





**CITY OF WISCONSIN DELLS**  
**DESIGN REVIEW COMMITTEE MEETING MINUTES**

**April 15, 2020**

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

Present Committee Members (all via Zoom): Alderman DeFosse, Dan Gavinski, Ben Borchert, Jackie Morse, and Allie Schultz.

Via teleconference: Allie Schultz.

Absent: Stephanie Gunderson

Others Present via Zoom: City Planner/Zoning Administrator Chris Tollaksen, Alder Ben Anderson, Alder Brian Holzem, Alder Terry Marshall, City Clerk Nancy Holzem, Dax Connely (Kwik Trip), and Brad Fry (Kwik Trip)

2. Motion by Borchert and seconded by Gavinski to approve March 18, 2020 meeting minutes. Motion carried unanimously.

**3. Sign Applications**

a. 1013 Broadway – Kwik Trip

- i. Motion by Gavinski to approve Directional, Canopy, and Building signs (items 3i, ii, and iii). Seconded by Morse. Motion carried unanimously
- ii. Approved per i
- iii. Approved per i.
- iv. Tollaksen explained the Monument Sign as presented was 25 ft high and the Ordinance and Standards limit the height to a maximum of 20 ft. DeFosse asked if this created a hardship for Kwik Trip. Dax from Kwik Trip commented that the 25 ft height is a standard they use, in part to match with the building height, but modifying it down to 20 ft was not a significant problem for Kwik Trip. Alder Gavinski asked if the sign being lowered would bring the bottom of the sign to close to the ground and create a hardship. Gavinski also asked about the neighboring sign that exceeds 20 ft in height, but was allowed to change owners (from Family Chef to Mama Z). Borchert commented that he was OK with allowing the existing sign to remain, but would like new signage to comply with the standard for consistency on new signs. Borchert added that it was up to Kwik Trip to determine how to handle the bottom of the sign. Morse commented she agreed with the 20 ft maximum height. Borchert moved to Approve the sign as presented, except for the height to be lowered to 20 ft. Morse second. Motion carried unanimously.

#### 4. Building/Site Plan Applications

- a. 1013 Broadway – Kwik Trip – Façade. Tollaksen explained that the design appears to meet the intention of the Design Standards, however, the main entrance of the building is oriented to the north away from Broadway. This is because the fueling island had to be located north of Broadway due to setback requirements from municipal wells. Tollaksen commented that the car wash would be closest to Broadway, and therefore the Broadway façade would not have as many windows. Tollaksen added that Kwik Trip updated their design to add more glass to the Broadway façade and center the gable to break up the façade lines. Gavinski asked about sound from the car wash, due to issues with a previous car wash that was constructed on Broadway. Dax from Kwik Trip commented that they could limit the hours of operation of the car wash to mitigate issues. Brad from Kwik Trip pointed out the landscaping around the car wash that should also mitigate the noise off-site. Alder Holzem commented that he felt the car wash could be acceptable if Kwik Trip understood there could be limits on the hours of operation. Borchert motioned to approve the building and site plan with the revised façade (additional windows) on the Broadway (rear) face. Gavinski seconded. Motion carried unanimously.
5. Proposed Updates to Sign Ordinance – None
6. Proposed Updates to Design Standards – None
7. Items for referral to future meeting – Kilbourn Flats Apartments
8. Next Meeting is set for Wednesday, April 29, 2020 at 9:30 a.m.
9. Motion to adjourn by Morse, seconded by Schultz. Motion unanimously carried and meeting adjourned at 9:55 a.m.

