve food and beer in that space. The applicant understands that conducting business in that area will require a use agreement and rent payment.

Chris Tollaksen  
City of Wisconsin Dells

*Cool*  
FINE WINE  
CRAFT COCKTAILS

ASGARD  
AXE & TAP

ASGARD  
Axe Throwing

PIZZA  
AXE  
THROWING

PAY  
STATION





The Kilbourn Cork

Kilbourn Cork

SALT RESTAURANT

ASGARD AXE & TAP

POLICE

KILBURN PUB & RESTAURANT



Bean Brew  
731 Oak St  
Outdoor Seating  
DRC 07222020

Bean Brew would like be willing to lose the parking space in front of their business to allow the installation of tables and chairs for public seating in the flex space.

Perhaps they could run a trial for this summer by moving the City planter to close off the parking space and having some of the extra City tables and chairs installed for public seating.

The applicant has just gotten their business open and has no immediate plans understands that conducting business in that area will require a use agreement and rent payment.

Chris Tollaksen  
City of Wisconsin Dells



PAY PER STALL AT PAY STATION  
REMEMBER STALL NUMBER

PAY STATION

Coffee

OLSON PAINT

OPEN

FROM 10:00 AM  
OPEN!  
COLD BREW COFFEE

Albany Cafe

St. Agatha's Church