

Revised

# CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, JANUARY 22, 2020 Time: 10:00AM Location: MUNICIPAL BUILDING -300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS	
ALDER DEFOSSE	BEN BORCHER DAN GAVINSKI ALLIE SCHULTZ JACQUELINE MORSE
AGENDA	
1	Call to order and attendance
2	Discussion / Decision on the December 18, 2019 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) 122 Broadway – Doohickey
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) 742 Eddy St - San Antonio (b) 212 Broadway <span style="border: 1px solid red; padding: 2px;">added</span>
5	Discussion / Decision on Proposed Façade Improvement Grant projects, if any (a)
6	Discussion / Decision on Proposed updates to the Sign Ordinance (a)
7	Discussion / Decision on Proposed updates to the Design Standards (a)
8	Items for referral to future meeting
9	Set date and time of future meeting (February 6 – Chris out Feb 3-14)
	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.
	CHAIRPERSON – JESSE DEFOSSE DISTRIBUTED JANUARY 17, 2020



## CITY OF WISCONSIN DELLS

## DESIGN REVIEW COMMITTEE MEETING MINUTES

December 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, and Jackie Morse.

Others: Stephanie Gunderson, City Planner/Zoning Administrator Chris Tollaksen, Nick Marcum, Asgard Axe Throwing, Myrt and Lucy's and Mayor Ed Wojnicz.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve October 16, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
  - a. 701 Broadway – Myrt and Lucy's Chat n Chew – Morse motioned to approve a new sign face at the new location of Chat n Chew restaurant, previously Gino's Pizza. The sign is an existing back lit sign which will have an opaque background. Schultz seconded the motion and motion was carried unanimously.
  - b. 714 Oak Street – Asgard Ax and Tap – Committee discussed this application from new owners at this address for a projecting sign in the shape of a boat that would extend beyond the DRC standards of 4.5 feet over the public right of way. The new sign ordinance allows the DRC to approve signs off of Broadway that project up to 6 feet over the public right of way. The committee expressed that this unique property has had a long history of instability with tenant occupancy. This economic hardship warrants some leniency from the DRC toward the sign. Although the sign would block neighboring signs from the south, it would not block any from the view of Broadway. Per the new sign ordinance, the neighboring business owner would be notified and have 14 days to present their opinion. The proposed sign will also obscure the windows on the front of the building which Design Standards does not allow. The committee felt the unique situation of this property justified the applicant's requests. Gavinski motioned to approve the extended projection over the public right of way and the blocking of the two front windows. Morse seconded. Motion carried unanimously. In the rendering submitted, the applicant had also included rendering of large shields (without signage) to be placed above some windows of the building. Committee was concerned the shields were too large and requested an updated rendering, potentially matching the width of the shields with the width of the windows. The applicant indicated they will be

repainting the building. The committee requested paint samples be provided for approval.

4. Building/Site Plan Applications – None
5. Façade Improvement Grant Projects – None
6. Proposed Updates to Sign Ordinance – None
7. Proposed Updates to Design Standards – None
8. Items for referral to future meeting – None
9. Next Meeting is set for Wednesday, January 8, 2019.
10. Motion to adjourn by Schultz, seconded by Morse. Motion unanimously carried and meeting adjourned at 10:35 a.m.

---

Stephanie Gunderson

Doohickey  
122 Broadway  
Projecting Sign  
DRC 01/22/2020

The City has received a rendering for a new projecting sign at 122 Broadway. This is a completely new business which has received approval for a new façade and is in the process remodeling.