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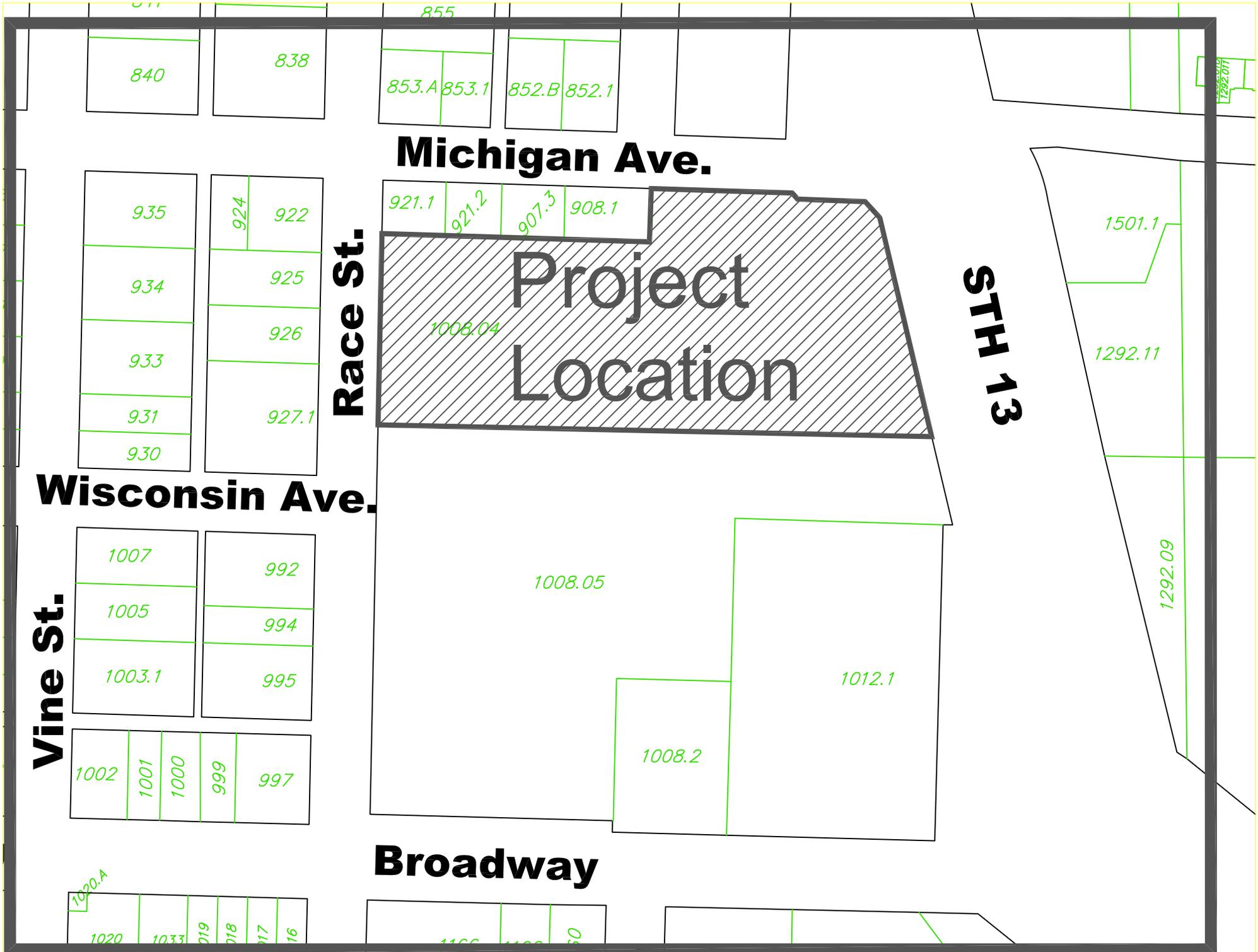
Chris Tollaksen

920 Race St. – Kilbourn Flats  
Monument Sign  
DRC 04/29/2020

The City has received a request from Movin' Out for a monument sign at their new apartment building planned for 920 Race St.

This sign is under the 20 ft maximum height and 300 sq ft maximum signage.

