

CITY OF WISCONSIN DELLS

DESIGN REVIEW COMMITTEE MEETING MINUTES

September 18, 2019

Jesse DeFosse 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: Alderman DeFosse, Dan Gavinski, Allie Schultz, Ben Borchert and Jacqueline Morse.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, and Mayor Ed Wojnicz.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Borchert and seconded by Morse to approve July 24, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 220 Broadway – Monk’s Blade Sign – Monk’s Bar proposed a new blade sign which will consist of the custom bracket fabricated by Dave’s Welding and a sandblasted reclaimed wood sign. The sign size of 36” x 16” and style fit within the Design Standards. Morse motioned to approve, Gavinski seconded, motion carried unanimously.
 - b. Mobil Gas Station – Industrial Park – Committee discussed 20-25 foot sign that will replace the existing sign in the Industrial Park at the newly purchased station by Mobil. Morse motioned to approve, Schultz seconded, motion carried unanimously.
4. Building/Site Plan Applications
5. Outdoor Seating/Dining Application - None
6. Façade Improvement Grant Projects – None
7. Items for Future Meetings – None
8. Next Meeting is set for Wednesday, October 2, 2019.
9. Motion to adjourn by Gavinski, seconded by Borchert. Motion unanimously carried and meeting adjourned at 10:10 a.m.

Stephanie Gunderson

Uptown Trading Post
209 Broadway
Window Replacement
DRC 100219

The City has received a two (2) proposals from Bob Steinweg for changes to the exterior of the Uptown Trading Post at 209 Broadway.

The first proposal involves repainting wood areas on the front of the building. Most of the wood would be painted black to match the existing background of the existing awning sign. This proposal would not replace any windows. Mr. Steinweg did comment that the middle part of the building could be painted a green to match the background of the Bennet Studio sign next door. He stated that Bennet Studio may be repainting their sign and if they do he would use the same paint. However, it is unclear when the Bennet Studio will be doing their painting.

The second proposal would be a request for a Façade Improvement Grant. If a grant can be secured, then Mr. Steinweg would replace the windows on the second floor of the building, included the middle window that is currently boarded up. The intent would be to match the window height of the Bennet building next door. The wood transom would be replaced with a vinyl panel with a faux brick look to match the existing building brick as closely as possible. Again, the area below the windows would be painted to match the new paint on the Bennet Studio building or painted black.

Chris Tollaksen
City of Wisconsin Dells

UPTOWN TRADING POST
209 Broadway PO Box 21
Wisconsin Dells, WI 53965
(office both stores)
608 254 8733
FAX: 608 254 6237

GIFTS OF THE WORLD
923 Wisconsin Dells Pkwy
Lake Delton, WI 53940
(shipping address only this store)
608 253 5261
FAX: same #

Mailing address, both stores: PO Box 21
Wisconsin Dells, WI 53965

FROM: ROBERT W STEINWEG
UPTOWN TRADING GIFTS & OCCASIONS
209 Broadway

TO: Design Review Committee

MESSAGE: I have two choices for improving the windows at 209 Broadway.

1. Paint the existing wood frame black to match the marque color
Paint the red area below the windows a matching color to next door.
There are only two color paints that are resistant to the southern sun
exposure that the building gets. They are black or aluminum.
That is why I used black on the canopy.
2. Replace the windows with windows the same size height at the windows in
the HH Bennett building.
Fill in the area above the windows with a matching brick look panel.
There is material that would do this very well.
Paint the area below the windows a matching to the sign background next door,

Replacing the windows I cannot do unless there is some financial assistance
to do this. The price for this would be at least \$8000.

The people connected with the HH Bennett building favor the matching windows.

REPLY:

