

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, FEBRUARY 20, 2019 Time: 10:00AM Location: MUNICIPAL BUILDING -300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS	
ALDER DEFOSSÉ	BEN BORCHER
DAN GAVINSKI	MARIA ROSHOLT
JACQUELINE MORSE	
AGENDA	
1	Call to order and attendance
2	Discussion / Decision of the February 06, 2019 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) 402 Broadway – Made With Love (b)
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a)
5	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any (a)
6	Discussion / Decision on Proposed Façade Improvement Grant projects, if any (a)
7	Discussion / Decision on Proposed changes to the Design Standards, if any (a)
8	Items for referral to future meeting
9	Set date and time of future meeting (March 6)
	<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>CHAIRPERSON – JESSE DEFOSSÉ DISTRIBUTED FEBRUARY 14, 2019</p>

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

February 6, 2019

Jesse DeFosse called the meeting to order at 10:00 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present: Alderman Jesse DeFosse, Maria Rosholt and Dan Gavinski.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Jordan Heesch, Bella Goose Coffee, Hope Bonman, Bella Goose Coffee, James Fuchsel, La Crosse Sign and Mayor Ed Wojnicz.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Rosholt to approve the January 23, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 216 Washington – Bella Goose – Main Sign: Gavinski motioned to classify the sign to be installed over Bella Goose’s main entrance of the building addition on the west side of the existing Maurer’s Market to be a canopy or marquee sign and approve the proposed main sign. Rosholt seconded. Motion carried unanimously.
 - b. 216 Washington – Bella Goose – Blade Sign: The requested Blade Sign for use at Bella Goose’s new addition at Mauer’s Market meets the Design Standards. Rosholt motioned to approve this Blade Sign, Gavinski seconded. Motion carried unanimously.
 - c. 227 Broadway – PopCon – Main Sign: Gavinski motioned to approve the application for a rectangular sign face that meets Design Standards. Rosholt seconded. Motion carried unanimously.
 - d. 227 Broadway – PopCon – Blade Sign: Rosholt motioned to approve a rectangular Blade Sign which meets Design Standards. Gavinski seconded. Motion carried unanimously.
4. Building/Site Plan Applications – None
5. Outdoor Seating/Dining Applications – None
6. Façade Improvement Grant Projects – None

7. Proposed Changes to Design Standards

- a. Fence – Tollaksen will be presenting language to be added to the Design Standards for fencing in the C-2 Zoning Area which shall specify approved structures, material and aesthetic guidelines.
 - b. Portable LED Sign – Tollaksen will also be providing language to be added to the Design Standards to address Portable Changeable Message Signs. Specifics will include location, usage, sign area and Changeable display area.
8. Items for Future Meetings – None
9. Next Meeting is set for Wednesday, February 20, 2019.
10. Motion to adjourn by Gavinski, seconded by Rosholt. Motion unanimously carried and meeting adjourned at 10:10 a.m.

Stephanie Gunderson

Made with Love
402 Broadway
New Sign Design
DRC 022019

The City has received an application for a new sign faces at 402 Broadway, Sinchiladas. This is a new business taking over this space.

The proposal is to replace three (3) existing wall/awning signs with the new business signage.

The existing signs are a printed vinyl type material stretched over a frame. The new signs will be the same rectangular size as the existing signs.

As changes of copy on existing signage, the current sizes and locations are typically grandfathered, and review is mainly of the aesthetics of the new copy. Another item of consideration is the lighting, as these are existing internally lit signs, which are now discouraged. If internal lighting is allowed, the new standards state the background shall be opaque with only pushed thru lettering/symbols illuminated. The applicant has stated that they do not intend to utilize the interior illumination. Any approval would be on the condition that either the internal illumination is not used, or the sign face meets the current standards.

Other items for review would be from the Materials, Colors & Lettering page (attached), including:

STANDARDS

2. Style and colors shall be complementary with the character of the building and other signage.
5. The color tones between a sign's lettering/symbols and background shall have sufficient contrast to make the sign clearly legible.

RECOMMENDATIONS

- B. Subdued and darker color are encouraged.
- C. Lettering that is simple and bold is encouraged.

Chris Tollaksen
City of Wisconsin Dells

Materials, Colors & Lettering

Signage reinforces business brand and identity. It can also strengthen or detract from the Wisconsin Dells' unique downtown character.



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 an 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 Alupalite=Aluminum Composite 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 background **shall not** use fluorescent colors, but may be used in a secondary role.

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 stand out 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.

The Chalet

Très Chic
HAIR STUDIO, LLC
608-254-2222

THE JOY
OF NAILS
NAIL SALON & ACADEMY

Stairway & Elevator
To
Main Level

Bath & Body *Made With Love* Home Decor
HANDMADE GIFTS

Sirchiladas
A WESTERN EMPORIUM



The Chalet

THE JOY
OF NAILS
NAIL SALON & ACADEMY

WowBrow
MICROBLADING & SKIN
WowBrow Microblading

LIC
NG

STOP

WELCOME TO
Tachiladas
A WESTERN EMPORIUM

Kitchen

Made With Love
HANDMADE GIFTS

Jewelry

Great
Food

ATM

Miller
HIGH LIFE

EAGLE

SPORTSWEAR



Made With Love
HANDMADE GIFTS

Sorry WE'RE
CLOSED

402 Broadway

Sinclair
TRADING