

# CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, JANUARY 23, 2019 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
<b>AGENDA</b>				
1	Call to order and attendance			
2	Discussion / Decision of the December 19, 2018 Meeting Minutes			
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) 727 Oak – Century 21 (b) 725 Oak – Herb Rx (c) 419 STH 13 – Lumberjack Show			
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) 601 Broadway – Fence (chain link)			
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)			
7	Discussion / Decision on Proposed changes to the Design Standards, if any (a) Fence			
8	Items for referral to future meeting			
9	Set date and time of future meeting (February 6)			
	<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>CHAIRPERSON – JESSE DEFOSSÉ <span style="float: right;">DISTRIBUTED JANUARY 18, 2019</span></p>			

**CITY OF WISCONSIN DELLS  
DESIGN REVIEW COMMITTEE MEETING MINUTES  
December 19, 2018**

Dan Gavinski called the meeting to order at 10:05 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 and Dan Gavinski.

Others: City Planner/Zoning Administrator Chris Tollaksen, Jeff Maurer, Maurer's Market, Tom Turbett, Rainbow Signs.

1. Call to order at 10:05 a.m. Attendance noted.
2. Motion by Rosholt and seconded by Morse to approve the December 12, 2018 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
  - a. 201 Broadway – Tommy Bartlett Projecting Sign: Discussion on application to update an existing sign at this location. Standards for projecting signs have been updated to make this a legal, non-conforming sign. It was requested that the bright white background color be changed to an off-white or cream to be closer to preferred downtown colors, however this is not the vision of Tommy Bartlett's in order to adhere to their red, white and blue marketing theme. Morse motioned to approve the proposed sign, colors and pictorials. Rosholt seconded, motion carried unanimously.
4. Building/Site Plan Applications - None
5. Outdoor seating/dining Applications - None
6. **Façade Improvement Grant Projects**
  - a. 216 Washington – Maurer's Market: Rosholt motioned to approved the proposed façade improvement which includes an addition to the west side of the existing store and building will house a coffee café operated by another business. Morse seconded, motion carried unanimously.
7. Proposed Changes to Design Standards - None
8. Items for Future Meetings – Continue discussion on amending language for temporary use of Variable Message signs.
9. Next Meeting is set for Wednesday, January 23, 2018.
10. Motion to adjourn by Rosholt, seconded by Morse. Motion unanimously carried and meeting adjourned at 10:15 a.m.

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Stephanie Gunderson

Century 21  
727 Oak St.  
New Sign Design  
DRC 012319

The City has received an application for a new sign face at 727 Oak St, the current Century 21. The ownership is remaining the same this proposal is just a change of business branding.

As an existing back lit sign, the main consideration is conformance with the current lighting standards, which require the background to be opaque.

The other standards too address would be that the colors are acceptable and complimentary with the existing building.

Chris Tollaksen  
City of Wisconsin Dells

#RELENTLESS

CENTURY21Affiliated.com

FEATURED PROPERTIES



27

Herb Rx  
725 Oak St.  
New Sign Design  
DRC 012319

The City has received an application for a new sign face at 725 Oak St, previously the High Violet Salon. This is a new business taking over this space.

The proposal is to replace an existing wall sign with the new business signage.

This sign appears to meet the sign and location standards. The other standards too address would be that the colors are acceptable and complimentary with the existing building.

Chris Tollaksen  
City of Wisconsin Dells



HerbRx



© 2019 Google  
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Google Earth

43°37'36.97" N 89°46'26.17" W elev 925 ft eye alt 921 ft

Report a problem

Lumberjack Show  
419 STH 13  
Wall Sign  
DRC 012319

The City has received a Sign Permit application for a new Wall sign at the Lumberjack Show located at 419 STH 13. It has been the normal practice for all new sign throughout the City be reviewed by the DRC. As this sign is not located within the C-2 Commercial-downtown Zoning District it is not subject to the Downtown Design Standards.

This sign appears to comply with the Sign Ordinance.

