

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, August 5, 2020 Time: 9:30AM Location: MUNICIPAL BUILDING
Zoom meeting ID# 280 230 755

COMMITTEE MEMBERS	
ALDER DEFOSSÉ	BEN BORCHER
DAN GAVINSKI	JODY FISHER
JACQUELINE MORSE	
AGENDA	
1	Call to order and attendance
2	Discussion / Decision on the July 8, 2020 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) Bean Brew – Portable Sign – 731 Oak St (b) Asgard Ax & Tap – Portable Sign & hanging blade sign – 714 Oak St
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) Asgard Ax & Tap – Building Color – 714 Oak St (b) Riverfront Terrace – umbrellas – 27 Broadway (c) 212 Broadway – Façade
5	Discussion / Decision on Outdoor seating applications submitted for review, if any (a) Asgard Ax & Tap – Flex Space Seating – 714 Oak St (b) Bean Brew – Flex Space Seating – 731 Oak St
6	Discussion / Decision on the Sign Ordinance and/or Design Standards (a) C-1 Commercial Neighborhood Zoning District – Correction to 2019 permitted signs update Verify Ordinance should read as follows: i. Off-Premise signs - Prohibited in C-1 Neighborhood Commercial ; Permitted in C-3, C-4, and M-1 ii. Portable signs - Permitted in C-1 Neighborhood Commercial ; Prohibited in C-3, C-4, and M-1
7	Items for referral to future meeting
8	Set date and time of future meeting (August 19)
9	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.
	This meeting is available on <u>Zoom</u> tele-meeting only: <u>Zoom meeting ID: 280 230 755</u> 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
	CHAIRPERSON – JESSE DEFOSSÉ DISTRIBUTED JULY 31, 2020

CITY OF WISCONSIN DELLS**DESIGN REVIEW COMMITTEE MEETING MINUTES****July 8, 2020**

Chris Tollaksen 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: Alder Jesse DeFosse, Dan Gavinski, and Ben Borchert.

Others: City Planner/Zoning Administrator Chris Tollaksen (chaired), Stephanie Gunderson, Brian Holzem and Dells Mining Co.

1. Call to order at 9:30 a.m. Attendance noted.
2. Motion by Gavinski and seconded by DeFosse to approve June 17, 2020 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 324 Broadway – Colotlan – Gavinski motioned to approve portable sign proposed by café with the condition it must be placed in the red terraced area and be maintained. Borchert seconded; motion carried unanimously.
 - b. 420 Broadway – Carr Valley Cheese – Borchert motioned to approve proposed portable sign as long as it remains in the red terraced/red concrete area and be maintained. DeFosse seconded; motion carried unanimously.
 - c. 740 Elm Street – Chalet Lanes - Gavinski motioned to approve proposed portable sign for use this year only. Due to reconstruction the Chalet is in a unique situation and they do not have private property to place the sign. Sign may be placed in line with the front posts or just outside the posts. Borchert seconded; motion carried unanimously.
 - d. 515 Broadway – House of Jerky – Borchert motioned to approve design of window signs, wall sign and blade sign as long as the outdoor blade sign is maintained. DeFosse seconded; motion carried unanimously.
4. **Building/site Plan**
 - a. 515 Broadway – House of Jerky – Committee discussed the balloon stand used to attract attention to the store being a decoration versus a sign. It is on private property. DeFosse motioned to approve design for this year only. Gavinski seconded; motion carried unanimously.

- b. 401 Broadway – Goody Goody Gum Drop – Committee discussed the Jelly Belly character on the bench outside the store being a decoration versus a sign. It is on private property and although there is wording that could be construed as advertising for a vendor, the character would not be understood without it. Committee suggested discussing the design aesthetic more for future proposals. Gavinski motioned to approve for this summer only. DeFosse seconded; motion carried unanimously.
 - c. 427 Broadway – Dells Mining Co. – Committee discussed this decoration, rather than an advertisement for the business, is under the awning, fits in the location okay and has an acceptable aesthetic. If location or aesthetic change, the committee reserves the right to reject. Gavinski motioned to approve as is. DeFosse seconded; motion carried unanimously.
 - d. 212 Broadway – Façade Improvement – DeFosse motioned to approve final design of façade at this location. Borchert seconded; motion carried unanimously.
- 5. Outdoor Seating – None
 - 6. Discussion/Decision on Sign Ordinance and/or Design Standards – None
 - 7. Items for referral to future meeting – None
 - 8. Next Meeting is set for Wednesday, July 22, 2020 at 9:30 a.m.
 - 9. Motion to adjourn by DeFosse, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 10:05 a.m.

