

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE - updated
 Date: WEDNESDAY, August 19, 2020 Time: 10:00AM Location: MUNICIPAL BUILDING
Zoom meeting ID# 280 230 755

COMMITTEE MEMBERS				
ALDER DEFOSSE	BEN BORCHER	DAN GAVINSKI	JODY FISHER	JACQUELINE MORSE
AGENDA				
1	Call to order and attendance			
2	Discussion / Decision on the August 5, 2020 Meeting Minutes			
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) Sassy's Snack Shack – Hanging Sign – 305 Broadway Unit 4 (b) Sassy's Snack Shack – Portable Sign – 305 Broadway Unit 4 - added (c)			
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a)			
5	Discussion / Decision on Outdoor seating applications submitted for review, if any (a)			
6	Discussion / Decision on the Sign Ordinance and/or Design Standards, if any			
7	Items for referral to future meeting			
8	Set date and time of future meeting (September 2)			
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 DEFOSSE DISTRIBUTED AUGUST 14, 2020			

CITY OF WISCONSIN DELLS

DESIGN REVIEW COMMITTEE MEETING MINUTES

August 5, 2020

Dan Gavinski 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: Dan Gavinski (chaired), Jackie Morse (via Zoom), Jody Fisher and Ben Borchner.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Brian Holzem, Dennis Mitchell, Asgard Axe and Tap and Jordan Heesh.

1. Call to order at 9:30 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve July 8, 2020 meeting minutes. Motion carried unanimously.

3. Sign Applications

- a. 731 Oak Street – Bean Brew – Borchner motioned to approve the proposal for a portable chalk sign to be used in front of the business. It was noted that the 4-6" leg extensions on the sign would be allowed. Sign is approved contingent on it be maintained or replaced if it becomes weathered or deteriorated. Placement next to the parking/terraced area is allowed. Morse seconded. Motion carried unanimously.
- b. 714 Oak Street – Asgard Axe & Tap – Borchner motioned to approve proposed sign and its location next to the parking/terrace area for this season only. It was discussed a chalk board sign would better fit the intent of these portable signs and a new proposal should be submitted for next season. The businesses on Oak street, off-Broadway, do present a unique situation due to the flex parking stalls and have less pedestrian traffic so some flexibility may be warranted. Morse seconded; motion carried unanimously.
- c. Hwy 23 – Bridgepoint Church – Gavinski motioned to approve proposed 8' x 8' wood painted sign to be used as a temporary sign in front of newly purchased lot by business park on Hwy 23. Borchner seconded; motion carried unanimously.

4. Building/site Plan

- a. 714 Oak Street – Asgard Axe & Tap – Options for painting building at this location were offered by business owner. Both were found to be acceptable by the committee. Borchner motioned to approve building color with the business owner's preference receiving final approval from Morse. Gavinski seconded. Motion carried unanimously.
- b. 27 Broadway – Riverfront Terrace - Committee discussed usage of free vendor supplied umbrellas being placed outdoors. Downtown businesses have been asked to comply with city block colors as well as a standard of product. Imagery, such as beer logos, has

been prohibited. The committee understands the wear and tear on these items and is open to proposals on more affordable brands for the umbrellas. Gavinski motioned to approve the Miller Lite umbrellas at this location for this season only based on the hardship of the COVID pandemic, expecting other options be presented to the committee for use next season. Morse seconded; motion carried unanimously.

- c. 212 Broadway – Borcher motioned to make a final approval of the façade at this address. Fisher seconded, Gavinski and Morse abstained, motion carried.

5. **Outdoor Seating**

- a. 714 Oak Street – Asgard Axe & Tap – Borcher motioned to approve outdoor seating, with tables and chairs provided by and rented from the city, in the flex parking space outside this business. Committee would allow it to be tastefully roped off so Asgard could conduct business by serving its customers in this area. If the space is successfully utilized, the owner would return for approval on a more permanent set up for seating similar to San Antonio’s or High Rock in this flex space area. The committee reserves the right to make changes to the seating and roping once installed. Morse seconded; motion carried unanimously.
- b. 731 Oak Street – Bean Brew – Gavinski motioned to approve the city’s use of the flex spacing in front of this business for public seating based on the investment the city made in making Oak street pedestrian friendly with more outdoor seating options and overall enhancement. Bean Brew is willing to give up the parking spaces with the intent they would not pay anything to the city for it to be used in this manner and give up their right to conduct business in this space. Borcher seconded; motion carried unanimously.