DATE SENT: Sep 25, 2019

DATE OF REPLY: _____

DATE: 09-25-2019

TO: DESIGN REVIEW COMMITTEE
SUBJECT: WINDOWS UPPER STORY 209 BROADWAY, NEED FOR CHANGE

1. I AM WELL AWARE THAT THERE NEEDS TO BE IMPROVEMENT IN APPEARANCE OF 209 BROADWAY
2. FOR AS LONG AS I HAVE KNOWN THE SITUATION IN THE ROOM SERVED BY THOSE WINDOWS, THEY HAVE BEEN A PROBLEM.
3. THE PROBLEMS ARE:
 - A. Since the building faces the sun for most of the day, there is too much light, and the Room is hard to cool in the summer, and hard to heat in the winter.
 - B. Years ago when the room was occupied either as an apartment or an office, the Problems existed no matter what was done.
 - C. Because of these conditions, the room has only been storage for a long time.
4. I NEED TO REDUCE THE HEIGHT OF THE WINDOWS TO ABOUT ONE HALF OF THE CURRENT OPENING FOR THE PART THAT CAN BE OPENED AND IS VISIBLE THROUGH. THE LIGHT PANE AT THE TOP OF THE PRESENT OPENING IS OF NO USE EITHER IN THE ROOM OR ATTIC, SO IT SHOULD BE BLOCKED OFF WITH A MATCHING MATERIAL TO THE WINDOW FRAME.
5. THERE ARE A COUPLE OF WAYS TO DO THIS THAT WILL STILL LOOK APPROPRIATE FOR THE BUILDING, THE SIZE OF THE USEABLE WINDOW WOULD BE ABOUT ONE HALF THE PRESENT OPENING.
6. ANY WINDOWS THAT ARE PUT IN MUST BE OPERABLE AND OF TEMPERED GLASS, BOTH FOR POSSIBLE VENTILATION AND VISIBILITY FOR THE FIRE DEPARTMENT FROM THE FRONT OF THE BUILDING. THERE ARE AT LEAST TWO BUILDING THAT HAVE NO VISIBILITY TO THE SECOND FLOOR FROM EITHER THE FRONT OR BACK.
7. WHEN I CAN PRESENT A FINISHED DESIGN I WILL BRING IT TO THE COMMITTEE.
8. I WOULD EXPECT A REASONABL DEGREE OF COOPERATION IN ELIMINATING THE LONG STANDING PROBLEMS WITH THE WINDOWS AND ROOM. YOU HAVE TO KEEPIN IN MIND THAT THOSE EXTREMELY LARGE WINDOWS WERE THER IN THE DAYS WHEN A SINGLE BULB FIXTURE WAS THE LIGHT FOR THE ROOM.
9. THE HISTORICAL LOOK OF THE DELLS HAS LONG PASSED, AND WITH THE BUSINESS CONDITIONS FOR THELAST THREE OR FOUR YEARS I HAVE TO LIMIT MONEY SPENT FOR THIS PROJECT AND OTHER NECESSARY BUILDING MAINTENANCE.

ROBERT W STEINWEG



Existing

painting existing window frames & area below



Painting Only

Google Earth

43°27'40.09" N 89°46'29.04" W elev 924 ft eyealt 919 ft

area above windows will be a brick matching panel



Window Replace - with Grant Only

middle window will be a look alike glass pane but not a see through window.

Proposed Sign Ordinance Changes
DRC 100219

The City has come across a number of items for consideration of changes to the Sign Ordinance.

- (a) Monument Sign. Update definition to allow some flexibility on the design of the base.
- (b) Portable Signs in the C-1 Commercial – neighborhood Zoning District. The Vue Restaurant located at 1015 River Rd would like to place a “Portable Sign” out by the Riverwalk that run in front of their business. Portable Signs are only allowed in the C-2 Commercial – downtown Zoning district.
- (c) Projecting signs greater than 4.5 ft projection over the public way. Currently Projecting Signs are limited to projecting a maximum of 4.5 ft over the public way, while projecting structures, such as awnings, are allowed to project 6 ft over the public way. It is understood that one reason for limiting projecting signs was to prevent businesses from blocking neighboring businesses, especially on Broadway. Should written approval of neighboring business be considered?

Two options are presented.

Option 1 would be to increase the maximum projection from 4.5 ft to 6 ft, then give the DRC the right to restrict back down to 4.5 ft (on Broadway or when a neighboring business would be significantly affected)

Option 2 would leave the current maximum projection at 4.5 ft, but give the DRC the right to approve larger projections if they see fit.

- (d) Roof Signs are now prohibited in the C-2 Zone. It is understood that this was to prevent additional rooftop billboards. Recently there have been design presented that have signs that are technically mounted to the roof, but appear to be along the wall line and meet the existing standards for wall sign projection over the roof line.
- (e) It seems that the DRC would be suited to issuing a Variance from the Sign Ordinance. The DRC can currently issue a waiver from the Design Standards without cost or public notice. There are some options on the formal process
 - i. Utilize current Waiver Process in Design Standards – no fee, no public hearing
 - ii. Utilized a streamlined Public Hearing Process - \$225 fee, 1 week notice of public hearing
 - iii. Utilized the Variance Process laid out in the Zoning Code - \$525 fee, 1 week public notice

Chris Tollaksen
City of Wisconsin Dells

6(a)

(18) Monument Sign: a detached, self-supporting sign mounted or incorporated into a solid base. (In certain cases the base may have two (2) separate legs that are no taller than the width of the base).

(9) Portable Signs.

6(b)

(a) Location. The sign shall be located within ten (10) feet of the business entrance, but shall not be placed in a location where the public paved area for passage is reduced to less than six (6) continuous feet in width or within twelve (12) feet of an intersection, driveway, public stairwell or crosswalk. Where possible, portable signs shall be located on private property.

C-1 and C-2 Zoning District. The Design Review Committee may approve signs on public property in the C-1 and C-2 Zoning District. Where possible the signs are to be located in the dedicated terrace area, which is delineated from the public walking path as colored and stamped concrete, pavers or grass that separates the walking path from the vehicle lanes.

(b) Usage. The sign shall only be used during business hours.

(c) Material. The sign shall be made of a durable material such as wood or metal.

(10) Projecting Signs.