Stephanie Gunderson

Item 3(a)

Bean Brew
731 Oak St
Portable Sign
DRC 08052020

Bean Brew has submitted a request to place a portable sign in front of their business at 731 Oak St.

This business had a state-issued food license for the sale of coffee and some baked goods. The proposed sign is a chalkboard sign in a wood frame.

This new signage requires design approval.

A condition of all portable sign approvals should be that the sign must be maintained or replaced if it becomes overly weathered or deteriorated.

The chalk area of this sign meets the 3 ft x 2 ft sign requirement, however, the small feet on this sign cause it to stand slightly more than 3 ft off the ground. The applicant is willing to remove the feet to be fully in compliance with the current standards, but it seems reasonable to consider adjusting the standard for portable signs off Broadway.

In addition, Oak St has a unique street scape, and the terrace area is utilized for parking. The applicant would like to keep the sign out next to the terrace area.

Chris Tollaksen
City of Wisconsin Dells



PAY PER STALL AT PAY STATION
REMEMBER STALL NUMBER

PAY STATION

Coffee



OLSON PAINT

OPEN

FROM 10:00 AM
OPEN!
COLD BREW COFFEE

Albany Cafe

St. Agatha's Church

Free

OPEN

PAY PER STALL AT PAY STATION
REMEMBER STALL NUMBER

PAY STATION



Bean Brew
IS NOW
OPEN
ICED
COLD BREW
COFFEE



PAY PER STALL AT PAY STATION
REMEMBER STALL NUMBER

PAY STATION

Item 3(b)

Asgard Ax & Tap
714 Oak St
Portable Sign & blade sign
DRC 08052020

Asgard Ax & Tap has submitted a request to place a portable sign in front of their business at 731 Oak St.

This business had a state-issued food license for the pizza they prepare and sell. The proposed sign is a chalkboard sign in a wood frame.

This signage has already received design approval for when the business was located on Broadway..

As this sign is now on Oak St, which has a unique street scape, where the terrace area is utilized for parking. It seems appropriate to have the DRC approve the sign being located next to the terrace area.

A condition of all portable sign approvals should be that the sign must be maintained or replaced if it becomes overly weathered or deteriorated.

It is also noted that the blade sign that was approved for the Broadway location is now hanging from the awning at this new location.

Chris Tollaksen
City of Wisconsin Dells



ASGARD
AXE & TAP

ASGARD
AXE THROWING

POLICE

PAY
STATION

PIZZA
AND
AXE
THROWING

STATION
REMEMBER
STALL
NUMBER

ASGA
AXE THRO

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K
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G


PIZZA
AND
AXE
THROWING



Item 4(a)

Asgard Ax & Tap
714 Oak St
Building Color
DRC 08052020

Asgard Ax & Tap believes the current black and white color of their building clashes with the dark brown boat and shields they have installed on the building.

They would like to repaint the building a blue/grey with white trim.

Given the current situation, they are concerned with completing the painting of the side of the building at this time.

Chris Tollaksen
City of Wisconsin Dells



CITY AUDITORIUM

Asgard Axe & Tap

ASGARD
AXE &
TAP

PIZZA
OPEN

OPEN

7284

7287

522



New Asgard color examples

Item 4(b)

Riverfront Terrace
27 Broadway
Umbrellas
DRC 08052020

The City has noticed a number of “Miller Lite” vendor supplied umbrellas at the Riverfront Terrace. The original approvals for this area specifically prohibited the use of vendor supplied umbrellas with logos. This business was also granted a special permit that allows them to operate as an outdoor food and beverage facility only, on the condition that they comply with the DRC requirements.

The operators of the Terrace originally purchased the Sunbrellas brand umbrellas that are utilized in the public spaces that had the maroon color that matched the block color scheme. Upon contact, the operators stated that the original Sunbrellas had been damaged in wind gusts and they did not want to incur the expense of replacing the umbrellas.

The applicant has stated they would work with their vendor to find an umbrella with a smaller logo.

It has been the common practice of the DRC not to allow vendor supplied logo umbrellas. The applicant has stated that they feel their umbrellas are not clearly visible from the public Right Of Way. It is difficult to accept rational.

It does seem reasonable to consider allowing other less costly replacement umbrellas, as the Sunbrella brand is high end and priced as such.