6. **Discussion/Decision on Sign Ordinance and/or Design Standards**

- a. Borcher motioned to approve the correction of a drafting error made concerning off-premises signs and portable signs in C-1 Neighborhood Commercial zones versus C-3, C-4 and M-1. Fisher seconded; motion carried unanimously.

7. Items for referral to future meeting – None

8. Next Meeting is set for Wednesday, August 19, 2020 at 10:00 a.m.

9. Motion to adjourn by Fisher, seconded by Borcher. Motion unanimously carried and meeting adjourned at 10:35a.m.

Stephanie Gunderson

Sassy's Snack Shack

DRC 08192020

The City has received a Hanging sign design for Sassy's Snack Shack food at 305 Broadway Unit 4.

The hanging sign is a copy change to an existing sign. This sign does not hang over the public sidewalk. When the original sign was installed, signs that were not over the public property were not held to the same standards as signs that did project over the public sidewalk. There were several similar signs installed for the other units in this building.

The applicant submitted a design for a banner they are using temporarily. Temporary banners are permitted for 30 days while a final sign is being approved and installed.

As a general rule, the standards recommend limiting the number of colors to three (3), and discourage excessive lettering.

Use of symbols, logos, and other graphics should be to reduce the need for excessive lettering.

The applicant submitted an updated design which appears more in line with the standards. The sign is still subject to general approval by the Committee.

