

# CITY OF WISCONSIN DELLS MEETING AGENDA – REVISED

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, FEBRUARY 6, 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 January 23, 2019 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) 216 Washington – Bella Goose – main sign (b) 216 Washington – Bella Goose – Blade sign (c) 227 Broadway – PopCon – main sign -----added (d) 227 Broadway – PopCon – hanging Blade sign-----added (e)
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)
7	Discussion / Decision on Proposed changes to the Design Standards, if any (a) Fence (b) Portable LED (Ordinance Update-review)
8	Items for referral to future meeting
9	Set date and time of future meeting (February 20)
	<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.</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 FEBRUARY 1, 2019</span></p>

**CITY OF WISCONSIN DELLS**  
**DESIGN REVIEW COMMITTEE MEETING MINUTES**

**January 23, 2019**

Jesse DeFosse called the meeting to order at 10:15 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present: Alderman Jesse DeFosse, Maria Rosholt and Dan Gavinski.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Tom Turbett, Rainbow Signs, Terry Cook, My Car Wash, Kirk Kettleson, Century 21, Trevor and Hunter Hickey, Dells Lumberjack Show and Mayor Ed Wojnicz.

1. Call to order at 10:15 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Rosholt to approve the December 19, 2018 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
  - a. 727 Oak Street – Century 21: Rosholt motioned to approve two new signs with updated Century 21 logos. Gavinski seconded. Motion carried unanimously.
  - b. 725 Oak Street – Herb Rx: Discussion on the sign application from Herb Rx included concerns on whether a hemp leaf could be displayed on the sign. It is part of the logo for the CBD oil store. It is legal to cultivate the hemp plant for CBD oil in the state of Wisconsin and so was determined that the hemp leaf could be allowed. The signage does meet the standards of the DRC, however Rosholt asked if cream or off-white could be used for the background to better conform to the downtown aesthetics. Rosholt motioned to approve the sign, DeFosse seconded, Gavinski opposed. Motion carried.
  - c. 419 STH 13 – Dells Lumberjack Show: The DRC reviewed a new wall sign at the Dells Lumberjack Show. The sign is not located within the C-2 Commercial-downtown Zoning District and is not subject to the Downtown Design Standards. The sign does comply with the Sign Ordinance. Rosholt motioned to approve, Gavinski seconded. Motion carried unanimously.
4. Building/Site Plan Applications – None
5. Outdoor Seating/Dining Applications – None
6. Façade Improvement Grant Projects – None

**7. Proposed Changes to Design Standards**

- a. 601 Broadway – My Car Wash: The DRC discussed an inquiry from Mr. Cook about installing a chain link fence as a border between his property and the neighboring lot on the east property line to help with blowing debris. Although it was a commendable attempt to keep the area clean, the committee recommended waiting until the business next door was built and then revisiting whether there was still a need for some type of border. The committee wishes to refine the language on fences and make other recommendations rather than chain link. Gavinski motioned to table until after construction of the neighboring business. Rosholt seconded. Motion carried unanimously.
8. Items for Future Meetings – None
9. Next Meeting is set for Wednesday, February 6, 2019.
10. Motion to adjourn by Rosholt, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 11:00 a.m.

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Stephanie Gunderson

Maurer's  
 216 Washington  
 Bella Goose Signs  
 DRC 020619

The City has received an application for two (2) new Bella Goose signs at their new location inside Maurer's at 216 Washington.

The proposal for the main sign is to have it over the new Bella Goose entrance of a building addition on the west side of the existing store. This is a somewhat unique sign, as the glass wall of the addition requires the sign to be mounted to the ceiling joist of the new addition. As the addition ceiling runs down from the existing roof of the building, this sign is below the existing roof of the building and does not appear to be a design that represents the type of "roof sign" not allowed by the Design Standards.

As wall signs are allowed to project above a roofline to some degree, this sign would be an acceptable wall sign. The design standards limit wall signs to 60 sq feet for every 50 ft of street frontage. While the Bella Goose addition is about 50 ft wide, Maurer's itself has over 100 ft of frontage along Superior St.