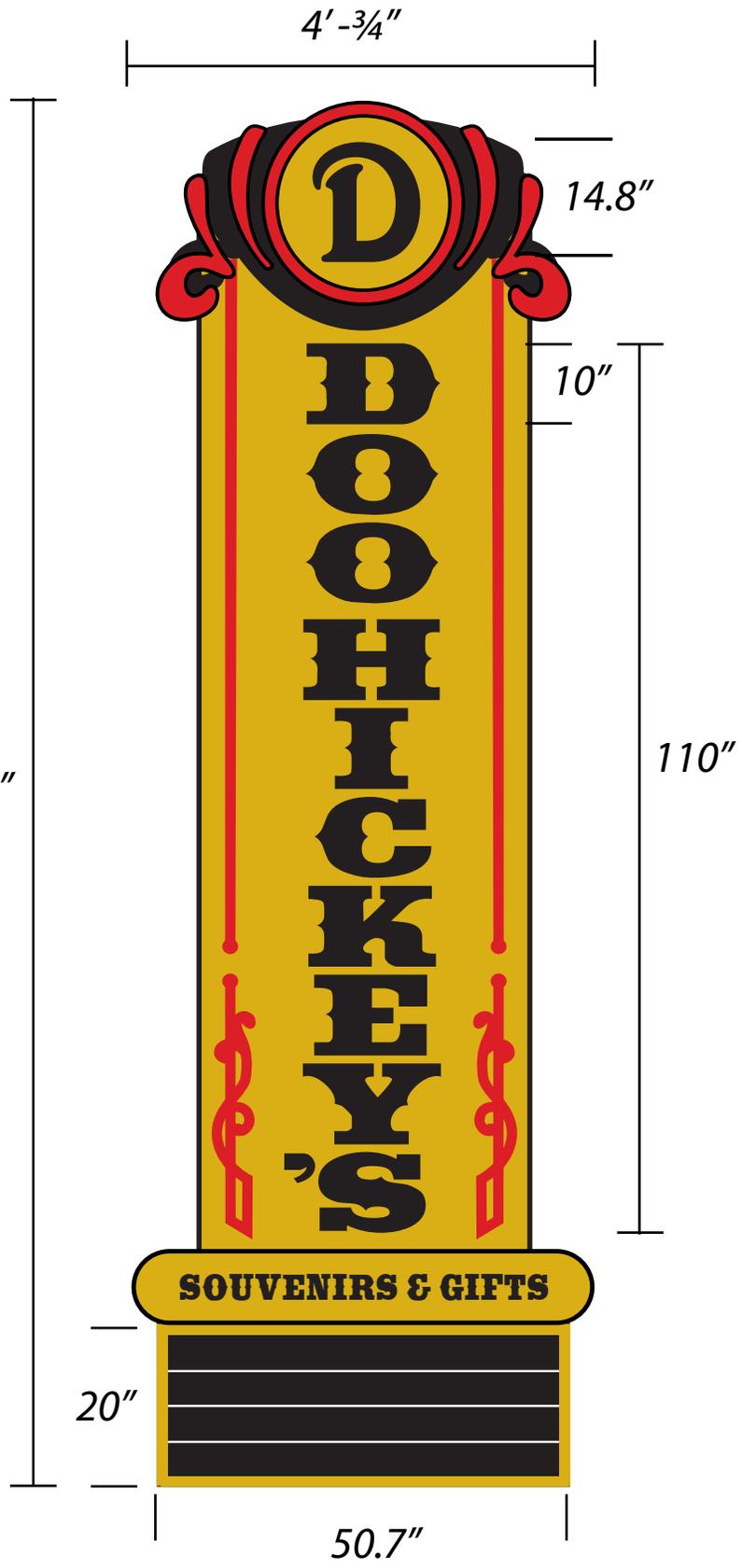
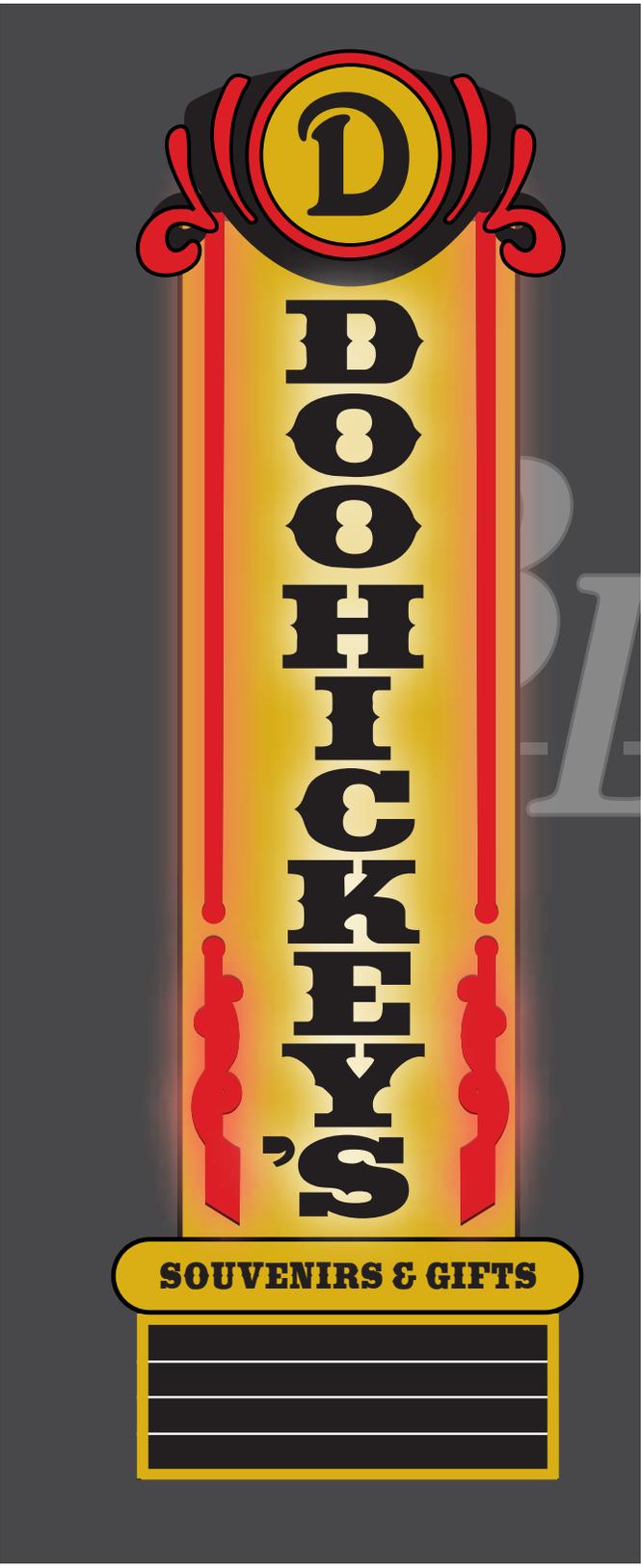
This sign intends to use the reverse “halo” illumination. This involves installing small led lights behind the raised letters and/or lines and light the surface of the background of the sign. The lighting is not inside the “box” of the sign, so the background is not “internally illuminated”.