Chris Tollaksen  
City of Wisconsin Dells



**Michigan Ave.**

**Race St.**

**Wisconsin Ave.**

**Vine St.**

**Broadway**

**STH 13**

**Project Location**

840

838

855

853.A 853.1

852.B 852.1

1292.011

935

924

922

921.1

921.2

907.3

908.1

934

925

Project Location

1008.04

1501.1

933

926

1292.11

931

927.1

930

1292.09

1007

992

1005

994

1003.1

995

1008.05

1012.1

1008.2

1002

1001

1000

999

997

1020.A

1020

1033

019

018

017

016

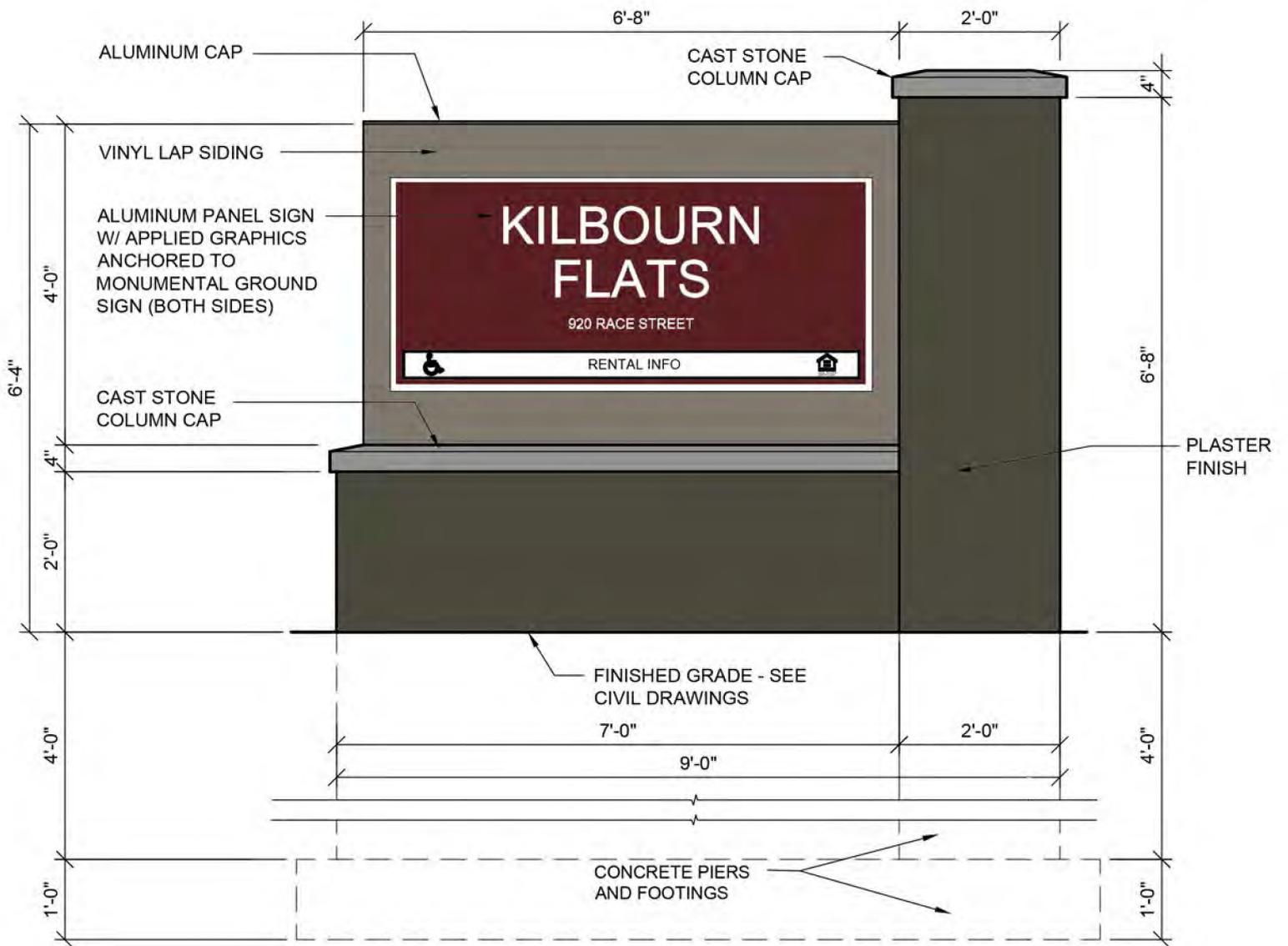
1166

1168

1170

SIGNAGE COLORS	
MATERIAL	COLOR
VINYL LAP SIDING	MASTIC - SEE EXT. ELEVS. MATERIAL #1
CONCRETE PLASTER TEXTURE COATING	MATCH BUILDING COLOR - SEE EXT. ELEVS. MATERIAL #3
CAST STONE CAP	ELDORADO STONE - SPLIT EDGE WAINSCOT SILL WHITE CLOUD
ALUMINUM SIGN PANEL (2" BORDER)	SW 7000 IBIS WHITE
5 1/2" & 1 1/2" LETTERS	SW 7000 IBIS WHITE
APPLIED VINYL GRAPHIC BACKGROUND	MATCH BUILDING ACCENT COLOR - SEE EXT. ELEVS. MATERIAL #2

- SIGNAGE LETTERING AND INFORMATION ON BOTH SIDES OF PANEL
- SIGNAGE IS NOT ILLUMINATED
- ALL PERMITS BY SIGNAGE SUPPLIER - MODIFY THESE DRAWINGS AS REQUIRED TO ACCOMMODATE LOCAL SIGN CODE



**SIGN ELEVATION**  
SCALE: 1/2" = 1'-0"



**PROJECT INFORMATION**

KILBOURN FLATS FOR:  
**MOVIN' OUT KILBOURN WISCONSIN DELLS, LLC**  
 920 RACE ST. • WISCONSIN DELLS, WI 53965

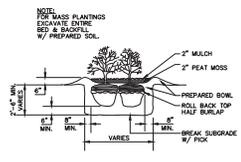
PRELIMINARY DATES  
 APR. 13, 2020  
 APR. 15, 2020