The ceiling of the addition also acts, in part, as a canopy or marquee over the entrance to the building. It also seems reasonable to classify this sign as a canopy or marquee sign, in which case the size is only limited to 75% of the front flat profile. If the vertical structure itself is considered a marquee, than as long as the size of the structure is considered adequately proportional to the rest of the building, the proposed signage would meet the 75% standard.

The flat fascia of the new rigid ceiling canopy could also be considered the canopy "valance/flat profile" as referred to in the standards. This area is 2'9-5/8" high x 54' long = 151 sq ft. 75% of this area would be 113 sq ft.

The applicant has submitted two sign renderings of different sizes. The preferred size is a 93 sq ft, and would be the standards of a canopy or marquee. They also provided a rendering of 60 sq ft sign, which would meet the strict standards of a wall sign.

It is noted that the applicant also included some options for the sign lettering. Two (2) different fonts are shown, as well and 2 options for how the letters are mounted onto the cabinet. The applicant as stated that the final design details have not been nailed down, but they wanted to gain approval of the location and mounting proposal before moving forward.

It is also noted, that a background cabinet was added that was not part of the original concept renderings. This is partly to increase the structural stability of the sign, but also to improve the contrast of the letters against the background. The applicant is working with LaCrosse sign, and they provided the following summary of their thinking in adding the background cabinet to the design:

- Contrast with the background color. One day the roof may be one color and the next day, after it snows, another color. So the background color can change and that makes it hard to easily read the lettering and to figure out which color to make the lettering. Then it snow on top of the letters making them even harder to read.
- With a raceway under the lettering, letters like C's and O's do not have much of a surface to mount the letters to and are more susceptible to the letters bending in rough winds. Hard to support these letters being only mounted on the bottom.
- With a raceway at the bottom we still need to elevate the sign up in the air so it does not trap snow and ice behind the sign.

- Not saying we cannot make the sign with individual letters and no background but it is not as readable and has the support issues. We could mount the raceway behind the center of the letters and not at the bottom, which would support them better and then we could mount the raceway to the pipes coming out of the roof. This would be a less expensive way to go for cost but my concern was the readability. Most of time we do channel letters on a raceway it is flat to a wall and the raceway is painted to match the wall color. If the DRC would rather see individual channel letters on a thin raceway band behind the lettering and no background at all, I would be okay with that.

Given the unique nature of this arrangement, especially considering the addition must be made to fit into an existing building, it seems prudent for the DRC to be able to approve whichever sign structure they feel best meets the aesthetic goals of this area of the City.

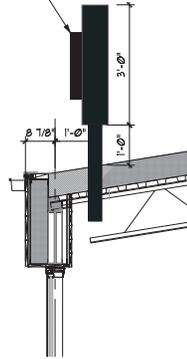
The second sign request is for a Blade sign, which they refer to as a “flag mount” sign. The applicant has complied with the Blade Sign standards and is utilizing the City Custom Blade Sign bracket. So this sign conforms to the Design Standards.