Chris Tollaksen  
City of Wisconsin Dells



*Dells*  
**LUMBERJACK SHOW**  
& Gifts

**BL SIGNS** LLC.  
Richland Center, WI

Richland Center, WI  
**LOCATION**

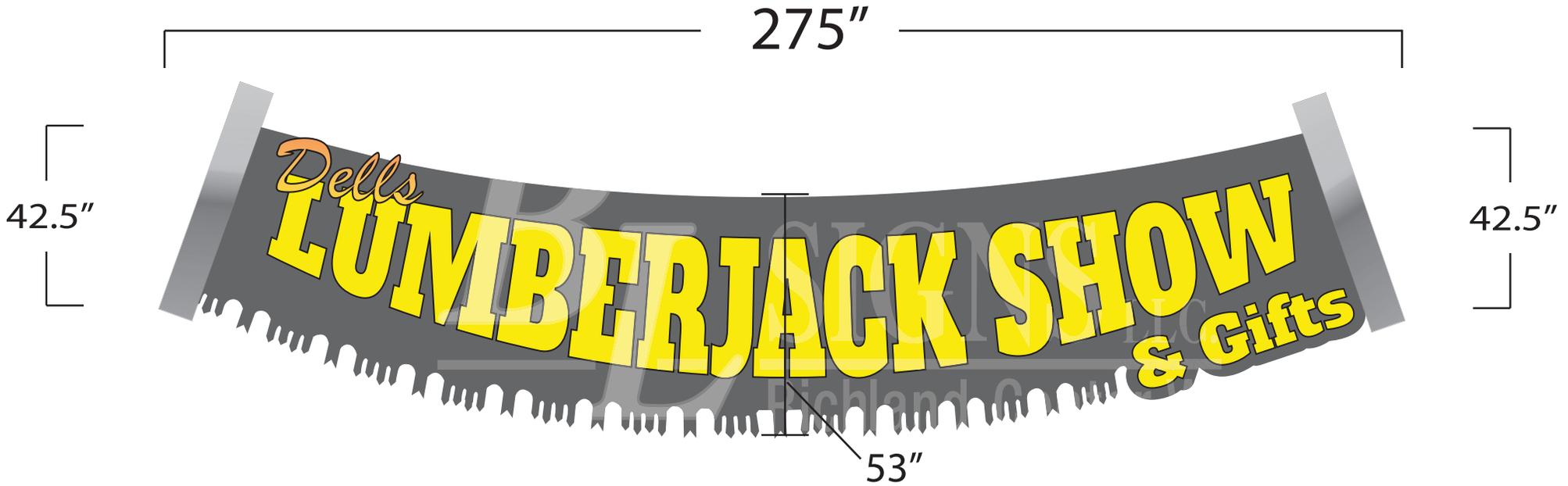
Scott Laage  
**SALESPERSON**

01/01/2019  
**DATE**

3PaulBunyun-SawBlade.ai  
**FILENAME**

**IMPORTANT NOTICE:**  
This is a proprietary design of BL Signs, Inc., designed specifically for this project. It is illegal and unethical to distribute to any other entity for copy or use. This design cannot be used without the written consent of BL Signs, Inc.

**BL SIGNS** LLC.  
Richland Center, WI  
**608-647-0149**



Richland Center, WI  
**LOCATION**

Scott Laage  
**SALESPERSON**

01/03/2019  
**DATE**

3PaulBunyun-SawBlade-Measurements.ai  
**FILENAME**

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**BL SIGNS** LLC.  
Richland Center, WI

608-647-0149

My Car Wash  
Border Fence  
601 Broadway  
DRC 012319

The City has received an inquiry on a Building permit for a fence at My Car Wash, located at 601 Broadway. The request is to install a 6 ft Chain Link fence along the east property line. The applicant has indicated that the main intention is to capture any debris that may come from the vehicle vacuum station at their business. This would allow them collect and dispose of the debris rather than allow it to blow onto the neighboring property.

The Zoning Code grants the DRC review authority over all construction projects in the C-2 Commercial-downtown Zoning district.  
The Downtown Design Standards do not appear to provide explicit standards on fencing.

Chris Tollaksen  
City of Wisconsin Dells



Proposed  
Chain-Link  
Fence

CITY OF WISCONSIN DEEDS

Broadway Ave