NOT FOR CONSTRUCTION

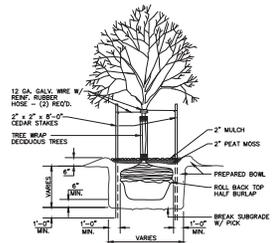
JOB NUMBER  
 2009820

SHEET NUMBER  
**C1.4**

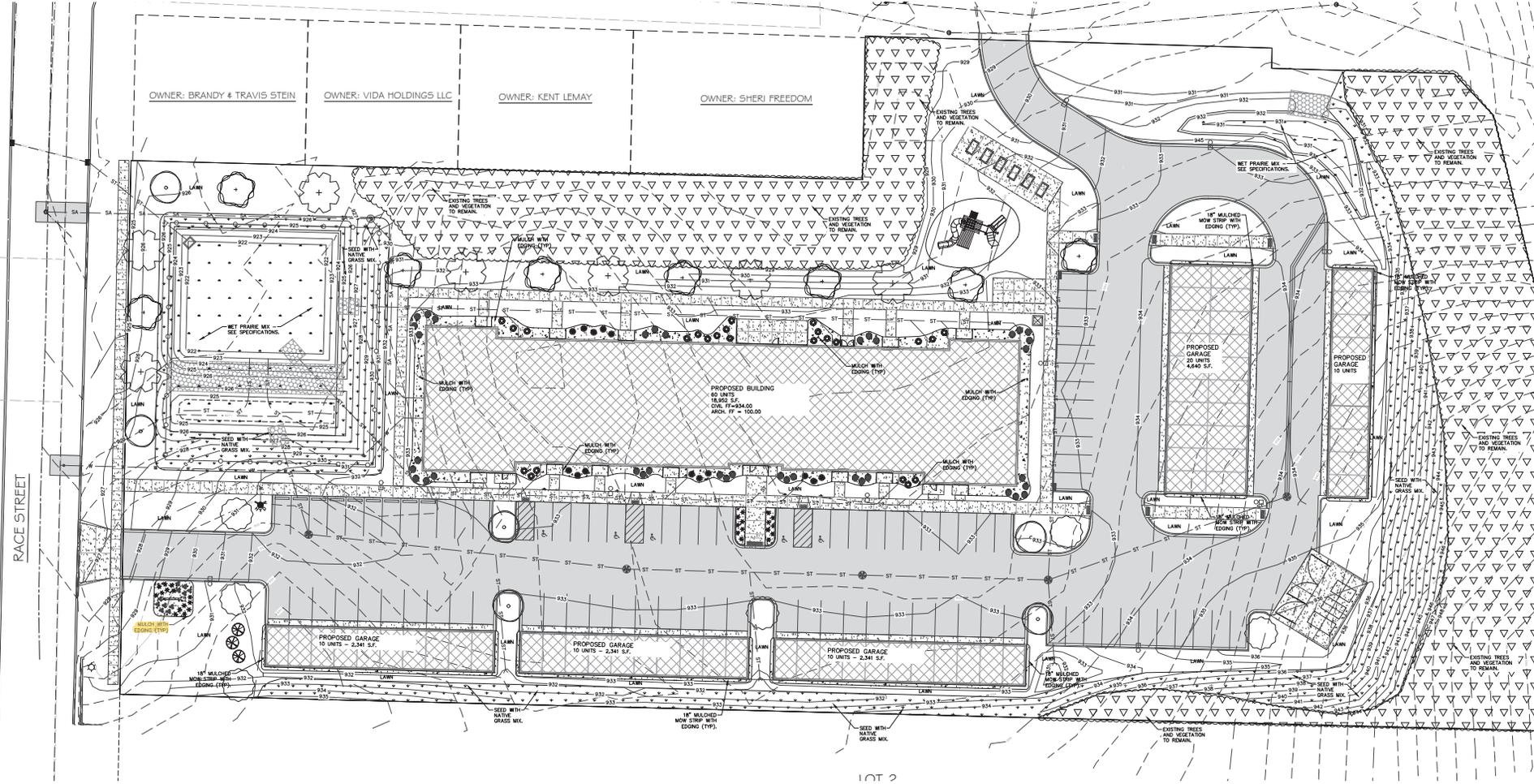
LANDSCAPING NOTES				
SYMBOL	COMMON NAME	BOTANICAL NAME	PLANTED SIZE	QUANTITY
DECIDUOUS TREES				
⊙	Red Maple	Acer rubrum	2.5"	7
⊙	Redmond Linden	Tilia americana	2.5"	7
⊙	Flowering Crabapple (Spring Snow)	Malus x hybrid (Spring Snow)	2"	6
⊙	Spine Horsepout	Quercus macrocarpa 'Spine'	2"	6
EVERGREEN TREES				
⊙	Arbovitae - Napa	Thuja occidentalis 'Napa'	2"	3
DECIDUOUS SHRUBS				
⊙	Dwarf Burning Bush	Euroyuncia alata	18"-24"	38
EVERGREEN SHRUBS				
⊙	Green Mountain Boxwood	Buxus sempervirens	24"	24
⊙	Taunton Yew	Taxus	24"	14
PERENNIALS				
⊙	Daylily 'Stella de Oro'	Hemerocallis 'Stella de Oro'	1 gal pot	35
⊙	Black Autumn Aster	Aster 'New autumn'	1 gal pot	11