Chris Tollaksen  
City of Wisconsin Dells

# SIGN CONCEPT

Original Proposal

**OPTION 1**  
ILLUMINATED CHANNEL LETTERS  
WHITE ACRYLIC FACE BLACK TRIM CAP  
AND SIDE RETURNS



FLAG MOUNT  
NON ILLUMINATED  
ALUMINUM WALL SIGN

FLAG MOUNT  
NON ILLUMINATED  
ALUMINUM WALL SIGN

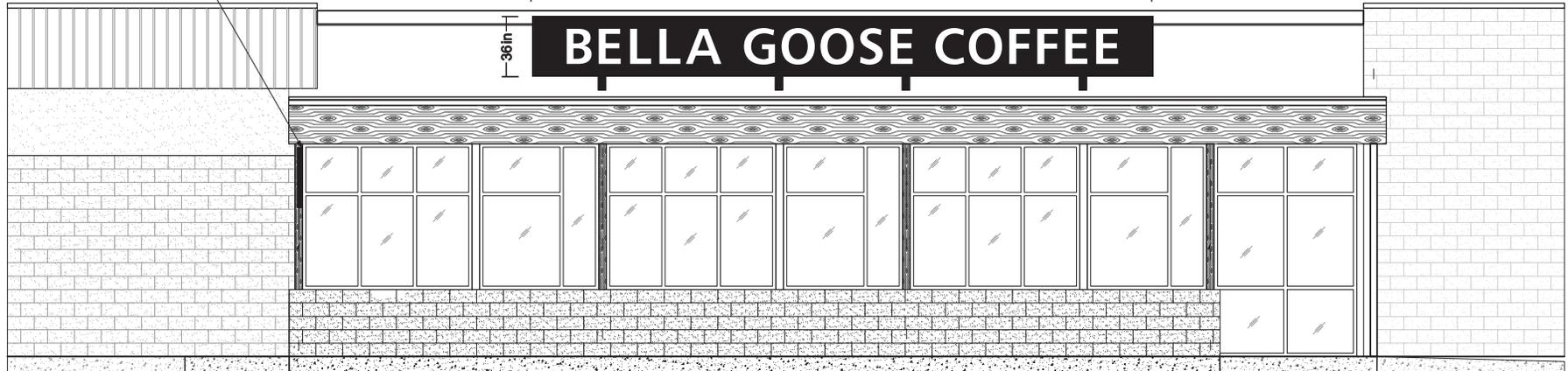
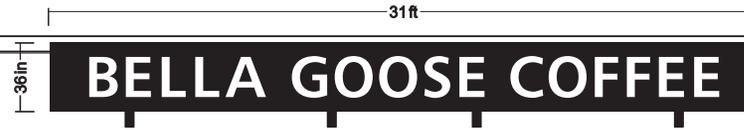
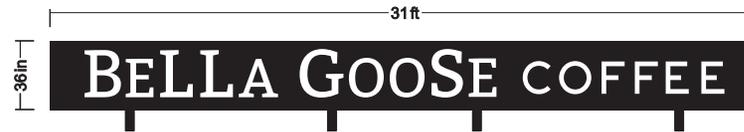
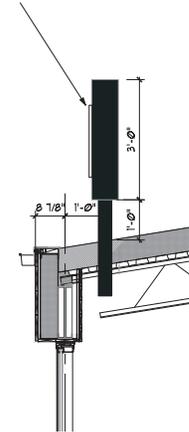
OPTION 1



OPTION 2



**OPTION 2**  
ILLUMINATED CABINET  
WHITE ACRYLIC PUSH THROUGH LETTERS



Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

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DESIGN

SALES

FILE

COLOR KEY

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



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2242 Mustang Way • Madison, WI 53718 • 608-222-5353  
2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

Drawing by: Brian Anderson  
Sign Type: Various  
Date Created: 1-30-2019  
Last Modified:  
Scale: None

Job Name: Bella Goose Coffee  
Job Address: Wisconsin Dells, WI  
Salesperson: James Fuchsel  
Job Number: 103910

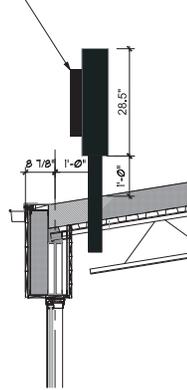
Revision Number:  
Job File Location:  
S:\La Crosse\Job Name\  
(Sales) Artwork PDFs

