

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, MAY 1, 2019 Time: 10:00AM Location: MUNICIPAL BUILDING -300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS	
ALDER DEFOSSÉ	BEN BORCHER
DAN GAVINSKI	ALLIE SCHULTZ
JACQUELINE MORSE	
AGENDA	
1	Call to order and attendance
2	Discussion / Decision on the April 3, 2019 Meeting Minutes
3	<p>Discussion / Decision on Proposed sign application(s) submitted for review, if any</p> <ul style="list-style-type: none"> (a) 805 River – CBD <ul style="list-style-type: none"> i. Wall Sign ii. Blade Sign (b) 223 Broadway – Capone’s Old Time Photo – Window Signs (c) 741 Superior – Five Sisters <ul style="list-style-type: none"> i. Wall Sign ii. Existing Projecting Sign (d) 742 Eddy – San Antonio - Awning Signage
4	<p>Discussion / Decision on Building/site plan application(s) submitted for review, if any</p> <ul style="list-style-type: none"> (a)
5	<p>Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any</p> <ul style="list-style-type: none"> (a) 742 Eddy – San Antonio – Railing Color (b)
6	<p>Discussion / Decision on Proposed Façade Improvement Grant projects, if any</p> <ul style="list-style-type: none"> (a) 808 River Rd – Taco Loco (b)
7	Items for referral to future meeting
8	Set date and time of future meeting (May 15)
	<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 APRIL 29, 2019</p>

CITY OF WISCONSIN DELLS**DESIGN REVIEW COMMITTEE MEETING MINUTES****April 25, 2019**

Jesse DeFosse called the meeting to order at 10:05 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present: Alderman Jesse DeFosse, Allie Schultz, Dan Gavinski, and Ben Borchner.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Keith Koehler, Trevor Hickey, Taylor Frank, Jordan Heesch, Jennifer Dobbs and Lucas Winchel.

1. Call to order at 10:05 a.m. Attendance noted.
2. Motion by Borchner and seconded by Gavinski to approve April 3, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 731 Oak Street – Keg/Kilbourn Cork
 - i. Projecting Sign – Gavinski motioned to approve the projecting sign dimensions, centered position in front of upper level windows and the proposed blade sign bracket style. Schultz seconded; motion carried unanimously.
 - ii. Wall Sign – Borchner motioned to approve the stenciled, distressed design concept and position of the sign on the north facing wall of the building as long as it meets the 60 square foot maximum. DeFosse seconded; motion carried unanimously.
 - b. 808 River Road – Taco Loco –Awning Signage - After discussion on the colors of the awning sign, Gavinski motioned to approve the proposed design and DeFosse seconded. Motion carried unanimously.
 - c. 601 Broadway – Pizza Pub – Gavinski motioned to approve the proposal to move an existing vinyl wrap from the front of Deer Park to this location with stipulations that highly reflective material shall not be used, no use of fluorescent colors on the lettering and background, contrast between lettering and background will make sign legible and if any straps are used they must be a neutral color or match the structure. Borchner seconded, motioned carried unanimously.
 - d. 744 Eddy Street – Bella Goose – Blade Sign - Borchner motioned to approved the square 2-line “Coffee” sign which will use the City blade bracket. Schultz seconded; motion carried unanimously.

- e. 513 Broadway – Asgard Axe Throwing – Gavinski motioned to approve the proposed window sign, Schultz seconded, motion carried unanimously.
- f. Trumble Lot – BID Entertainment ground sign – After discussion, Gavinski motioned to approve a temporary two-sided sign with lattice on the bottom, not to exceed the design standards of 6 feet high, maximum sign area of 60 square feet. It shall be in a perpendicular position on the corner, facing Broadway. It is noted that this is a temporary sign for BID entertainment purposes only. Borchner seconded, motion carried unanimously.
- g. 102 Broadway – Vintage Photo rooftop billboards – Gavinski motioned to approve two proposed billboard signs with stipulations that highly reflective material shall not be used, no use of fluorescent colors on the lettering and background, contrast between lettering and background will make sign legible and if any straps are used, they must be a neutral color or match the structure. Borchner seconded, DeFosse abstained. Motion carried.

4. **Building/Site Plan Applications**

- a. 731 Oak Street – Coffee Shop - Borchner motioned to approve the proposed paint colors of the building with the condition that the white door be painted to match the building and the sign above the door be removed and also match the building. Gavinski seconded, motion carried unanimously.
- b. 409/411 Broadway – Unique/Dells Game Show – Committee discussed the necessary water damage repair to the façade. The EFIS columns and lower 3 feet need to be replaced. Gavinski made a motion to approve the repairs based on Morse approving a darker manufactured stone sample which would replace the bottom 2-3 feet, adding an expression line above the brick and paint colors need to match columns to the top of the building. Schultz seconded; motion carried unanimously.