This sign also would incorporate a changeable message board at the bottom. The changeable message board would not be internally illuminated.

This is a preliminary design and appears to be slightly larger than the Sign Ordinance allows. The original sign rendering appears to be just over the 50 sq ft maximum area allowed and appears it would project slightly further than 4.5 ft from the face of the building. The applicant is working on a rendering for slightly smaller sign (~13 ft tall) that should meet the Ordinance standards. They hope to bring the updated rendering to the meeting.

The included rendering with the sign on the building is not necessarily accurate to scale, but was roughly put together to provide some reference.

Chris Tollaksen  
City of Wisconsin Dells





DOOHICKEY'S  
DOOHICKEY'S & GIFTS

DOOHICKEY'S

~12 ft

## Staff Comment

Building façade renovation Application –San Antonio Restaurant 740 Eddy St.  
DRC 01/22/2020

In 2017 the San Antonio Restaurant at 740 Race St. began a multi-phase remodel of their buildings at 742 Race St. Prior to that work they presented a rendering from Barrientos design for the proposed façade for what was previously the El Rey Bar. The original rendering had assumed that there was a brick façade underneath the EIFS façade. During construction it was discovered that there was no brick on the first level of the building. The owner framed in new windows and matched the existing Exterior Insulation Finish System (EIFS) façade.