SHRUB PLANTING DETAIL  
NO SCALE



TREE PLANTING DETAIL  
NO SCALE



SPECIFICATION NOTE:  
SEE SHEET C0.1 FOR PLAN SPECIFICATIONS AND REQUIREMENTS



CIVIL LANDSCAPE AND RESTORATION PLAN

232 Broadway – High Rock  
Wall Sign  
DRC 04/29/2020

The City has received a rendering from Signworks to update the signs at the High Rock. They mainly appear to be adjusting the colors a bit.

- i. Awning signs - There are two (2) awning signs the on corner of Broadway and Oak, one facing each street. These are below the windows on the projecting seating area. The existing signs are well below 75% of the awning face. The existing signs are being removed and replaces with what appear to be smaller signs.
- ii. Wall signs - There are two (2) wall signs the on corner of Broadway and Oak, one facing each street. Theses sign are not physically changing in any way, they are only getting new colors. These signs are vinyl print adhered to an alumalite backing.

741 Oak – High Rock Grotto  
Wall Sign  
DRC 04/29/2020

The High Rock will also be replacing the wall sign above the Oak St entrance to the grotto.

They will be removing the larger existing rectangular wall sign and replacing it with cut out letters and a smaller strip of signage that matches the design of the awning signs.

The maximum wall sign size allowed was reduced from 300 sq ft to 60 sq ft.

The current sign is approximately  $4 \times 16 = 64$  sq ft.

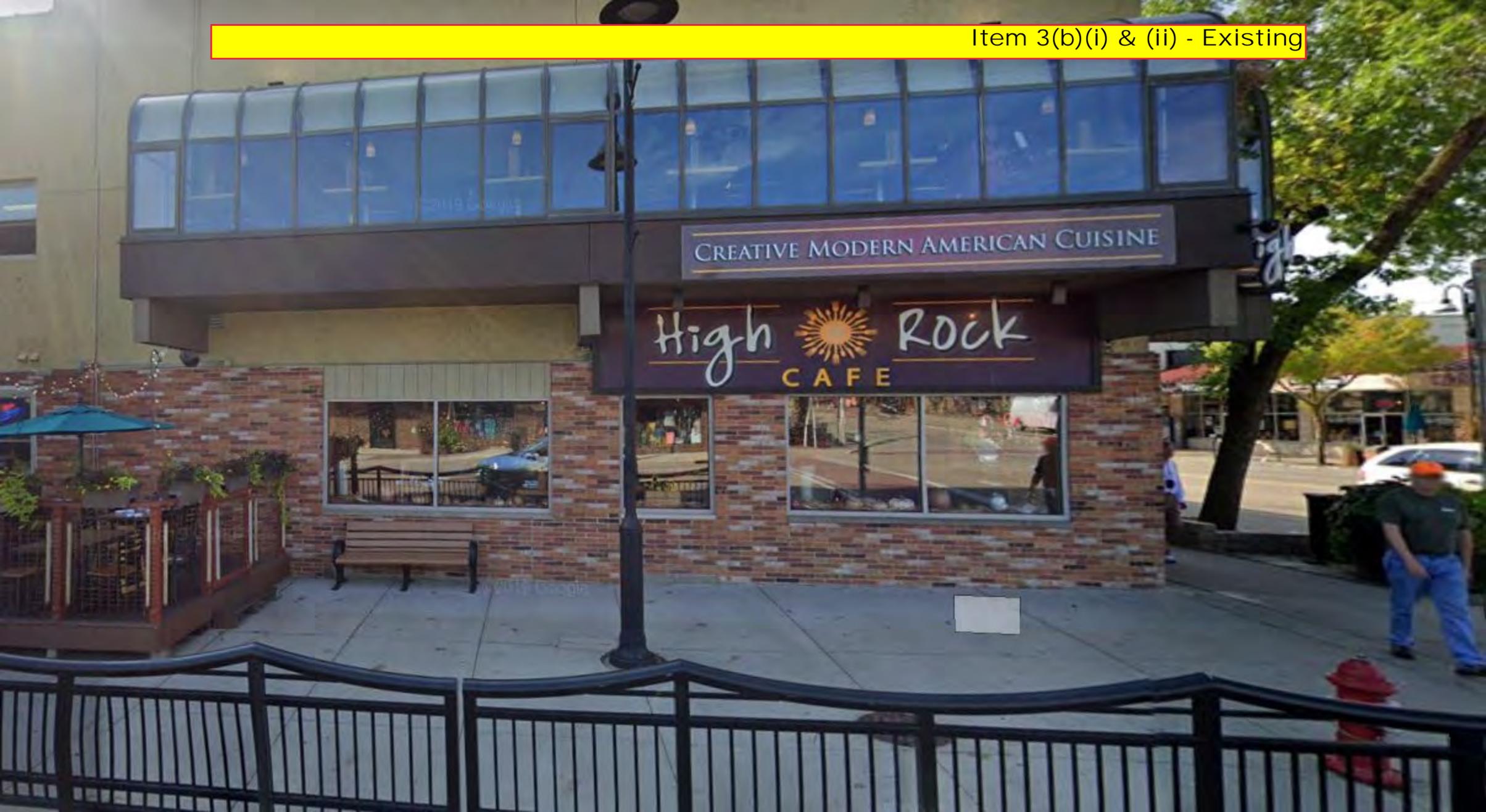
The new signage is approximately:

$3' \times 12' = 38$  sq ft and  $1' \times 14' = 14$  sq ft for a total of approximately 56 sq ft.

Chris Tollaksen  
City of Wisconsin Dells

Item 3(b)(i) & (ii) - Proposed Awning & Wall Signs





Item 3(b)(iii) - Proposed Wall Signs



Approved By    Signature \_\_\_\_\_    Date \_\_\_\_\_



215 Broadway – HH Bennet Studio  
Projecting Sign  
DRC 04/29/2020

The City has received an updated rendering for the HH Bennet Studio projecting sign.

HH Bennet has decided to remove the graphic from the sign and replace it with descriptors of what they are.

Chris Tollaksen  
City of Wisconsin Dells

9204 Packer Drive, Wausau, WI 54401 715-842-0402  
www.graphichouseinc.com

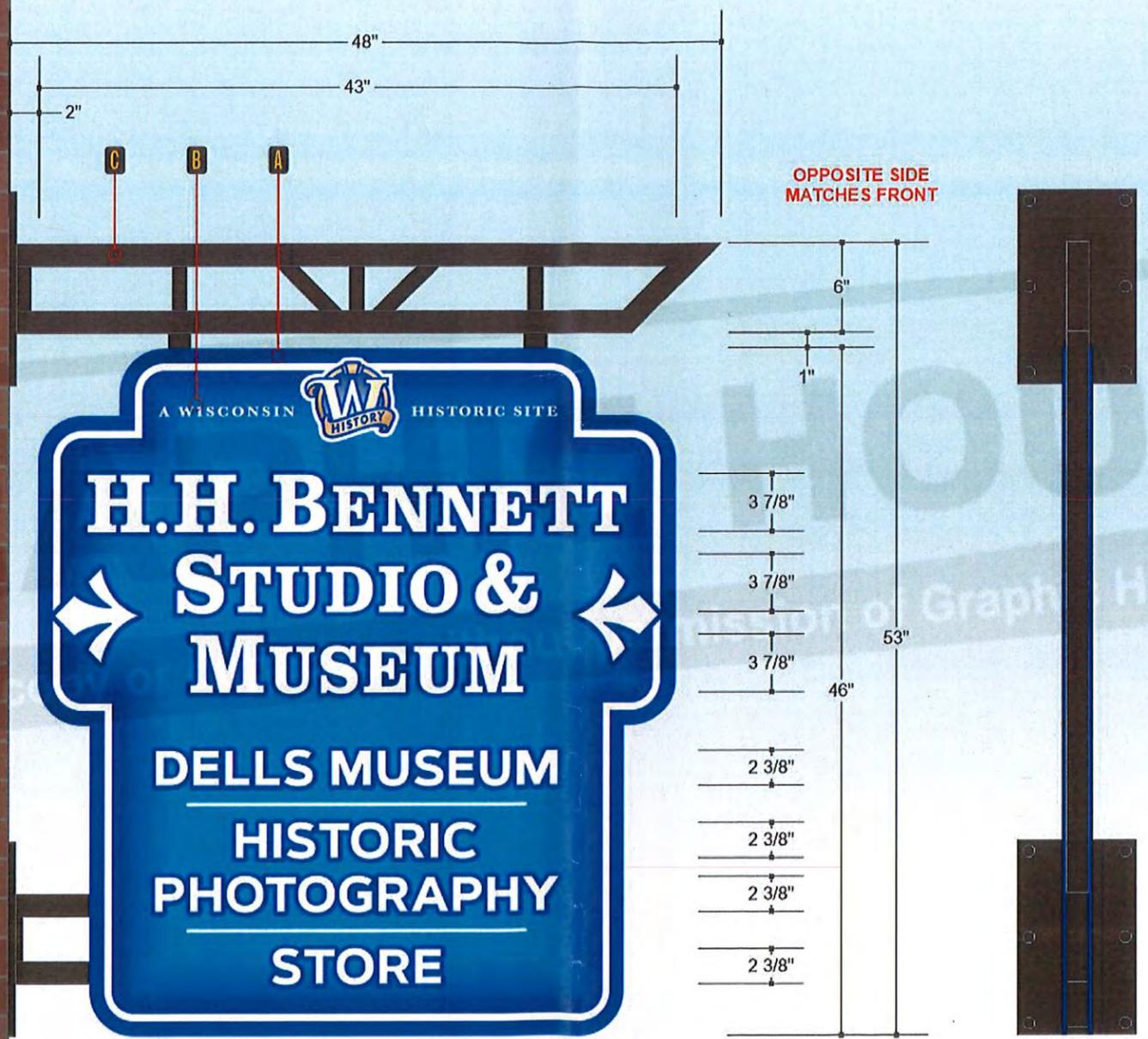
SALES REP: MIKE J    DATE: 12-13-2019    QUOTE NUMBER: 18727-C    JOB NUMBER: XX-XXX