6(c)

(a) Area Limitations. Projecting signs shall not exceed three hundred (300) square feet on each side, or as defined in Code Sec. 22.10, whichever is stricter.

(b) Projection over Public Property. Every projecting sign shall be placed at least ten (10) feet above the public sidewalk over which it is erected. No projecting sign shall project more than four (4) feet, six (6) inches six (6) feet into the public way.

Option 1

State Highway: Signs that project into a State Highway Right of Way shall not project more than four (4) feet, six (6) inches into the public way

Option 2 - Leave existing 4.5 ft limit and allow DRC to approve extra - see below

(c) Height. The highest point of a projecting sign shall be no more than ten (10) feet above the roof line of the building upon which the projecting sign is placed, or as defined in Code Sec. 22.10, whichever is stricter.

(d) Content. Projecting signs shall promote or relate only to on- premises goods, services or activities.

(e) Placement. Projecting signs shall be a minimum of forty (40) feet apart; except that each building or business may have a projecting sign.

(f) Declaration of Policy. The erection of a projecting sign over the public right-or- way is declared to be a privilege granted by the City of Wisconsin Dells. There is no guarantee that all applications for projecting signs will be approved or that all designs will be permitted. Applications will be considered on a case by case basis and evaluated on their contribution to downtown Wisconsin Dells.

(4) C-2 Downtown Commercial Zoning District.

(a) Total Allowable Sign Area. The total sign area permitted (i.e. all sign areas within a facade combined) shall not exceed five (5) square feet per one (1) lineal foot of business frontage with the minimum of 144 square feet and a maximum of 300 square feet allowed.

6(c)

(b) Permitted Signs. The following signs or other advertising structures are permitted: Directional signs; Marquee/Awning/Canopy Signs; Monument signs; Projecting and Blade signs; Temporary signs; Wall signs; and, Window Signs. See Table (E) for restrictions on these permitted signs.

Option 1

(c) Projecting Signs: Due to the close proximity of businesses in the C-2 Downtown Commercial Zoning District, the Design Review Committee may limit any projecting sign to project no more than four (4) feet six (6) inches into the public way, if the Design Review Committee determines that any further projection would cause undue hardship to a neighboring business.

Or

Option 2

Projecting Signs: The Design Review Committee may allow a projecting sign to project up to (6) feet into the public way, if the Design Review Committee determines that such projection is more desirable and would not cause undue hardship to a neighboring business.

6(d)

(d) Roof Signs. The Design Review Committee may consider signs technically attached to the roof of a structure a "Wall Sign" if such sign is within eighteen (18) inches of the wall and projects no more than 5 feet above the roof line of the building.

(e) 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.

(f) Downtown Design Standards. All signs shall adhere to the Downtown Design Standards pursuant Code sec. 22.01(2)(d) and Chapter 19.

6(e)

(6) Appeals.

(a) The Design Review Committee may approve a deviation from the strict application of any of the requirements of this Sign ordinance...

...following the guidelines for the issuance of a "waiver" as laid out in the "Downtown Design Standards"

Or

...following a public hearing in front of the DRC, with the payment of the Public Hearing fee (\$225) and a Class 1 Public Notice

Or

...following the standard process for a Variance. [\$525 fee and Class 1 public notice]

- (b) Within thirty (30) days after denial of a sign permit by the zoning administrator per direction of the Design Review Committee, an appeal or request for variance may be filed with the Board of Appeals pursuant to Ord. sections. 1.04(2) and Chapter 19 Article 3 Division 2 (19.220-19.239)
- (c) The board, upon appeal from a decision by the zoning administrator, may decide any question involving the interpretation of any provision of this ordinance.
- (d) The board may vary or adapt the strict application of any of the requirements of this ordinance in the case of exceptionally irregular, narrow, shallow or steep lots, or other exceptional physical conditions, whereby such strict application would result in practical difficulty or unnecessary hardship that would deprive the owner of the reasonable use of the land or building involved, but in no other case. In granting any variance, the board shall prescribe any conditions that it deems to be necessary or desirable. However, no variance in the strict application of any provision of this ordinance shall be granted by the board unless it finds:
- (i) That there are special circumstances or conditions, fully described in the findings, applicable to the land or building for which the variance is sought, which circumstances or conditions are peculiar to such land or buildings and do not apply generally to land or buildings in the neighborhood, and that circumstances or conditions are such that the strict application of the provisions of this ordinance would deprive the applicant of the reasonable use of such land or building.
 - (ii) That, for reasons fully set forth in the findings, the granting of the variance is for the reasonable use of the land or building and

that the variance as granted by the board is the minimum variance that will accomplish this purpose.

- (iii) That the granting of the variance will be in harmony with the general purpose and intent of this ordinance and will not be injurious to the neighborhood or otherwise detrimental to the public welfare. In addition to considering the character and use of adjoining buildings and those in the vicinity, the board, in determining its finding, shall take into account the number of persons residing or working in such buildings or upon such land and traffic conditions in the vicinity.
- (iv) Except as specifically provided, no action by the board shall have the effect of permitting, in any district, uses prohibited in such district.