Recently the owner began the final phase of remodeling the second story of the building. Their original expectation was to find a brick façade under the El Rey sign framing. However, they discovered that there was a second (2<sup>nd</sup>) layer of framing underneath the sign framing. A brick façade does exist on the second level, but it is 4 inches behind the surface of the EIFS façade on the lower level. The owner did expose the existing windows that were behind the sign, but would like to extend the EIFS façade all the way up the building.

The expectation for today would be for general approval of the concept of the EIFS façade on the second story, so the owner can get the building covered. EIFS is generally discouraged as a principle façade material. If this is acceptable, the main options remaining would be any desired expression lines or framing (such as what was done around the first story windows). It may be that different complimentary paint colors could be utilized to create interest on the expression lines and/or trim accents. Additional options would be a brick base and decorative cornice per the comments from the original review below.

The owner would also like to cover the currently exposed brick along the alley side of the building. Some of this brick has been damaged by the weather over the years. It appears the red brick towards the back of the building is in much worse condition than the lighter colored brick. The owner has talked about covering the brick with plaster. It is assumed an EIFS system would be used. One of the concerns with an EIFS system is the susceptibility to damage. Normally dumpsters are located along the alley of the building and it seems likely they would damage any EIFS that may be installed there.

DRC 04/05/17

## Item 4(b) San Antonio Restaurant Façade 740 Eddy St.

The City has received an application from Barrientos design & consulting to update the building façade of the El Rey bar 740 Eddy St. This project involves a complete renovation of the interior and exterior of the building, combining it with the existing San Antonio Restaurant next door to double the size of the restaurant. This remodel includes opening up the wall separating the two buildings and combining them into a single building.

The façade work on this building involves removing existing coverings on the front of the building to expose the original brick underneath. The intent is to leave this brick in its natural state. The remodel will also include increase the clear glass on the street level so that the building is now well in line with the design requirement of a minimum of 35%. The existing windows in the building had been filled in and this project will open and restore most of the windows on the first and second floors. The few windows that will remain filled will be on the alley side and will be due to practical matters, such as

being in the location of the dumpsters which would likely cause damage, or being located in odd areas in the interior of the building. The remaining window infill will be painted to match the existing brick that will remain on the outside of the building.

There were a couple of comments on the original design. One of which was that the projection over the doorway in this case would be considered a "Marquee" as it is a roof like structure, rather than an awning which is a lightweight frame with a covering. As such, the required clearance above the sidewalk is 10 ft rather than the 8 ft for an awning. Raising the marquee will allow room for a blade sign to be installed in the future, though it is understood there is not an intent to install a blade sign at this time. It was agreed by the designer that raising the marquee also fits better with this buildings proportions and the existing San Antonio awning next door. It is also recommended to enhance the design of the cornice at the top of the building. The applicant is considering using a decorative profile for the top roof edge on the Eddy St. side to address this recommendation. They have provided a spec. sheet.

There is a requirement that the building be given a base to add architectural interest. The designer understands this requirement and will commit to meeting this standard. However, because the original brick front of the building is currently covered, it is unknown if there is some sort of base that already exists. The applicant intends to design an appropriate base after the front brick is exposed and bring it back to the DRC for approval. Therefore, approval of this design will be contingent on the final base design being approved at a future date. It is noted, that the base design should wrap around the side of the building at least to the first window.

