

# CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, OCTOBER 4, 2017 Time: 10:00AM Location: MUNICIPAL BUILDING -300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS	
<b>ALDER MOR - CHAIR</b>	<b>BEN BORCHER</b>
<b>DAN GAVINSKI</b>	<b>MARIA ROSHOLT</b>
	<b>JACQUELINE MORSE</b>
AGENDA	
1	Call to order and attendance
2	Discussion / Decision of the September 6 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) Fantasy Flooring – 531 Broadway (b) Polish Restaurant – 221 Broadway (c) Mobile sub & pizza sign – 802 Broadway (d)
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) Escape Room – 325 Broadway (b) Colotlan – 324 Broadway
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	Items for referral to future meeting
8	Set date and time of future meeting (October 18)
9	Adjournment
10	
11	
12	
	<p><b>Open Meetings Notice:</b> 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><b>CHAIRPERSON – DAR MOR</b> <span style="float: right;"><b>DISTRIBUTED SEPTEMBER 27, 2017</b></span></p>

**DRC MEETING**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING-300 LA CROSSE STREET**  
**SEPTEMBER 6, 2017**

Ben Borcher called the meeting to order at 10:00 AM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes

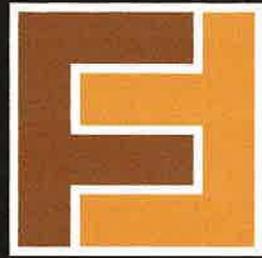
1. Present: Dan Gavinski, Maria Rosholt, Ben Borcher, Jacqueline Morse.  
Absent: Ald. Dar Mor  
Others: City Planner/Zoning Administrator Chris Tollaksen, Ald Brian Holzem, Monica Dorow-Leis, James Connors, Jeff Morris and Ed Legge from the *Dells Events*.
2. Motion to approve Minutes for August 23, 2017 meeting by Gavinski, second by Rosholt. Motion carried unanimously.
3. Sign Applications:
  - A) Sports Impressions (731 Superior) – Window sign. Motion by Gavinski, second by Rosholt to approve. Motion carried unanimously.
  - B) River Dawg (808 River Rd)
    - i) Window signs. Motion by Morse, second by Rosholt to approve. Motion carried unanimously.
    - ii) Wall signs. Tollaksen asked for committee interpretation on the Vienna Beef sign. Rosholt states it is an advertisement for products sold in business, so it is a wall sign. Rosholt comments the storefront seems too busy. Holzem pointed out what appeared to be a paper menu at the bottom of the stairs. Tollaksen stated the menu would be considered an incidental sign and allowed, but should not be a piece of paper taped to the building. Tollaksen stated this would be an enforcement issue and the committee didn't need to address the menu. Morse stated the menu should be moved under the window to replace the Vienna Beef sign, and the Vienna Beef sign should be moved inside. Motion by Morse, seconded by Rosholt to deny the Vienna Beef sign outside under the window. Motion carried unanimously.
  - C) Hair & Nail salon (806 Broadway)
    - i) Window sign in door. Tollaksen stated this was a change of business name only. Motion by Gavinski, second by Morse to approve. Motion carried unanimously.
    - ii) Blade sign, hanging from canopy. Gavinski asked if this needed to be mounted on the custom bracket. Connors stated there was no room to mount the bracket. Tollaksen stated in situation where there is an existing awning or canopy blade signs have been allowed to be hung. Motion by Gavinski, second by Rosholt to approve. Tollaksen stated blade signs should be two-sided. Connors stated he would have the other side finished. Motion to approve amended to require a two-sided sign. Motion carried unanimously.
4. Building plans:
  - A) Hair & Nail salon (806 Broadway) – Request to stain wood roof shingles “Boot hill grey” to match the rest of the building. Motion by Morse, second by Rosholt to approve. Motion carried.
  - B) Dells Distillery (206 Broadway) – Request to repaint the back of the building and replace roofing on back canopy. Jeff Morris stated the rear of the Distillery building needs maintenance. Rather than repaint the separate items the same color he wants to repaint everything with 2-tones of brown. He will also replace the old shingles on the roof of the rear canopy with galvanized steel. He hopes to have the work done in the end of September, weather permitting. Motion by Gavinski, second by Rosholt to approve. Motion carried unanimously.
5. Outdoor seating – none
6. Façade Improvement Grant Projects
  - A) Glass and Gifts (230 Broadway) – Tollaksen presented photos of the finished façade for approval. The committee felt the project was successful and a good improvement use of the grant funds. Motion by Gavinski, seconded by Rosholt to approved the project as complete. Motion carried unanimously.
7. Items for Referral: none
8. Date and Time for Next Meeting: Sept 20, 2017 10 am
9. Motion by Rosholt, second by Morse to adjourn. Motion carried. Meeting adjourned at 10:23 am.

