

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, DECEMBER 12, 2018 Time: 10:00AM Location: MUNICIPAL BUILDING -300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS	
ALDER DEFOSSÉ	BEN BORCHER
DAN GAVINSKI	MARIA ROSHOLT
JACQUELINE MORSE	
AGENDA	
1	Call to order and attendance
2	Discussion / Decision of the October 17, 2018 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) 321 Broadway – VR Window Sign (b) 252 STH 16 – St. Vincent LED Changeable Message Sign
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a)
5	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any (a)
6	Discussion / Decision on Proposed Façade Improvement Grant projects, if any (a) 716 Oak – Keith Koehler
7	Discussion / Decision on Proposed changes to the Design Standards, if any (a) Portable LED
8	Items for referral to future meeting
9	Set date and time of future meeting (JANUARY 9 or 23)
	<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>CHAIRPERSON – JESSE DEFOSSÉ DISTRIBUTED DECEMBER 7, 2018</p>

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

October 17, 2018

Chairperson Jesse DeFosse called the meeting to order at 8:30 a.m. Notice of the meeting was provided to the *Dells Events*, WNNO Radio and posted in accordance with State Statutes.

Present: Jacqueline Morse, Maria Rosholt, Dan Gavinski, Ben Borchert and Alderman Jesse DeFosse.

Others: Stephanie Gunderson, Brian Holzem.

1. Call to order at 8:30. Attendance noted.
2. Motion by Gavinski and seconded by Rosholt to approve the October 3, 2018 meeting minutes. Motion carried unanimously.
3. Discussion – Master Placemaking Plan (joint with BID)
4. Items for referral to future meeting – further discussion of the Master Placemaking Plan
5. Next Meeting is set for Wednesday, October 31, 2018.
6. Motion to adjourn by Borchert, seconded by Rosholt. Motion unanimously carried and meeting adjourned at 9:45 a.m.

Stephanie Gunderson

VR Universe
321 Broadway
Window Signs
DRC 120518

The City has notice that the new VR Universe Window Signs at 321 Broadway had been reviewed by the DRC. This business had gotten DRC approval for their signage when they still had temporary window signage. The final window signage is very similar and is now installed.

Window signs are limited to cover a maximum of 25% of the windows on the building. This signage meets that requirement.

Chris Tollaksen
City of Wisconsin Dells

VR **UNIVERSE**
VIRTUAL REALITY ARCADE

321
OPEN
VR **VR**
UNIVERSE **UNIVERSE**
VIRTUAL REALITY

VR UNIVERSE

VIRTUAL REALITY ARCADE

3215

321

OPEN

VR
UNIVERSE
VIRTUAL REALITY

VR
UNIVERSE

St. Vincent
252 STH 16
New Variable Message Sign
DRC 120518

The City has received an application for an updated Variable Message Sign for the St. Vincent de Paul Store at 252 STH 16.

While this sign is not in the C-2 Downtown Zoning District, the Sign Ordinance requires that all new Variable Message Signs East of the Wisconsin River be reviewed by the Design Review Committee.

This is an existing sign that had a Variable Message Sign that is no longer functioning. The new Variable Message sign is somewhat larger than the existing sign.

The Sign Ordinance requires that a Variable message sign display area shall not exceed 50% of the total area of the sign. The applicant as stated that the new message center cabinet just about 21 sq feet, with is about 62% of the total signage. However, the manufacturer states that the display area of the Variable message sign is only about 16.3 sq ft, which would be less that 50% of the total signage.

Chris Tollaksen
City of Wisconsin Dells

Chris Tollaksen

From: Kathyne Kippes [Kathyne.Kippes@lacrossesign.com]
Sent: Tuesday, November 27, 2018 1:51 PM
To: Chris Tollaksen
Cc: Bill Rupp
Subject: RE: St Vincent De Paul Society W15210 State Rd 16

Chris,
Good afternoon.

The existing signage measurements are as follows:

Main cabinet- 49" x 84" - 28.58 sq ft
Secondary smaller cabinet- 14.5" x 49" - 4.93 sq ft.