SALES AUTH:    PROJECT MANAGER: XX    DESIGNER: NN    REVISION: NN 3-5-2020-B

SALES ORIGIN: WISCONSIN HISTORICAL FOUNDATION - MADISON, WI - 478727/DEL SIGNS & RESS  
WisconsinHistoricalHHBennett-18727C-03-1.jpg

- NON-LIT FLAG MOUNT SIGN**
- A ALUM. SIGN PANEL
  - B PRINTED VINYL GRAPHICS w/ GLOSS LAMINATE
  - C ALUM. TUBE MOUNTING FRAME / BRACKET
-  P1 - PMS 286c
  -  P1 - Black
  -  DP1 - White
  -  DP2 - PMS 286c
  -  DP3 - Gradient PMS 286c to PMS 7461c
  -  DP4 - Logo Graphic

**MOUNTING FASTENERS TO BE INTO MORTAR ONLY**



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

**ALL RIGHTS RESERVED** THIS IS AN ORIGINAL DESIGN CREATED BY GRAPHIC HOUSE, INCORPORATED. THE SUBMITTED DESIGN IS ORIGINAL AND IS PROTECTED UNDER COPYRIGHT LAWS OF THE UNITED STATES, TITLE 17 UNITED STATES CODE. YOU AGREE NOT TO COPY, PHOTOGRAPH, MODIFY OR SHARE DIRECTLY OR INDIRECTLY ANY OF THE FOREGOING HELD BY YOU WITH ANY OTHER PARTY NOR WILL YOU PERMIT ANY THIRD PARTY TO DO ANY OF THE FOREGOING WITHOUT THE WRITTEN CONSENT OF GRAPHIC HOUSE, INC. A DESIGN FEE OF NOT LESS THAN \$5000 WILL BE INVOICED IF THIS DRAWING IS SHARED OR COPIED BY ANYONE WHILE IN YOUR POSSESSION. THIS DOES NOT EXCLUDE ADDITIONAL COMPENSATION THAT MAY BE AWARDED DUE TO COPYRIGHT INFRINGEMENT.