Fantasy Flooring  
531 Broadway  
DRC 100417

The City has received an application from Fantasy Flooring to update the rooftop sign at 531 Broadway for their business. This is a rental location, so this new business does not represent a change in ownership of this property. The applicant has stated they will install an Aluminum Composite Panel with a vinyl print.

The applicant has also stated they intend to add their logo to the existing awning. They would like to replace the existing blue awning fabric with black or a darker colored fabric.

Chris Tollaksen  
City of Wisconsin Dells



FANTASY  
FLOORING

*"Layin' It Down All Around Town"*

**608-25-FLOOR**

**fantasyfloorwi.com**

606 606 State Hwy 13

Exit Street View



© 2017 Google

© 2017 Google

Google Earth

43°37'41.08" N 89°46'11.67" W elev 931 ft eye alt 929 ft

[Report a problem](#)



2017  
Worship

Church

Worship

5

Polish Restaurant  
221 Broadway  
DRC 100417

The City has become aware of a new sign hanging in front of the Polish Restaurant at 221 Broadway. These signs are allowed in lieu of Blade Signs in locations where there are permanent canopies that project out from the building.

This sign appears to meet the size and location requirements of a Blade sign. The Design Standards encourage groove routed signs.

Chris Tollaksen  
City of Wisconsin Dells

Polish  
Restaurant



OLD TIME PORTRAITS

OLD TIME PORTRAITS

OLD TIME PORTRAITS



221

ZWIĘCZ  
BEER



*Polish  
Restaurant*



Polish  
Restaurant

The original  
Coca-Cola  
Old Time  
PICTURE STUDIO

WICKERMAN  
PIZZERIA  
& RESTAURANT  
HOME OF THE BEST  
PIZZA



Mobile Sub & pizza signage  
802 Broadway  
DRC 100417

The City has received a request from Mobile Travel Mart to update the sub and pizza signage on their existing pole sign at 802 Broadway. There is no change requested, this is a like for like replacement to keep the signs looking new.

These are internally lit signs, and the new standards require monument, wall, and projecting signs to have opaque backgrounds, with only the pushed thru lettering/symbols illuminated.

Existing multi-tenant pole signs in this area have been exempted from this rule to maintain consistency with the rest of the existing sign.

Chris Tollaksen  
City of Wisconsin Dells

48x68" pan formed 15 degree 2"pan, 2" flange



**ATM**

19x68" pan formed 15 degree 2"pan, 2" flange



Escape Rooms  
325 Broadway  
DRC 100417

The Dells Escape Rooms has preliminarily addressed the damaged façade at 325 Broadway, by covering the affected area with wood painted to match the building. They would like to propose covering the damage brick, rather than trying to repair the damage brick to match the existing. If this is acceptable, they would finish what they have done. If not, they will explore their options for repairing the damaged brick underneath.

Chris Tollaksen  
City of Wisconsin Dells



OPEN

AMASSO

WOMEN'S REALTY

SUBWAY

PAIN RELIEF  
TARGET SHOOTING

SPEED  
LIMIT  
25

NO PARKING

ESCAPE ROOMS

Great Harvest Bread Co.

Great Harvest  
Bread Co.

TRUCK CENTER



**PAINBALL**  
TARGET SHOOTING

SPEED  
LIMIT  
**25**



NO  
PARKING  
ANY TIME

ESCAPE ROOMS

ESCAPE ROOMS

Can you  
ESCAPE?

NO  
PARKING  
ANY TIME

WILL  
NET SHOOTING

SPEED  
LIMIT  
25



NO  
PARKING  
ANY TIME

323

ANTHONY'S OPEN 2 BLOCKS  
DOWN ON THE LEFT

NO  
PARKING  
ANY TIME

NO  
PARKING  
ANY TIME

ESCAPE ROOMS

ROOMS

Can you  
ESCAPE?

WILLS  
CAN YOU



Colotlan  
324 Broadway  
DRC 100417

The Colotlan was before the DRC in June (see minutes attached) for the painting of their building. They are reviewing the color pallet from the Design Standards and stated they would have a color option to present to the committee on 10/04/17. They would like to complete the work in the spring.

