

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, MAY 13, 2020 Time: 9:30AM Location: Zoom Tele-meeting Only
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 April 29, 2020 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) 1501 County Rd A (to be Brew Farm Rd) – High School Monument Sign
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a)
5	Discussion / Decision on Proposed updates to the Sign Ordinance (a)
6	Discussion / Decision on Proposed updates to the Design Standards (a)
7	Items for referral to future meeting
8	Set date and time of future meeting (May 27)
	<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>This meeting is available on <u>Zoom</u> tele-meeting only: Zoom meeting ID: 280 230 755 You can connect with the free Zoom app on your computer or smart device, using the following link. https://us02web.zoom.us/j/280230755 Or you can call: (312) 626-6799 (enter meeting ID 280 230 755#, no participant ID, enter #) 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</p>
	<p>CHAIRPERSON – JESSE DEFOSSE DISTRIBUTED MAY 8, 2020</p>

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

April 29, 2020

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

Present (via ZOOM): Alderman DeFosse, Dan Gavinski, Ben Borchert and Jackie Morse.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Brian Holzem, Mike Johnson with Graphic House.

1. Call to order at 9:30 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve April 15, 2020 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 920 Race Street – Kilbourn Flats Monument Sign – Sign meets Design Review Committee standards. Gavinski motioned to approve; Morse seconded. Motion carried unanimously.
 - b. 232 Broadway – High Rock Café
 - i. Awning Sign – updating colors, making brighter. No changes to dimensions of sign. Gavinski motioned to approve; Morse seconded. Motion carried unanimously.
 - ii. Wall Sign - updating colors, making brighter. No changes to dimensions of sign. Gavinski motioned to approve; Morse seconded. Motion carried unanimously.
 - c. 232 Broadway – High Rock Café – Grotto Sign – Sign on Oak Street will be replaced with a cut out style sign with aluminum letters. The sign is not back lit but does stand out a bit from the building wall. Dimensions are within design standards. Gavinski motioned to approve; Morse seconded. Motion carried unanimously.
 - d. 215 Broadway – H.H. Bennett – Projecting Sign – New rendering incorporates preferred bracket and replaces the graphic with descriptors. Mike Johnson explained the decision to explain that it is a museum twice within the descriptors is based on market research that pedestrian traffic needs more information from the sign that the property is more than a store. To give the store and photography descriptors more emphasis would mean making the sign larger as the word “photography” already uses the extent of the sign width. Gavinski motioned to approve; Morse seconded. Motion carried unanimously.

4. Building/Site Plan Applications

- a. 920 Race Street – Kilbourn Flats – Recommendation to Plan Commission – Borchert motioned to approve the building design and site plan. Gavinski seconded. Motion carried unanimously.
5. Façade Improvement Grant Projects - None
6. Proposed Updates to Sign Ordinance – None
7. Proposed Updates to Design Standards – None
8. Items for referral to future meeting – None
9. Next Meeting is set for Wednesday, May 13, 2020 at 9:30 a.m.
10. Motion to adjourn by Morse, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 9:41 a.m.

Stephanie Gunderson

1501 County Rd A (to be Brew Farm Rd.) – New Wisconsin Dells High School
Monument Sign
DRC 05/13/2020

The City has received a request from the school for a monument sign at the new Wisconsin Dells High School 1501 County Rd A. The school has requested the road receive a local name of Brew Farm Rd.

This sign is under the 20 ft maximum height, the 300 sq ft maximum signage, and the 50% maximum LED Variable Message.

Chris Tollaksen
City of Wisconsin Dells



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Customer Approval

Date

SPECS: Double sided, lexan face pylon sign with electronic message center, 16mm, 48 x 168 matrix, monochrome (red or amber), aluminum cladding.



STRATFORD SIGN SALES, LLC
PO BOX 544 • PLOVER, WI 54467 • 715.321.0607

Wisconsin Dells High School, Wisconsin Dells, WI, 4/2/20

REVISIONS

	MM/DD/YY	REMARKS
1	--/--/--	...
2	--/--/--	...
3	--/--/--	...
4	--/--/--	...
5	--/--/--	...



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1	---/---/---
2	---/---/---
3	---/---/---
4	---/---/---
5	---/---/---

PARKING

R5'

R5'

R5'

R15'

R5'

PROPERTY LINE, TYP.

EXISTING GRAVEL SHOULDER, TYP

EXISTING EDGE OF ASPHALT, TYP

PROPOSED MONUMENT SIGN

PROPOSED SANITARY SEWER, TYP

R238'

R25'

R100'

R100'

R250'

36'

R25'

225'

10'