- 1 ■ SG Black
- 2 □ White Acrylic
- 3 □ White 220-10
- 4 □
- 5 □

# SIGN CONCEPT

Wall sign size  
Proposal

**OPTION 1**  
ILLUMINATED CHANNEL LETTERS  
WHITE ACRYLIC FACE BLACK TRIM CAP  
AND SIDE RETURNS



FLAG MOUNT  
NON ILLUMINATED  
ALUMINUM WALL SIGN

FLAG MOUNT  
NON ILLUMINATED  
ALUMINUM WALL SIGN

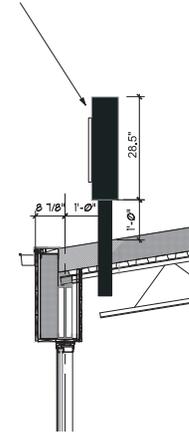
**OPTION 1**



**OPTION 2**



**OPTION 2**  
ILLUMINATED CABINET  
WHITE ACRYLIC PUSH THROUGH LETTERS



Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

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DESIGN

SALES

FILE

COLOR KEY

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

Drawing by: Brian Anderson

Job Name: Bella Goose Coffee

Revision Number:

Sign Type: Various

Job Address: Wisconsin Dells, WI

Job File Location:

Date Created: 1-30-2019

Salesperson: James Fuchsel

S:\La Crosse\Job Name\  
(Sales)\Artwork PDFs

Last Modified: 1-31-2019

Scale: None

Job Number: 103910

- 1 ■ SG Black
- 2 □ White Acrylic
- 3 □ White 220-10
- 4 □
- 5 □

Original Proposal



Wall sign size  
Proposal



PopCon  
227 Broadway.  
New Sign Design  
DRC 020619

The City has received an application for a new sign face and Blade Sign at 227 Broadway, previously the Felicia's Fun Wear. This is a new business taking over this space.

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

The signs will be made of an aluminite type material, with printed graphics. The wall sign will be the same rectangular size as the existing sign, but the areas outside the oval signage will be painted to match the existing building color. So the wall sign should appear to be oval.

There are two (2) options for the the hanging blade sign, it can be either oval or rectangular as well. Item of interest is the small area, such as the word "SHOP", that extends outside of the oval. If the physical sign is cut to meet the oval shape, then the back of those areas that extend outside the oval will be visible and blacked out. The applicant prefers the rectangular sign, but is OK with the oval sign if the DRC feels that is more in-line with the City's design standards.

This sign appears to meet the size and location standards.

Chris Tollaksen  
City of Wisconsin Dells

**Contact Address:**

Tod Wilson  
PopCon Shop  
W5438 Baker Rd  
Holmen WI 54636  
608-518-8926

**Business Address:**

227 Broadway St. Wisconsin Dells

Re: Business Signage

Hi,

My name is Tod Wilson and we've rented the 227 Broadway location (formerly Felicia's Funwear) from Lou Tyminski. We have an existing business in La Crosse at Valley View Mall called PopCon Shop and we have been looking to expand into a 2<sup>nd</sup> location. We sell pop culture related items covering movies, TV, Comics, Anime and more. We're a family run business focused on having a fun, family friendly store that appeals to all ages.

Included is the completed signage application. Because we're moving into an existing building and building with already defined signage in place from the previous and current tenants the proposed signs fit the existing signage and I believe conform to the requirements. I have included pictures of the previous sign for Felicia's and pictures of our logo/sign. The previous sign was 2'x8' as will be our sign and we'll be installing it in the same exact spot. The smaller hanging sign will also be installed in the same spot as the previous sign and in the same way as others in the building. We have also read all requirements for the store frontage and window displays and will be certain to conform to those as well.

Please let me know if you have any questions, we're excited to become part of the Wisconsin Dells community.