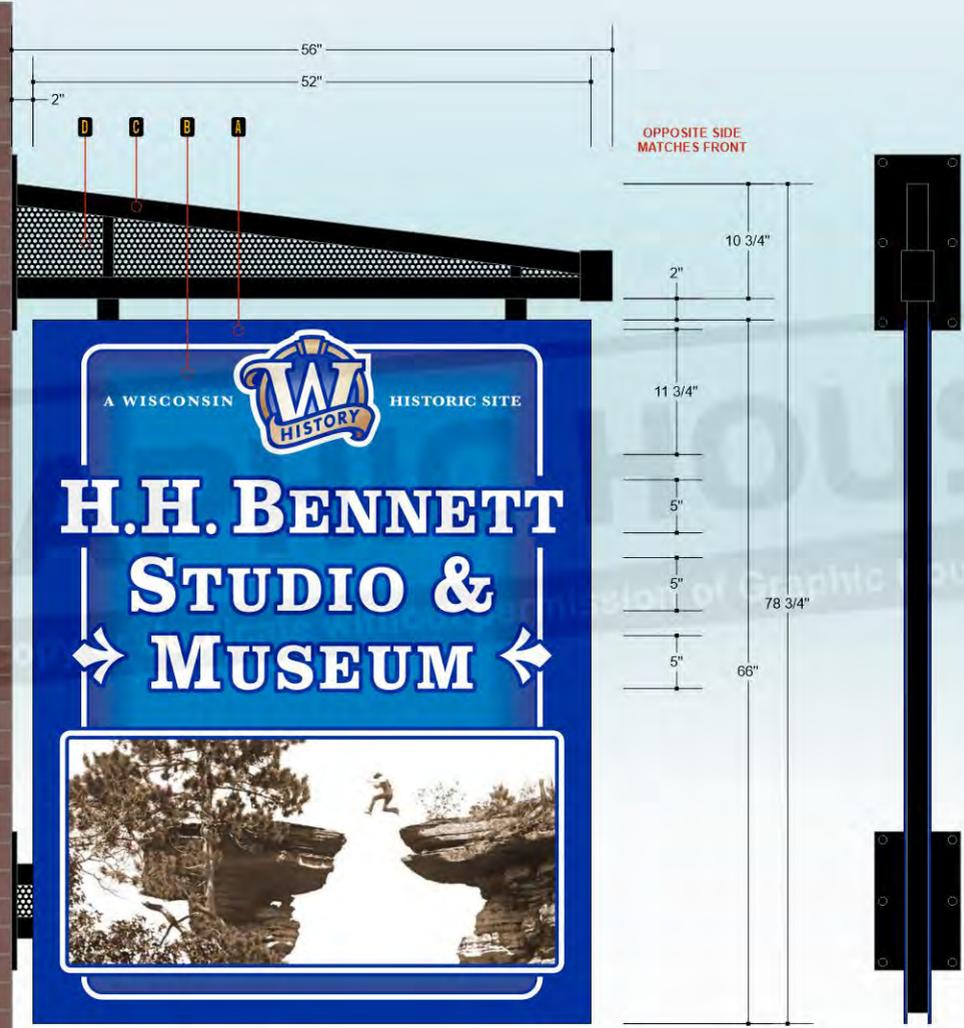
RELEASE AUTH: \_\_\_\_\_

PLEASE REVIEW SPECS & PROOF CAREFULLY - CHECK FOR TYPOGRAPHICAL ERRORS & OMISSIONS, LAYOUT ACCURACY, ETC. CUSTOMER HAS SOLE RESPONSIBILITY TO CORRECT ANY ERRORS. DISCLAIMER: THE INK COLORS SHOWN IN THIS RENDERING PROVIDE CONCEPTUAL COLORS & GRAPHICS LOCATIONS ONLY. THE COLORS MAY NOT MATCH THE ACTUAL AUTOMOTIVE PAINTS, PANTONE OR VINYL COLORS THAT WILL BE USED ON OR IN THE SIGN(S) SHOWN. ALL SIZES, SHAPES, COLORS, ETC. ARE CONCEPTUAL & MAY VARY FROM ACTUAL PRODUCT

SALES REP: <b>MIKE J</b>	DATE: <b>12-13-2019</b>	QUOTE NUMBER: <b>18727-C2</b>	JOB NUMBER: <b>XX-XXX</b>
SALES AUTH:	PROJECT MANAGER: <b>XX</b>	DESIGNER: <b>NN</b>	REVISION: <b>NN 3-9-2020-C</b>

- NON-LIT FLAG MOUNT SIGN**
- A** ALUM. SIGN PANEL
  - B** PRINTED VINYL GRAPHICS w/ GLOSS LAMINATE
  - C** ALUM. TUBE MOUNTING FRAME / BRACKET
  - D** PERFORATED ALUMINUM ACCENT
-  P1 - PMS 286c
  -  P1 - Black
  -  DP1 - White
  -  DP2 - PMS 286c
  -  DP3 - Gradient PMS 286c to PMS 7461c
  -  DP4 - Logo Graphic

**MOUNTING FASTENERS TO BE INTO MORTAR ONLY**



Projecting Sign

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A WISCONSIN



HISTORIC SITE

# H.H. Bennett Studio & Museum



Projecting  
Sign

920 Race St. – Kilbourn Flats  
Recommendation to Plan Commission for Site plan approval  
DRC 04/29/2020

While this project is not in the C-2 Commercial – downtown Zoning district and does not formally require DRC approval, it appears to be a High Impact development.

As such, the Plan Commission may welcome input on the general aesthetic of this project from the DRC.

Please refer to renderings provided for Item 3(a).

Chris Tollaksen  
City of Wisconsin Dells