Prepared by: Chris Tollaksen

Current Condition

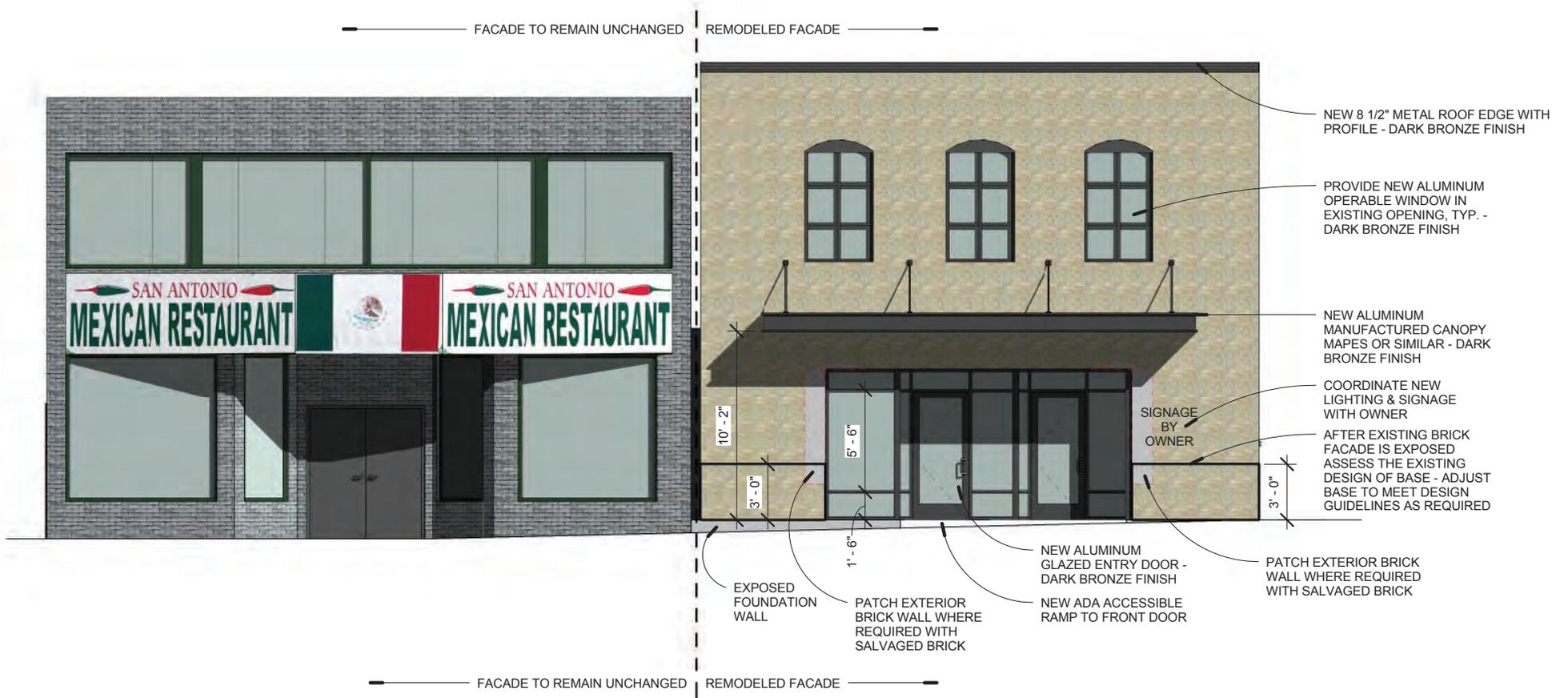


**SAN ANTONIO**  
**MEXICAN RESTAURANT**

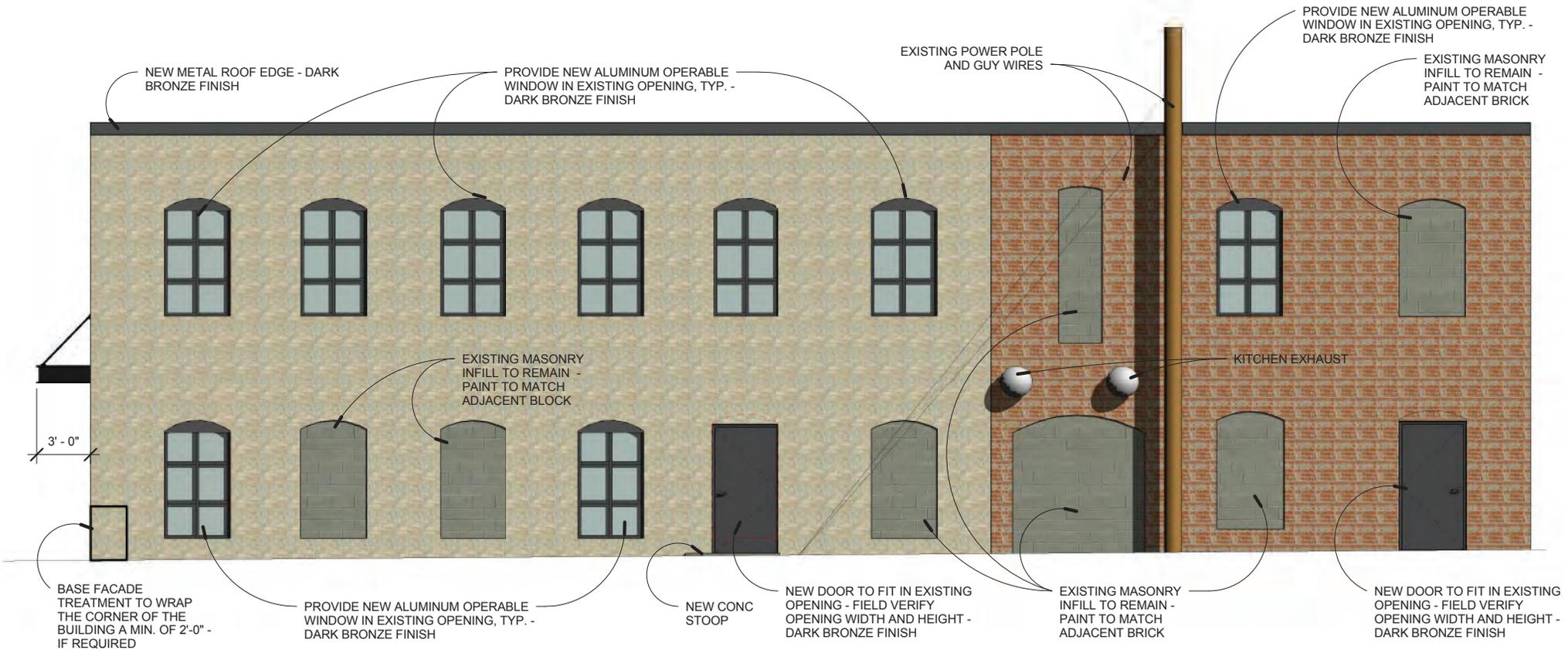
EL PEY BAR



# Original Plan



① Front Facade Rendering  
3/16" = 1'-0"



① Side Facade Rendering  
 3/16" = 1'-0"

damage





780 Eddy St



Exit Street View

Previous Condition



© 2016 Google  
© 2017 Google

Google Earth

43°37'38.04" N 89°46'35.83" W elev 917 ft eye alt 910 ft

Report a problem

## Item 4(b)

212 Broadway  
Façade Improvement  
DRC 01/22/2020

The City has received a rendering for a restored façade at 212 Broadway, currently the home of Thompson's Full Bloom. The owner has removed the false façade that was on the building and intends to restore the façade in the same manner as the Macs next door, which appears to be have originally been the same building.

The design appears to meet all the standards, including: Restoring original façade material, restoring the original window openings, including horizontal expression lines, a discernible base, and a defined cornice,

The owner will come back for approval on any future signs.

Chris Tollaksen  
City of Wisconsin Dells

Proposed



Previous  
Condition