Putting us at a total of: 33.51 sq ft.

50% allowed would put us at 16.76 sq ft.

The message center cabinet is 31" x 97". However per the manufacture, the actual copy display area is 16.3 sq foot.

Please let us know of any questions.

Thank you!

Kathyne Kippes
Administrative/Sales Assistant
Cell: 812-841-2742



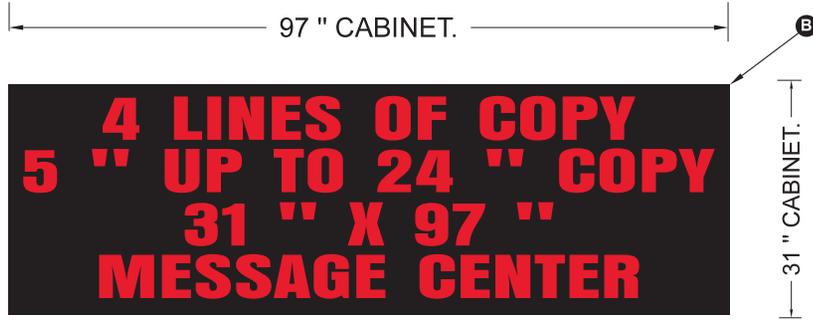
Onalaska | Madison | Eau Claire

1450 Oak Forest Drive | Onalaska, WI 54650 | Ph: 608-781-1450
2242 Mustang Way | Madison, WI 53718 | Ph: 608-222-5353
2502 Melby Street | Eau Claire, WI 54703 | Ph: 715-835-6189

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From: Chris Tollaksen [mailto:ctollaksen@dellscitygov.com]
Sent: Monday, November 26, 2018 4:31 PM

DESCRIPTIVE TITLE PYLON SIGN.



SPECIFICATION NOTES

- A** ILLUMINATED PYLON SIGN.
- B** ADD A NEW ELECTRONIC MESSAGE CENTER TO EXISTING SIGN. EMC UNIT IS DOUBLE FACED GS6 32 X 120 2V. 19.8MM MONOCHROME RED.

Approved by: _____ Date: _____ Landlord: _____ Date: _____

This artwork is copyrighted and may not be otherwise used without permission. It is the property of La Crosse Sign Co., inc., and must be returned to them.

DESIGN

SALES

FILE

COLOR KEY

COLORS ON SKETCH ARE ONLY A REPRESENTATION. ACTUAL COLOR OF FINISHED PRODUCT MAY DIFFER



ONALASKA | MADISON | EAU CLAIRE

1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450
 2242 Mustang Way • Madison, WI 53718 • 608-222-5353
 2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

Drawing by: MICHAEL V JOLIN	Job Name: SaiVinPylonWiDel	Job File Location:
Sign Type: PYLON SIGN.	Job W15210 WI-16	
Date Created: 10/13/2018	Address: WI DELLS WI, 53965	
Last Modified: 10/19/2018	Salesperson: BILL RUPP	
Scale:	Job Number: #97429	

Update
Façade Improvement
716 Oak
DRC 120518

The City has been notified of a need for a small update to the façade improvement project at 716 (the old All Time Sports building).

The original plan had assumed the entire building was brick and a wood façade had been installed over the brick on the first floor. However, when the old wood façade was removed it was discovered that there was not brick underneath, only rough plywood.

The owner would like to install cedar siding in this area.

As the existing sheathing in this area will need to be replaced, the owner would like to rebuild the front to increase the curb appeal and provide better access.

This will involve installing recessed double doors centered in the building, with the windows on either side and inside the recess wall.

