

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, MARCH 7, 2018 Time: 10:00AM Location: MUNICIPAL BUILDING - 300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS	
ALDER MOR - CHAIR	BEN BORCHER
DAN GAVINSKI	MARIA ROSHOLT
	JACQUELINE MORSE
AGENDA	
1	Call to order and attendance
2	Discussion / Decision of the February 21, 2018 Meeting Minutes
3	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any (a) Maurer's Market (b)
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (c) Maurer's Fresh Market (a)
5	Discussion / Decision on Proposed sign application(s) submitted for review, if any (b) Maurer's outdoor seating fence (a)
6	Discussion / Decision about DRC Composition and Officers (a) Future Meeting Minutes
7	Items for referral to future meeting
8	Set date and time of future meeting (March 21)
	<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 – DAR MOR DISTRIBUTED MARCH 2, 2018</p>

Maurer's Market
216 Washington
Outdoor Seating/Sign and Building roof color
DRC 030718

The City has received an application for a new Outdoor seating area at 216 Washington, the location of Maurer's Market. This is part of a remodel that would also include changing the exterior colors of the building.

SMALL SCALE OUTDOOR COMMERCIAL FOOD AND BEVERAGE SERVICE

The proposed seating area appears to be in line with the design standards. The only apparent item not clearly identified in the rendering is the actual seating furnishings themselves. These shall be commercial grade and constructed primarily of finished-grade wood, metal, or composite materials.

A concern with the proposed Outdoor seating may be the loss of 2 parking stalls.

Businesses in the C-2 Zoning district are exempt from the parking requirements of the Zoning Code, so the DRC may choose to approve this use and it can go ahead. However, the DRC may also choose to approve this use on the condition that the loss of parking is approved by the Plan Commission and City Council.

Review by the Plan Commission may or may not include a public notice and public hearing. Although it is noted that if a public hearing is required this approval would not be final until April 16, 2018.

As a reference, after a preliminary review, the Zoning code would require approximately 70 parking stalls for this facility. There appear to be about 35 private parking stalls on this site.

There are about 18 on-street angle stalls on the south side of Washington Ave. and about 15 on-street parking stalls on the north side of Washington Ave. There are also 5 on-street parking stalls on the east side of Superior St. So with the loss of the 2 parking stalls, there would be 33 private stalls and 24 public stalls, for about 71 parking stalls near this facility.

BUILDING FAÇADE

The rendering appears to indicate the building will remain the same color, but the roof will be changes to a maroon color. The tan and maroon colors appear to be in the subdued palate of the design standards.

SIGNAGE

The rendering shows in installation of an outdoor seating area in existing parking spaces adjacent to the building. The seating area would be separated from the parking lot by a fence that appears it will be permanent in nature. The rendering indicates signage on the exterior of the fence. There are 2 lines of fencing, each 21' long with 2.67 ft high signs, for about 56 sq ft of new signage.

This business has approximately 277 ft along Washington Ave, which would allow 6 wall signs. There are currently 3 – 50 sq ft wall signs, for approximately 150 sq ft of signage.

This business has approximately 120 ft of frontage along Superior St, which would allow 3 wall signs.

Currently, the only sign facing Superior is the main angled sign over the entrance, which is approximately 50 sq ft. It appears Maurer's removed 3 signs from the Superior face and 1 sign from the Washington face of the building.