Chris Tollaksen

City of Wisconsin Dells

Proposed Sign Design



Sassy's **Snack** **Shack**



Sassy's Snack Shack

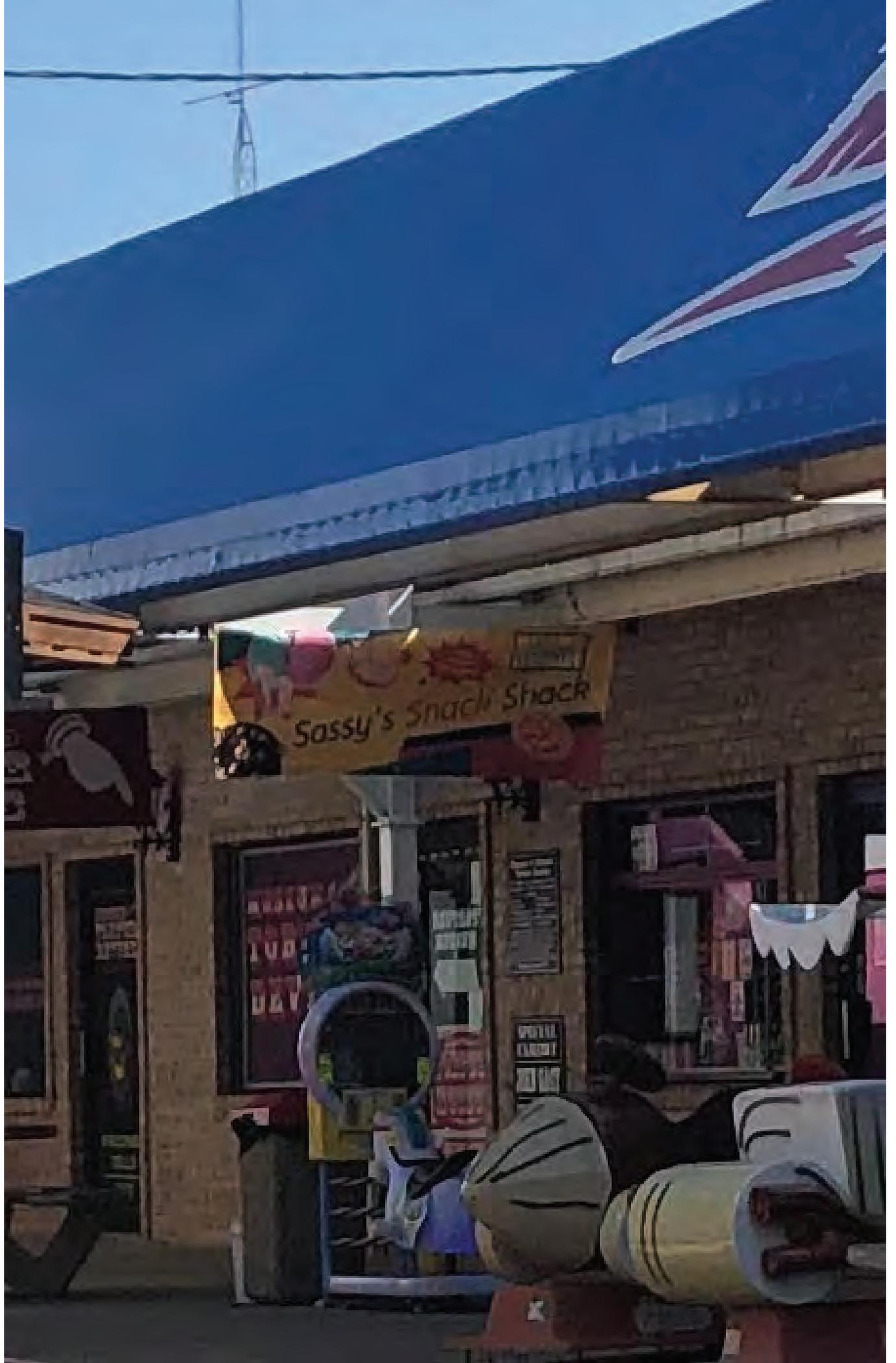
HOT COLD
BOBBY'S SNACK SHACK
HANDMADE
37C COLD
ET 1. ALL GOOD FR

TO MU

FOR
630

Temporary Banner Design





Sassy's Snack Shack
Portable sign
DRC 08192020

Item 3(b)
added

The City has become aware of a portable sign for Sassy's Snack Shack food at 305 Broadway Unit 4.

This location has space on private property in which to place the sign adjacent to the public sidewalk.

The sign being used is currently a wood chalkboard sign with a printed plasticor sign mounted on top of it. The business then taped some additional signage drawn on paper on top of the plasticor sign. The plasticor sign is exactly the 3' high x 2' wide maximum size allowed for a portable sign. The plasticor sign does not meet the Design Standards..

The wood chalkboard sign does appear to be in line with the Design Standards.

The applicant has proposed a unique request. Rather than personally write the sign message on the chalkboard, the applicant would like to utilize the drawings on paper, or the printed sign that he has purchased.

The applicant would agree to mount the purchased signs within the chalkboard area of the portable sign, leaving the wood frame visible.

The chalkboard is magnetic, so the purchased signs could be temporarily mounted without being taped on.

There may be a way to utilize a changeable purchased sign, but it seems very easy for this method to look poor. Any consideration to allow this method would be on the condition that any poor looking signage be removed on request. If poor looking signage is utilized repeatedly (3-time per season) this method or this sign would no longer be allowed.

Chris Tollaksen
City of Wisconsin Dells

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<p>Sassy Dog \$15</p> 	<p>Chi Dog</p> 
<p>Chicago Dog</p> 	<p>Kaut Dog</p> 


Fresh Squeezed Lemonade


Snow Cones


Slushies



Hand-drawn menu on a yellow sign:

- Sissy Dog** \$1.50 (with cartoon dog illustration)
- Chi Dog** (with hot dog illustration)
- Chicago Dog** (with hot dog illustration)
- Kraut Dog** (with cartoon dog illustration)
- Fresh Squeezed Lemonade** (with lemonade can illustration)
- Snow Cones** (with snow cone illustration)
- Slushies** (with slushie cup illustration)

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