Chris Tollaksen
City of Wisconsin Dells

Home Design 3D

Wine Bar

4511 ft²



Land



Room



Wall



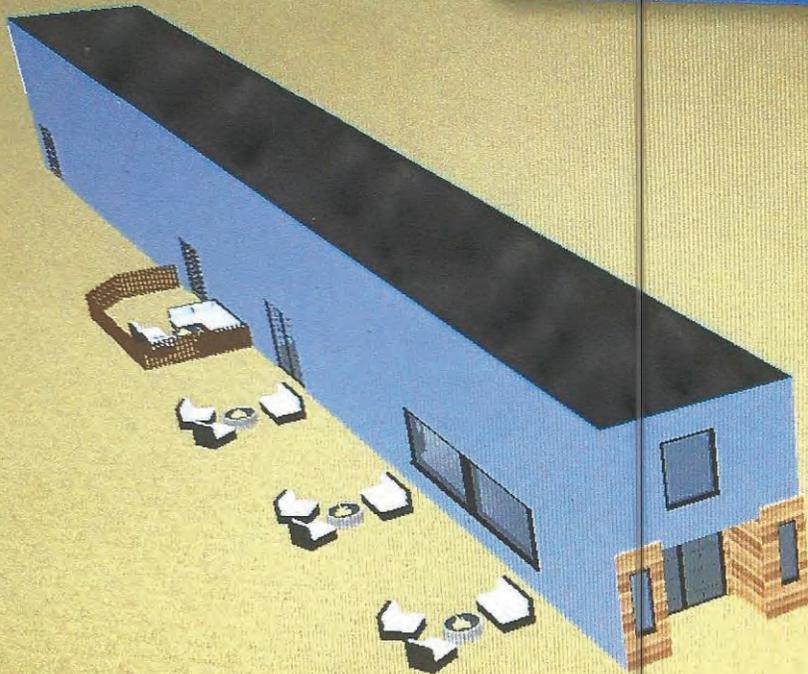
Architecture



Objects



Textu





520

GIFTS - AUTOGRAPHS



SPORTS CARDS - COLLECTABLES

FOAMULAT
R-VALUE
INSULATION

3



FOAMULAT
INSULATION



GIFTS - AUTOGRAPHS
ALL TIME
SPORTS
& GIFTS
SPORTS CARDS - COLLECTIBLES

THE K

ALL TIME
SPORTS CAR

FOAMULAR

FOAMULAR



ALL TIME SPORTS

WE KNOW
ALL TIME
SPORTS & GIFTS
SPECIALS

Holidays
Committee



Staff Comment
Façade Improvement
DRC 05/16/18

Keg – 716 Oak.

The City has received an application from Keith Koehler to improve the façade of the old All Time Sports building he recently purchased at 714 Oak. The proposal includes removing the existing wood paneling covering the lower portion of the Oak St. façade, exposing the upper floor window on the Oak St. façade that is currently covered by a sign, installing one new large black clad window to replace the row of 3 windows on the Oak St. façade, installing new glass doors on the north face of the building, installing new awnings above the windows and doors on both sides of the building, repainting the entire building, and removing the existing roof top sign on the building.

These changes would move this business closer in line with the Design Standards, specifically: the Standards do not allow signs to be mounted in front of windows; the Standards prefer exposed brick to wood paneling, the painted brick, the Standards prefer horizontal expression lines to transition between the first floor and upper floors, the standards prefer windows and glass doors to solid walls, the standards prefer the colors on the secondary façade to match the primary façade, the roof top sign does is exactly the type of installation the new standards would like removed.