Chris Tollaksen  
City of Wisconsin Dells

7. Design Standards: Non-conforming Signs – On the transfer of ownership in #3, Attorney Hasler is fine with us requesting this. The words “on-premise” will be removed from the first sentence. There was a general discussion on changing the blade sign sizes in the standards but the decision was to leave it as is as everything comes before us and it can be handled then.
8. Items for Referral:
9. Date and Time for Next Meeting: July 12, 2017 10 am
10. Motion by Rosholt, second by Borchert to adjourn. Motion carried. Meeting adjourned at 10:55 am.

Juli Mor

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**DRC MEETING**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING-300 LACROSSE STREET**  
**June 28, 2017**

Ald. Mor called the meeting to order at 10:00 AM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes

1. Present: Ald Dar Mor, Dan Gavinski, Maria Rosholt, Jacqueline Morse, Ben Borchner.  
Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Shirley Tollaksen, Aloha, Melanie Tallmadge, LEAF, Wally Mirror Maze, Colotlan owner, Dells Belles owner and Ed Legge from the *Dells Events*.
2. Motion to approve Minutes June 14, 2017 meeting by Borchner, second by Rosholt. Motion carried.
3. Sign Applications: A. Aloha – Blade sign 12 X 32 or 9 X 32. It is over the 8 ft clearance over the sidewalk. Twelve inches is in the standards. Is 9 inches okay since it gives a little more clearance? Motion by Gavinski to approve the 9 x 32 and we will change the standards, second by Rosholt. Motion carried.  
B. Misiu Food – Hanging sign is an existing sign. A-frame is custom made wood stand. They changed the bright red color to a darker red/maroon. Motion to approve by Borchner, second by Morse. Motion carried.  
C. Creperie – A-frame menu board. Wall sign with menu items. Motion by Gavinski, second by Borchner. Motion carried.  
D. LEAF mural – Borchner asked how the approval process works with DRC and RAD. Can anyone put up a mural in any space? Chris T says no, the process is it should go to RAD and then to DRC & Council for approval. Motion by Morse, second by Rosholt to approve. Motion carried.  
E. RAD Mural –located at Showboat Saloon wall. They would like to have this painted by Wo-zha-wa but do the bottles/dimension later. Concerns with the glass material because of vandalism, breakage etc. Ask them who will maintain the glass? The artist or the city? Mor questioned the whole bottle shown in the design, and if RAD approved it as is. Additional colors being added to the design were discussed. DRC needs to approve as is. Rosholt is also concerned with the glass and how its being adhered. Morse mentioned the whole bottle also and Chris T said its supposed to be a “Message in a Bottle”. Mor can we kick it back to them and ask for more color and an option without the bottle glass/ We’d prefer glass tile or a similar material. Motion by Gavinski, second by Rosholt to table. Motion approved.  
F. Mirror Maze – Windows are covered on Broadway as he needs dark windows for his mirror maze to work. Owner explained his need for the dark windows and why he added photos of his customers having fun as cover. Gavinski asked if the police can see into the building on the west side. Chris T says yes, but it exceeds the 25% allowed. Mor says it seems reasonable to give an exception to the Broadway side and ask the west side to come into compliance. Borchner says the photos all have words on them which makes them all signs. They should be replaced with photos only. Motion by Rosholt, second by Borchner to replace the existing photos with words to just photos and reduce the west side signs to 25% or less.
4. Building/Site Plan: A. Colotlan – The building was painted red with no permit. He was notified that he needed some updates but that he needed to let Officer Leifer or Chris know before to get approval. There was a letter which asked him to contact the city before any work was started. The red chosen is too bright for the Design Standards. Owner said he was trying to match the Mexican flag. Morse would recommend a darker shade of red or a darker green. Motion by Rosholt, second by Borchner to approve once Morse and Chris have approved the new color.  
B. Great Harvest Bread – Replaced the brick on side of building with the same color. No motion needed  
C. Jerry Newman Building – he is going to paint the entire building with the approved paint color
5. Outdoor Seating: A. YOLO Café – No approval necessary
6. Façade Improvement Grants: Dells Bells – Just need to verify the project is done. Everyone agrees it looks great. Motion by Borchner, second by Rosholt to approve the final product. Motion carried.  
B. Aloha – Motion by Gavinski, second by Rosholt to approve the final product. Motion carried.



Colollan Mexican Restaurant

D-Day