5. Outdoor Seating/Dining Applications - None

6. **Façade Improvement Grant Projects**

- a. 325 Broadway – Escape Room – After discussion on the proposed renderings, Gavinski motioned to approve the proposed design with stacked stone on the bottom 3-4 feet, EFIS used on the rest with an expression line above the stone. Schultz seconded. Borchner opposed. Motion carried.
- b. 122 Broadway – Doohickey - Gavinski motioned to approved proposed rendering for new façade. Schultz seconded; motion carried unanimously.
- c. 808 River Road – Taco Loco - Gavinski motioned to table until another building color can be presented to the committee and future design plans clarified. De Fosse seconded; motion carried unanimously.

7. Items for Future Meetings – None
8. Next Meeting is set for Wednesday, May 1, 2019.
9. Motion to adjourn by Borchert, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 11:00 a.m.

Stephanie Gunderson

CBD
805 River
Signage
DRC 050119

The City has just received rendering for a new signage at 805 River Rd for a new CBD store.

There are three (3) potential signs they are requests:

- (i) Wall Sign
- (ii) Blade Sign
- (iii) Awning Sign

The main Wall Sign above the storefront meets all the dimensional standards, and should only require a decision from the DRC on the design.

The applicant requested a second wall sign to be installed on the façade of the business next door. This would not be allowed as there storefront does not have enough frontage for 2 wall signs and a sign cannot be placed on a neighboring storefront.

The Blade sign meets the size specifications, but is not located near the storefront entrance as recommended by the standards. It is assumed this is due to the large canopy on the adjacent business which may block the sign If it were located near the entrance.

The applicant has also stated that the awning that used to be above the entrance, but it was in need of replacement. They would like to have it replace with a logo on it. No rendering has been received yet.

Chris Tollaksen
City of Wisconsin Dells

CBD American Shaman

Sign Proof



LED illuminated letters, logo
Direct mounted to wall



Call us to hear more 816-429-6925

Landlord Name: _____

Landlord Signature: _____

Date: _____

CBD American Shaman

Dells location sign project

Address:

805 River Rd

WI Dells, WI 53901

Sign 1 Specs:

Welded contour front lit aluminum

Channel letters, logo feather

Total Sign Dimensions:

105in. Wide X 52in. High = 38sqft

***Dedicated Power circuit must be within 5ft of sign location**

Sign 2 Specs:

Non Lighted Aluminum Panel Sign

Total Sign Dimensions:

5ft Wide X 5ft High = 25sqft



Call us to hear more 816-429-6925

CBD American Shaman

Dells location sign project

Address:
805 River Rd
WI Dells, WI 53901

Hanging Sign Specs:
40in iron hanging bracket
Carved, painted HDU sign
Double-Sided

Total Sign Dimensions:
35in. Wide X 16.4in. High



Call us to hear more 816-429-6925



Capone's Old Time Photo
223 Broadway
Window Sign
DRC 050119

The City has received renderings for a new window signage at 223 Broadway from Capone's Old Time Photos.

The new signage appears to cover less than 25% of the full storefront window area (considered as the two (2) lower windows and the doors).

There are existing merchandise displays that completely block the storefront windows, but the glass doors are clear.

While the merchandise and display mounts appear to block more than 50% of the windows, the actual merchandise does not cover the whole display.

As an existing window display they were to be considered grandfathered, but it seems reasonable to have some of the existing display removed to open up 50% of the window.

Chris Tollaksen
City of Wisconsin Dells



OPEN

223



**CAPONE'S
OLD TIME PICTURE
STUDIO**

**CAPONE'S
OLD TIME PICTURE
STUDIO**



Five Sisters
741 Superior
Updated Signage
DRC 050119

The City has received renderings for a new signage at 742 Superior from Five Sisters.

The new signage will be new copy on existing signs. A rendering was supplied for the main wall sign.

It was stated that the existing projecting sign would be updated to say "Antiques & Collectibles", but rendering was not provided.