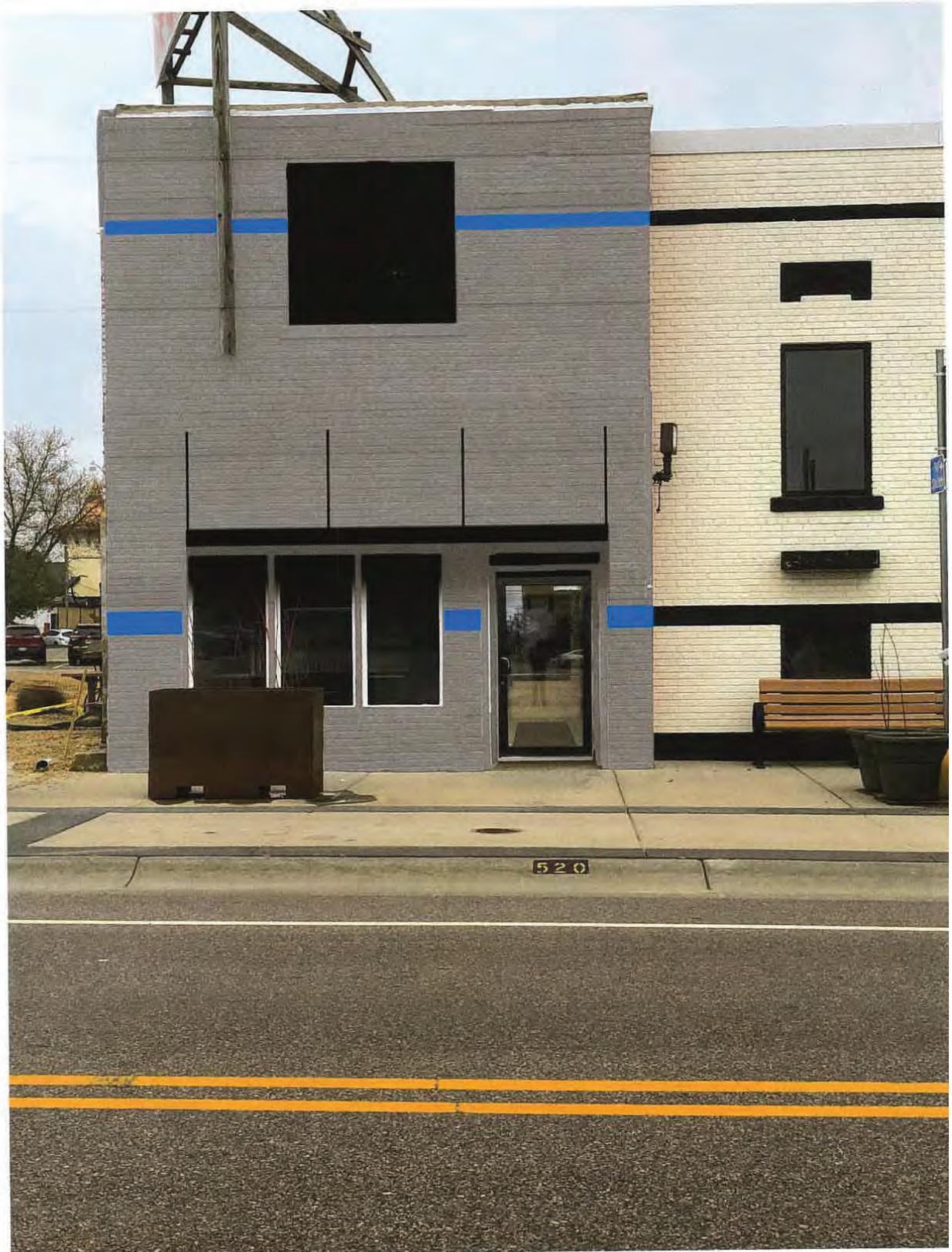
Some additional items for consideration include: (1) providing a discernible base, which could be in the form of continuing the lower horizontal expression line at grade level; (2) providing a positive visual termination at the top of the building, which could be in the form of a black cornice to tie into the black roofing that is required on the side of the building.