Chris Tollaksen
City of Wisconsin Dells





RIVERFRONT
TERRACE

START
LAW
PEDESTRIAN

Asgard Ax & Tap
714 Oak St
Outdoor Seating
DRC 08052020

Asgard Ax & Tap would like to discuss the possibility of installing outdoor seating in front of their business. Initially, they had thought of utilizing the flex parking space for seating. As we are entering the home stretch of the season, this office wanted to consider simply installing some of the extra City tables as public seating. Perhaps they could run a trial for this summer by moving the City planter to close off the parking space and having some of the extra City tables and chairs installed for public seating

Long term, Asgard wanted to construct a wood deck seating area. After additional consideration, Asgard would like to install the seating area up next to the building, and be able to allow customer to drink beer outside. As a trial for the rest of 2020, Asgard would like to use wood posts to make stanchions and simply place a table or two on the existing concrete. The applicant understands that conducting business in that area will require a use agreement and rent payment.

Long term, the applicant would like to enhance the seating area and service of food and beer in the space next to the building. As the long term enhanced seating, the applicant would like to construct a wooden deck that would be placed directly on the ground. The floor of this space would be approximately 6 in above the existing side walk, which is level with the entrance to the building.

The applicant would like this deck are to extend all the way through the public sidewalk, so that pedestrians walking past would pass through the deck. The deck would maintain the standard 6 foot wide pedestrian travel path.

This deck would remain permanently in place.

The applicant is working on a rendering, and hopes to have something to present at the DRC meeting on Wednesday.

The Asgard building is set back approximately 2.75 ft from their property line. There is a total approximately 13.5 ft (2.75 ft private + 10.75 ft public) from the face of the building to the beginning of the flex parking space. It may be possible for the flex space to remain parking.

Chris Tollaksen
City of Wisconsin Dells



CITY AUDITORIUM

PIZZA
open

ASGARD
AXE THING

100% PURE
IT'S MILLER TIME

714

1927

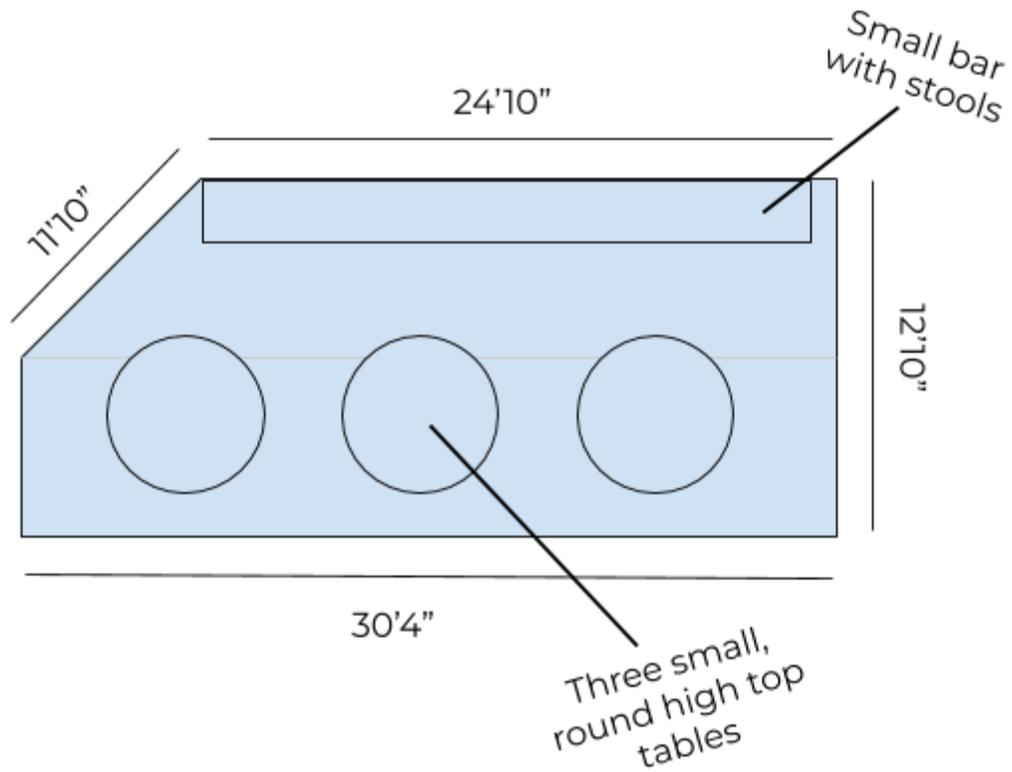
PAY PER TONNAGE AT PAY STATION
REMEMBER STALL NUMBER

522

3.5 ft
round table

~13.5 ft bldng to parking
(~2.75 ft private)

Asgard Outdoor Seating Area



Outdoor seating area will be on a 6" raised wood platform deck. Square wood posts and large rope will define seating area. Side toward Asgard will be open for entering and exiting. Decorative shields will adorn side of seating area facing Oak Street.