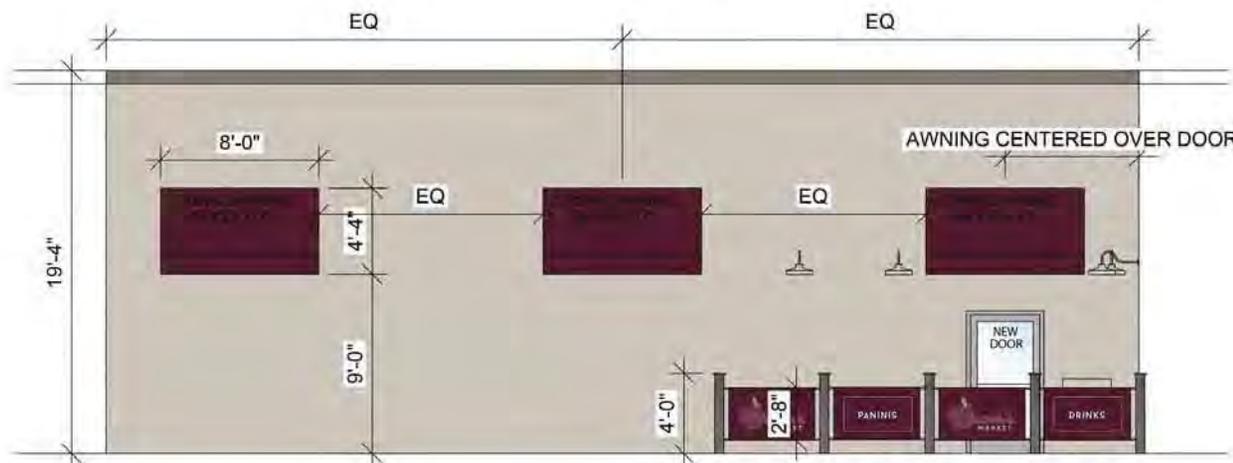
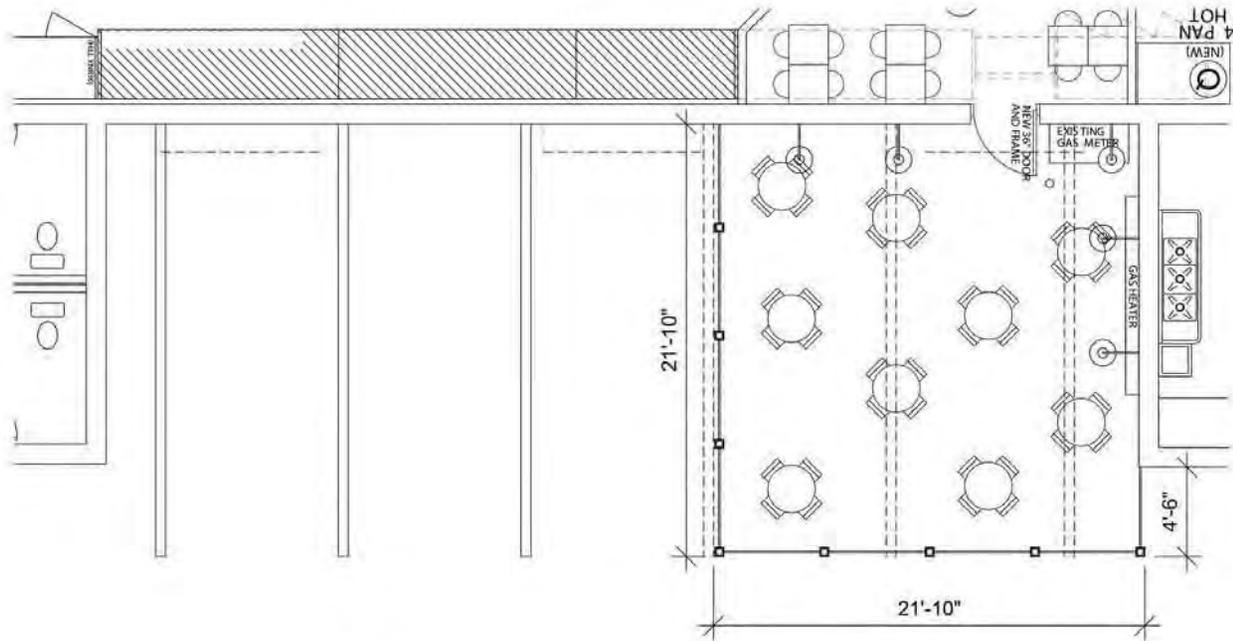
Each building face is allowed a total of 300 sq ft of signage.

The proposed signage on the fence is someone unique to classify. It most resembles a small Pole sign, which are no longer allowed. However, while not a building, the fence is a structure that is in place for a purpose other than the signage.

Given the removal of signage from the building face, it may be reasonable for the City to consider the fence signage in lieu of wall signage on the building.

Any approval by the DRC may be considered a waiver from the standards per criteria "C) the intent of the standards can be successfully met with an alternative design."

Chris Tollaksen
City of Wisconsin Dells



EAST ELEVATION AT SEATING AREA



SOUTH ELEVATION AT SEATING AREA



Handwritten text on the wall, possibly a phone number or address, is mostly illegible due to blurring.

Maurer's
MARKET

PANINIS

Maurer's
MARKET

DRINKS



Proposed - rendering



existing



existing - all

Untitled Map
Write a description for your map.

Legend
■ Feature 1
○ Untitled Polygon



Google Earth
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7.66 ft

historical



Google

historical - all