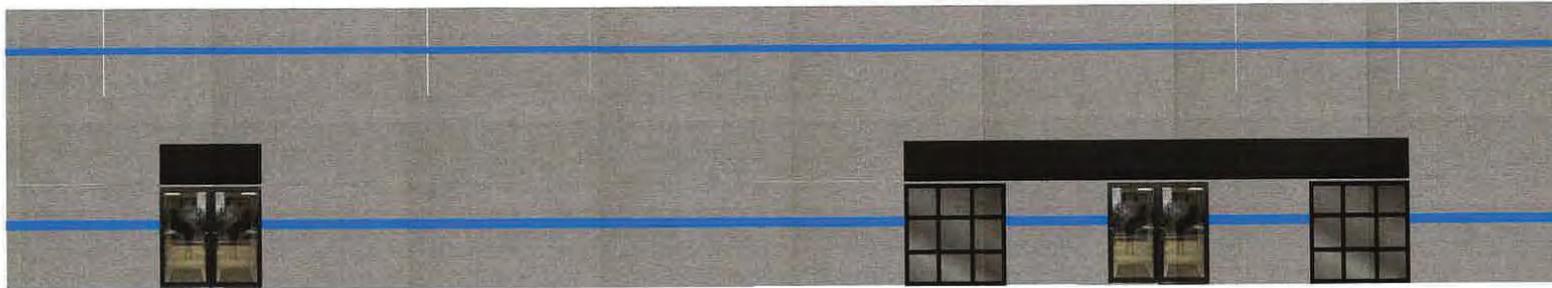
It is noted that the black roofing material comes down from the top of the side of the building to cover penetrations in the brick that were used as pockets to hold the roof rafters for the old building that was removed. If these pockets are not kept weather proofed the interior and exterior of the building could quickly degrade.

It is also noted that the roof top sign is tied into the existing rubber roof and the current plan is to re-roof the building in the fall. The roof top sign would be removed as part of the re-roofing project to prevent leaving holes in the roofing that could allow water to enter the building. If approved for a façade improvement grant, the applicant understands that the project would not be complete until the roof top sign is removed, and therefore will not be eligible for grant payments until the roof top sign is removed. Grant projects must be completed within 6 months, and the applicant stated he will meet that schedule.

The applicant has stated he intends to install a wall sign facing Oak St. near the corner of the building. It is an existing Keg sign that is no longer in use. The background of the sign had a blue hue to it. The blue horizontal expression lines on the building are meant to compliment that color.

Prepared by: Chris Tollaksen











ALL TIME SPORTS

GIFTS - AUTOGRAPHS
ALL TIME SPORTS & GIFTS
SPORTS CARDS - COLLECTIBLES



716



GIFTS - AUTOGRAPHS
ALL TIME
SPORTS
& GIFTS
SPORTS CARDS - COLLECTABLES



716



GIFTS - AUTOGRAPHS
**ALL TIME
SPORTS
& GIFTS**
SPORTS CARDS - COLLECTABLES



716









It might be hard to see but that gray is a bluish gray one with the gray building in the blue we feel that that will pull out and we will try th



e new

signs into that for the new business
Sent from my iPhone

In September the VCB asked the DRC option on a portable Variable message sign. My notes and recollection were that the DRC was open to considering an update to the Sign Ordinance that would allow a sign such as this with DRC review. Below is a draft of potential updates to the Sign Ordinance to start a discussion.

Section 22.02 Definitions

(26) Portable Changeable Message Sign – A 100% LED message sign, mounted on a trailer to be temporarily used for special events.

Section 22.05 Exemptions

(18) Portable Changeable Message Signs that have been approved by the Design Review Committee (DRC) for a particular, temporary use.

Section 22.09 General Sign Regulation

(8) Portable Changeable Message Signs

- (a) Location. The sign may be temporary located within a public Right Of Way, but may not be located so as to interfere in any way with the travel lanes of vehicle or pedestrians.
- (b) Usage. The sign usage will be approved on a case-by-case basis by the Design Review Committee, using the following basis for decision
 - a. The sign shall be primarily used for the public benefic, such as:
 - i. Advertisements for public events, festivals, or the like
 - ii. Safety or directional information for large private events
 - b. Each message shall remain in a fixed position for at least 6 seconds
 - c. Display areas may be illuminated only to a degree of brightness that is reasonably necessary for adequate visibility. The Chief of Police, Director of Public Works, Code Enforcement Officer, Zoning Administrator, or their designee may require the brightness of the sign to be reduced if they determine the brightness to be excessive
 - d. The brightness level of all messages must be uniform
 - e. Flashing, intermittent, or moving lights or lights are prohibited, except those giving public service information, such as time, date, temperature, weather or similar information.
 - f. The sign shall not create a nuisance or safety hazard
- (c) The maximum sign area shall be 64 square feet (8x8)
- (d) The Changeable display area may be 100% of the total area of the portable changeable message sign