Item 5(b)

Bean Brew
731 Oak St
Outdoor Seating
DRC 08052020

Bean Brew would be willing to lose the parking space in front of their business to allow the installation of tables and chairs for public seating in the flex space.

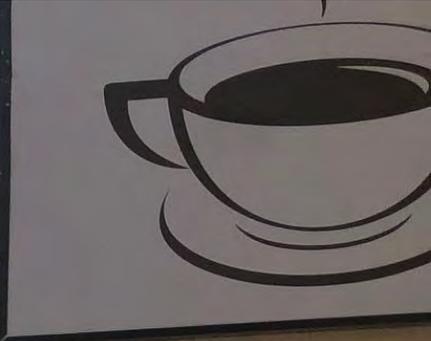
Perhaps they could run a trial for this summer by moving the City planter to close off the parking space and having some of the extra City tables and chairs installed for public seating.

The applicant has just gotten their business open and has no immediate plans to actually serve customers in this area. They understand that conducting business in that area will require a use agreement and rent payment.

Chris Tollaksen
City of Wisconsin Dells



Coffee



PAY PER STALL AT PAY STATION
REMEMBER STALL NUMBER

PAY STATION

OLSON PAINT

ESTABLISHED 1900
OPEN!
COLD BREW COFFEE

Libby's Cafe



In 2019 the DRC recommended and the City approved an update to the Sign Ordinance that allowed Portable Signs and Prohibited Off-Premise signs in the C-1 Commercial-neighborhood Zoning District.

An error was discovered in Ordinance Section 22.10 "Specific Sign Requirements, per Zoning District". The specific requirements in the C-1 District are combined with other districts, and the 2019 updates did not specify the changes applied only to the C-1 District. So this part of the Sign Ordinance erroneously included those changes in other Commercial Districts as well.

The wording in this portion of the Ordinance should be updated to specify these changes apply only to the C-1 Commercial neighborhood Zoning Districts.

Ordinance Section: 22.10 Specific Sign Requirements, per Zoning District

Current wording:

- (5) C-1 Neighborhood Commercial, C-3 Highway Commercial, C-4 Large-scale Commercial, and M-1 Mixed Use Zoning Districts.
 - (a) Permitted Signs. The following signs or other advertising structures are permitted: Directional signs; Marquee/Awning/Canopy Signs; Monument signs; Pole signs; Portable signs; Projecting and Blade signs; Roof signs; Temporary signs; Wall signs; Wind signs; and, Window signs.
 - (b) Off-Premise Signs. Off-premise signs are prohibited; meaning content of signs is limited to the business, service, and activity available or conducted on the subject lot, except in the following condition.
 - (i) When a business or service does not have direct access to a public street, signs directing traffic to the subject business or service may be located off premises at the nearest point of access. Such signs are counted as part of the total allowable sign area.

Proposed Correction:

- (5) C-1 Neighborhood Commercial, C-3 Highway Commercial, C-4 Large-scale Commercial, and M-1 Mixed Use Zoning Districts.
 - (a) Permitted Signs. The following signs or other advertising structures are permitted: Directional signs; Marquee/Awning/Canopy Signs; Monument signs; Pole signs; ~~Portable signs~~; Projecting and Blade signs; Roof signs; Temporary signs; Wall signs; Wind signs; and, Window signs.
 - (b) C-1 District specific allowable Permitted Signs,
 - (i) **Portable Signs. Portable signs are permitted in the C-1 Zoning District**
 - (ii) Off-Premise Signs. Off-premise signs are prohibited **in the C-1 Zoning District**; meaning content of signs is limited to the business, service, and activity available or conducted on the subject lot, except in the following condition.
 - Exception. When a business or service does not have direct access to a public street, signs directing traffic to the subject business or service may be located off premises at the nearest point of access. Such signs are counted as part of the total allowable sign area.