Chris Tollaksen
City of Wisconsin Dells

Five Sisters

ANTIQUES,
COLLECTIBLES
& VINTAGE



Five Sisters
Resale Boutique

TAKE AN
ADDITIONAL
20%
OFF
YOUR PURCHASE
WHEN YOU BUY 2 OR MORE ITEMS

The property located at
10000 N. 10th Street
is for sale by
Five Sisters Resale Boutique
10000 N. 10th Street
Suite 100
West Valley City, UT 84113
Phone: 801-338-1111

©2018 Copy





Item 3(d) & 5

San Antonio
742 Eddy
Awning & Fence
DRC 050119

The City has received renderings for a new signage at 742 Eddy St. from San Antonio.

The existing Awning signage is aging and in need of replacement. They would like to replace the awning like-for-like.

The City has also received a proposed color for the wood fence surrounding the San Antonio outdoor seating area.

They would like to use the "Christmas Ivy" color, to match their new umbrellas.

Chris Tollaksen
City of Wisconsin Dells

SAN ANTONIO
MEXICAN RESTAURANT



SAN ANTONIO
MEXICAN RESTAURANT



Baraboo
Awning

1111 Walnut Street PO Box 57
Baraboo, WI 53913
PH 608-356-8303 Fax 608-356-0140
info@BarabooAwning.com
www.BarabooAwning.com

San Antonio Restaurant

CLIENT

LOCATION

JP

PROJECT MANAGER

MRW

DESIGNER

1

DRAWING

REVISION NUMBER

4-24-19

REVISION DATE

CUSTOMER APPROVAL

4-1-19

DATE

THIS RENDERING IS AN ORIGINAL DESIGN CREATED BY BARABOO TENT & AWNING, INC. IT MUST NOT BE RELEASED, USED OR COPIED UNLESS APPLICABLE FEE HAS BEEN PAID OR JOB ORDER PLACED. ALL SIZES, DIMENSIONS, AND COLORS ARE ILLUSTRATED FOR CLIENTS CONCEPTION OF THE PROJECT AND ARE NOT TO BE UNDERSTOOD AS BEING EXACT SIZE OR EXACT SCALE.

40b

40b

Cactus Blossom
MEN7197-1

Geyser
MEN7197-2

Crystal Oasis
MEN7197-3

Donnegal
MEN7197-4

app pref

Christmas Ivy
MEN7197-5

Midnight Clover
MEN7197-6



400

400

Cerulean Blue
M2071-1

Sage
M2071-2

Crystal Green
M2071-3

Emerald
M2071-4

400

Sage Green
M2071-5

SAN ANTONIO
MEXICAN RESTAURANT

OPEN

BUD LIGHT

Corona
EXTRA LIGHT

Budweiser



Taco Loco
808 River Rd
Building Color
DRC 050119

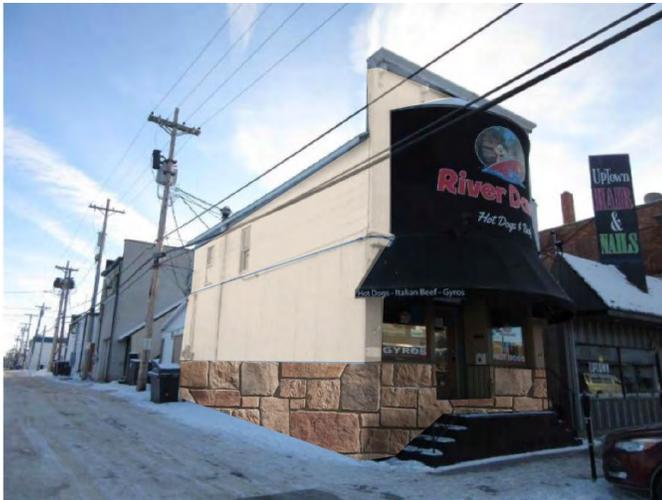
The City received an updated rendering showing alternative color options for the side of the building.

The applicant has expressed an interest in applying for the façade improvement grant.

