

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE - updated
 Date: WEDNESDAY, September 2, 2020 Time: 10:00AM 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 August 19, 2020 Meeting Minutes			
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) Bella Goose – 744 Eddy St - added i. Wall Sign ii. Portable Sign			
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) WDVCB Façade – 701 Superior			
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 16)			
9	Adjournment			
	<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: 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>			
	CHAIRPERSON – JESSE DEFOSSÉ DISTRIBUTED AUGUST 28, 2020			

CITY OF WISCONSIN DELLS

DESIGN REVIEW COMMITTEE MEETING MINUTES

August 19, 2020

Dan Gavinski called the meeting to order at 10:00 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present: Jesse DeFosse (Chaired), Dan Gavinski (chaired), Jody Fisher and Ben Borchner.

Others: City Planner/Zoning Administrator Chris Tollaksen, Mayor Wojnicz

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Borchner and seconded by Gavinski to approve August 5, 2020 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 305 Broadway Unit 4 – Sassy’s Snack Shack – Hanging Sign – Tollaksen presented sign. Mayor Wojnicz commented this sign is difficult to see from the public Right Of Way. Borchner motioned to approve the new sign copy. Gavinski seconded. Motion carried unanimously.
 - b. 305 Broadway Unit 4 – Sassy’s Snack Shack – Portable Sign – Tollaksen presented the photo of the sign with the plasticor covering the wood sign frame. Tollaksen explained the business was notified the plasticor was not acceptable, but the wood frame chalkboard sign underneath did appear to meet the standards. The Committee determined that portable signs that are clearly within the design standards can be allowed without DRC approval. This includes signs on Oak St located tight against the building or tight against the parking stall.
 - c. Wisco – The Committee commented that they liked this sign design. This would be a sign that is clearly in compliance with the design standards and could be allowed without DRC approval.
4. Building/site Plan - None
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, September 2, 2020 at 10:00 a.m.

Motion to adjourn by Borchner, seconded by Fisher. Motion unanimously carried and meeting adjourned at 10:25a.m.

Chris Tollaksen

Bella Goose

Added Wall sign and Portable sign

DRC 09022020

The City has become aware that the Bella Goose Coffee Roaster as added to their wall sign and made a portable sign for their business at 744 Eddy St. Bella Goose has submitted a application for a Certificate of Appropriateness.

Wall Sign

The original “Bella Goose Coffee” wall sign was approve a while back. Recently, “roaster and tasting room” was added to the sign.

The total sign is approximately 32 sq ft, which is still under the 60 sq ft maximum allowed for a wall sign.

Portable Sign

Bella Goose constructed and set out a wood framed chalk board portable sign.

This sign seems in line with the Design Standards, except it is approximately 40 inches tall, which exceeds the maximum 36 inches tall limit for portable signs.

Bella Goose agreed to modify the sign to meet the Design Standards.

Portable signs are allowed for businesses that have obtained a state-issued food license. Bella Goose has obtained a food license, but at this time is not selling any food.

At this time it is not entirely clear if a state-issued license is required to only sell coffee.

Chris Tollaksen

City of Wisconsin Dells



BELLA GOOSE COFFEE
roastery and tasting room



BELLA GOOSE
roastery

OPEN

= cereal milk
iced lattes

= coffee floats

= redbull slush

23.5"w x 40" tall



WDVCB

DRC 09022020

The City has received a rendering for the WDVCB building at 701 Wisconsin Ave.

Following the reconstruction of Superior St. some minor repairs need to be made to the façade of the WDVCB building on Superior St.

Most significantly, the entrance door from Superior St is being removed.

This wall will be filled and finished to match the existing EFIS.

This does involve removing some clear glass from the façade, but given the existing vestibule it does appear it would be difficult to maintain a clear view into the building at that locations.

EFIS is not a desired finish in the Design Standards, particularly at the bottom 3 ft of the façade, where it is most susceptible to damage. Given the current façade it could be considered a hardship require a different material for this relatively small section.

Chris Tollaksen

City of Wisconsin Dells

PROPOSED EIFS INFILL/PATCHING VISUALIZATION

**PARTIAL
 SOUTH AND EAST
 ELEVATIONS**



TWO GRIND &
 BLEND PATCHES
 PAINT BY OTHERS

GRIND EIFS EDGE
 BACK WRAP
 FLUSH OUT FOAM
 NEW 1.5" FOAM TO HZ VGROOVE
 NEW VERT VGROOVES
 HD MESH BASE & FINISH
 PAINT BY OTHERS

GRIND EIFS EDGE
 BACK WRAP
 FLUSH OUT FOAM
 HD MESH BASE & FINISH
 BASE FINISH FULL COLUMN
 PAINT BY OTHERS

GRIND EIFS EDGE
 BACK WRAP
 FLUSH OUT FOAM
 NEW 1.5" FOAM TO HZ VGROOVE
 NEW VERT VGROOVES
 HD MESH BASE & FINISH
 PAINT BY OTHERS



PROPOSED EIFS INFILL/PATCHING VISUALIZATION

PARTIAL EAST ELEVATION



REMOVE ADDRESS SIGNAGE
 PATCH HOLES
 PAINT BY OTHERS

GRIND EIFS EDGE
 BACK WRAP
 FLUSH OUT FOAM
 NEW 1.5" FOAM TO HZ VGROOVE
 NEW VERT VGROOVES
 HD MESH BASE & FINISH
 PAINT BY OTHERS

INFILL STUDS/SHEATHING BY OTHERS
 OVERLAP WITH NEW THICK FOAM
 RECESSED CENTER PANEL
 BACK WRAP
 FLUSH OUT FOAM BASE
 HD MESH BASE & FINISH
 PAINT BY OTHERS

GRIND EIFS EDGE
 BACK WRAP
 FLUSH OUT FOAM
 HD MESH BASE & FINISH
 BASE FINISH FULL COLUMN
 PAINT BY OTHERS



PROPOSED

Wisconsin
Dello

VISITOR & CONVENTION BUREAU

701 SUPERIOR ST

Wisconsin
Dello



Wisconsin
Dells

VISITOR & CONVENTION BUREAU

STOP

Wisconsin
Dells





A large, single-story commercial building with a light-colored facade and red vertical accents. The building features several large garage-style doors and small windows. It is situated on a street corner with a parking lot in front containing several cars. A street sign and a stop sign are visible at the intersection.

A parking lot in front of the building containing several cars, including a dark SUV, a white car, a black pickup truck, and a silver car.

A stop sign on a metal post at the intersection.

A red street sign on a metal post at the intersection.

A tall black street lamp with a single lamp head, located at the intersection.

A sign for "GHOST KAT" on a building in the background.

