

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, JULY 12, 2017 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 June 28 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) Affordable Leather – 513 Broadway (b) Mr. Marvel’s Wondertorium – 817 Broadway (c) Coffee Bar – 713 Oak St. (d) Asador – 452 Broadway (e)
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 Façade Improvement Grant Projects (a)
7	Discussion / Decision on Design Standards/Ordinance Updates
8	Items for referral to future meeting
9	Set date and time of future meeting (July 26)
10	Adjournment
11	
12	
	<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.</p> <p>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</p> <p style="text-align: right;">DISTRIBUTED JUNE 23, 2017</p>

Item 3(a)

Affordable Leather
513 Broadway
DRC 071217

The City has received a request for a new Blade sign for Affordable Leather at 513 Broadway. The applicant is having the first custom bracket fabricated by Dave's Welding. The color should be the black oxide powder coat as decided at the 6/20/2016 Joint meeting of the DRC and BID.

This appears to be the first Blade sign that is fully compliant with the new Blade sign standards.

Chris Tollaksen
City of Wisconsin Dells

Affordable Leather — and More —

Affordable Leather
— and More —

The size is 36" wide (max) by 12" high, 2-sided, sandcarved redwood, 8'+ sidewalk to bottom.



Item 3(b)

Mr. Marvel's Wondertorium
817 Broadway
DRC 071217

The City has received a sign design for Mr. Marvels Wondertorium at 817 Broadway

The sign is a copy change to an existing sign. This sign is on a Pole sign structure east of Cedar St. New Pole signs are not allowed in the C-2 District, as an existing sign east of Cedar St. copy changes to existing signs have been allowed.

Chris Tollaksen
City of Wisconsin Dells

Certificate of Appropriateness

City of Wisconsin Dells: Downtown Design Review Application for Certificate of Appropriateness

Address of Property:

817 Broadway (Mr. Marvell's Wonderbar) ^{Business owner}

Property Owner Name:

Chris Fearing / Logan Jimenez

Property Owner Address:

Street

Municipality

State

Wisconsin

Property Owner Phone Number: (Home/Mobile):

608-963-2604

608-402-3322

Have you reviewed the Downtown Wisconsin Dells Design Standards?

Yes

No

Is the structure more than 50 years old?

Yes

No

Scope of project to include: (Please check appropriate items.)

New Construction

Siding

Signage

Building Addition

Landscaping / Fencing

Exterior Lighting

Façade Restoration

Parking / Rear Access

Other: _____

Awning/Canopy/Shutters

Doors, Windows, & Entrances

Roofing

Exterior Painting

Briefly explain the proposed work: (Attach extra sheets if necessary.)

I would like to install a new sign on the existing pole sign structure



NEW SIGN WILL BE 4X4 AND TAKE PLACE OF THE IVY COTTAGE SIGN (PICTURED IN THE PROPERTY PHOTO)

MR. MARVEL'S
Wondertorium

Oddity
Museum

LIVE
SHOW

608-402-3322

Item 3(c)

The Coffee Bar
731 Oak St
DRC 071217

The City has received a sign design for The Coffee Bar at 731 Oak St.

The sign is a copy change to an existing sign. This sign is on a Projecting structure that projects over the public sidewalk. The standards for these types of signs include: signs shall not cover more than 75% of the plat profile & awning signs shall not be internally illuminated. As a general rule, signs are not to have a stark white background.

There is also a sign on the side wall of the building that still advertises a previous business that is not longer operating. This signage needs to be removed and any new signage will need to be approved by the DRC.

Chris Tollaksen
City of Wisconsin Dells

The
Coffee
Bar

The
Coffee
Bar

731

White House
CA 95041



LL

pepsi



Item 3(d)

Asador
452 Broadway
DRC 071217

The City has received a request from Asador to install a second wall sign on the Cedar St. (east) side of their building. They originally had gotten approval for a wall sign on the courtyard (west) side of the building. However, they did not install the sign that was approved on the courtyard (west) side of the building. The sign was removed and they determined they will not install any sign on the courtyard (west) side of the building. The sign that was installed is very similar to the previous (Taste of New Orleans) sign that was installed on the lower Cedar St. (east) side of the building. They would like to keep the sign at this location.

As the second wall sign on this side of the building, they would require 100 ft of frontage along Cedar St, they have approximately 120 ft of frontage along Broadway.

Chris Tollaksen
City of Wisconsin Dells

Restaurant
EL
Asador

Miller
lite



**From
3/8
meeting**

**Sign
replaced**



Before



Proposal