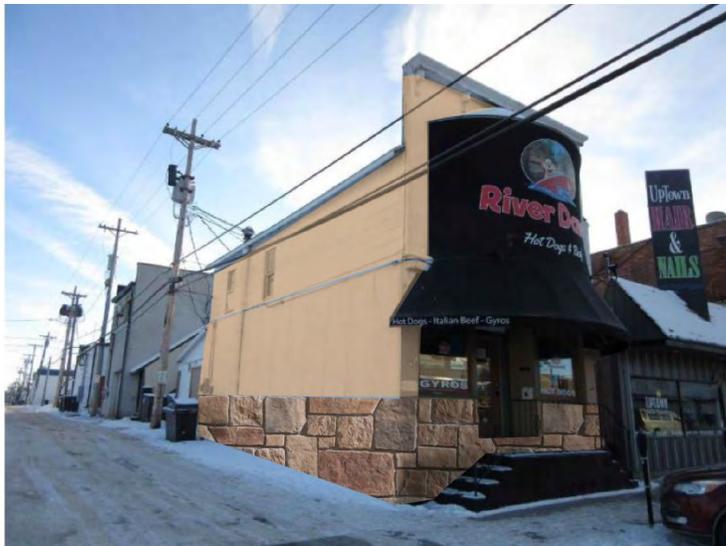
Chris Tollaksen
City of Wisconsin Dells



option 1



option 2



option 3



option 1





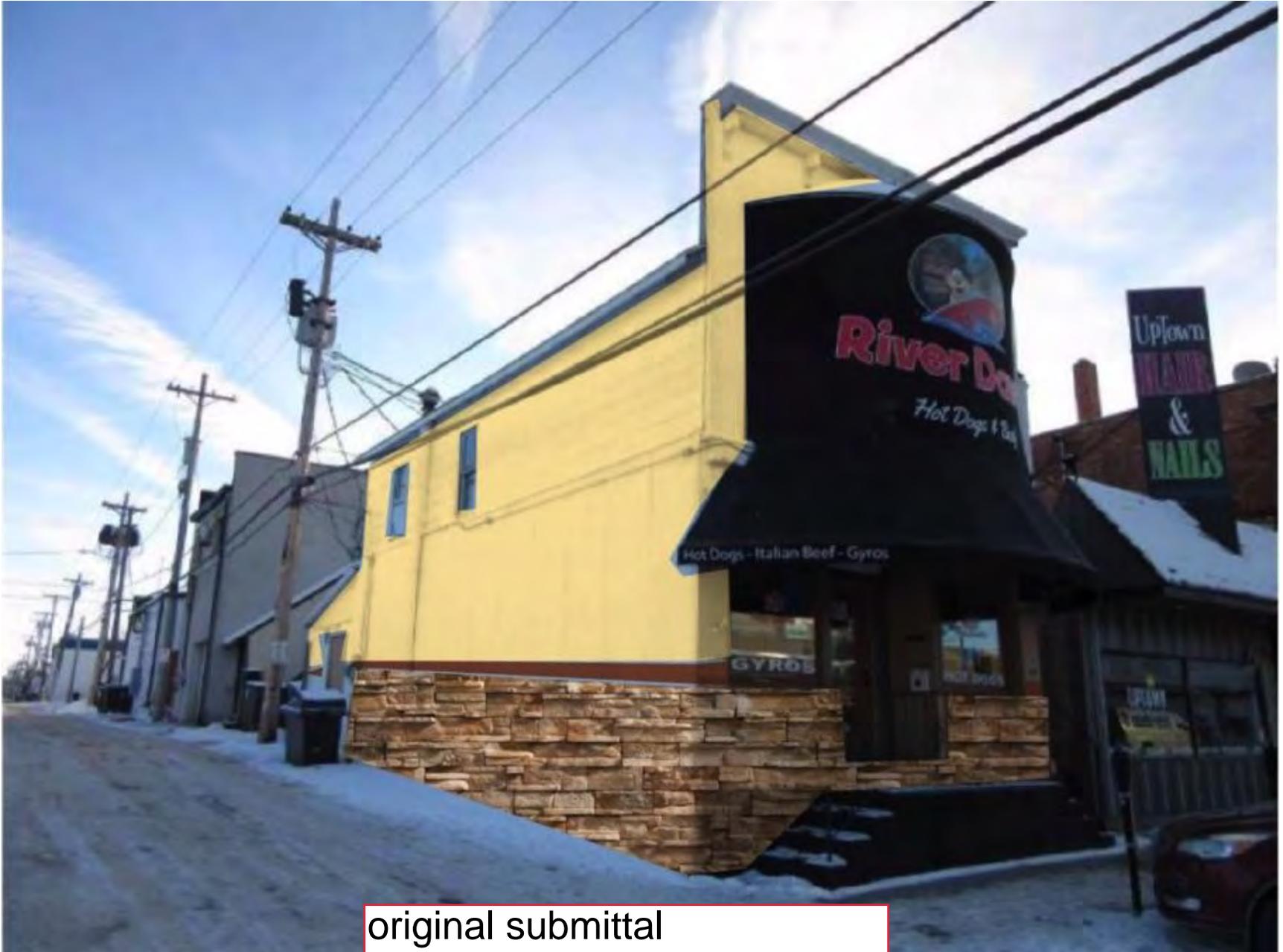
option 2





option 3





original submittal