Sincerely,  
Tod Wilson  
PopCon Shop

3(d)  
option 1

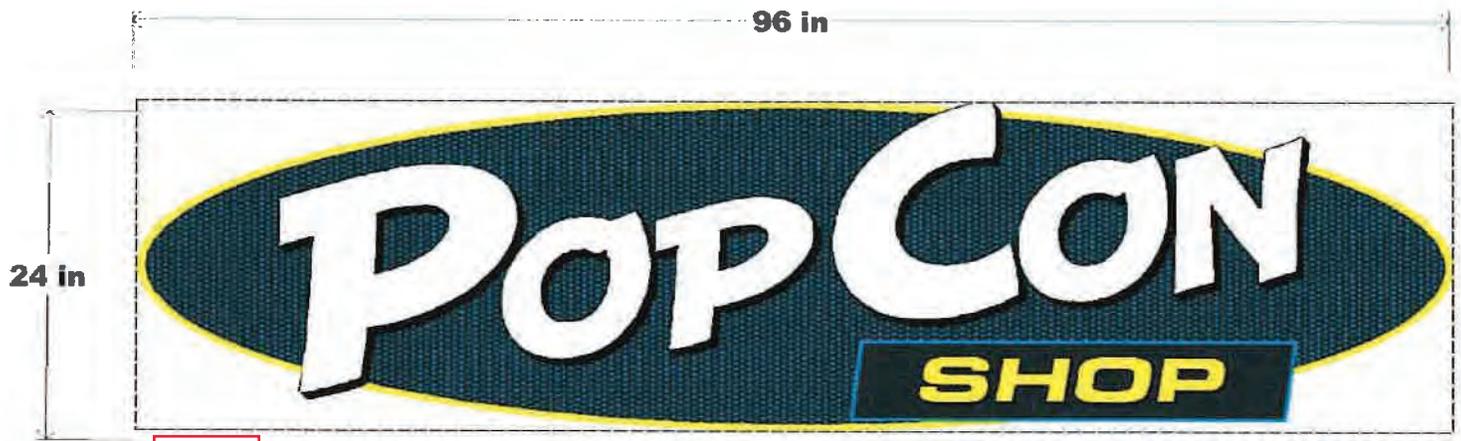
3(d)  
option 2



pop48409



pop48409



3(c)

pop48409

POP CON SHOP VALLEY VIEW MALL  
FACEBOOK



Digital file from Facebook page to more accurately represent colors

Popcon Shop, Valley View Mall, LaCrosse WI



299 299 WI-13 Trunk

Exit Street View

DELICIOUS  
PURE WISCONSIN

NAME OF THE GAME

Take Heaven, Inc.  
Cafe - Bakery  
SANDWICHES ICE CREAM

PUBLIC  
RESTROOMS

Espresso Coffee  
Espresso  
Cappuccinos  
Lattes - Mochas  
Doppio M's  
Cappuccino



Report a problem

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Google Earth

43°37'40.20" N 89°46'26.50" W elev 916 ft eyeAlt 922 ft

# Street Relationship

**INTENT:** To encourage streetscape enhancements that blend the public and private realms, while maintaining a consistent “street wall” (especially on Broadway Avenue).

SITE DESIGN



**APPROPRIATE** The ADA ramp is incorporated in the stair entrance and meets the needs of all users.



**APPROPRIATE** Portion of the building is set back from the street, creating a space for outdoor seating and activity without obstructing the sidewalk.



**APPROPRIATE**

This outdoor plaza provides a unique space in downtown Dells that is welcomed by the City. However, continuation of the “street wall” along Broadway is also very important and should be considered when designing a building setback not consistent with the adjacent buildings. Excessively large breaks in Broadway Avenue’s “street wall” is discouraged.



## Standards

1. Primary structures **shall** be built to the front property line, unless the setback will be used for an outdoor seating area, a hardscape plaza, or similar usable (accessible) space. See Recommendation “A” for more information.
2. A minimum of one functional building entrance **shall** be provided along the building facade facing the street. Buildings that face multiple streets **shall** provide an entrance facing the more prominent of the streets.
3. Screening/fencing **shall** be compatible with the building architecture, including material palette and design elements, as well as other site features.
4. Chain link fencing **shall not** be used.

## Recommendations

- A. Building setback **should** be consistent along Broadway Avenue to continue the existing “street wall” appearance. A small break in the “street wall” is allowed, but loss of significant street frontage can be damaging to the overall feel/look of the downtown and is **discouraged**.
- B. Disabled access **should** be seamlessly incorporated into the building and site design. Facilities **should** be designed to provide inviting access to all users.

Introduced December 2018 - 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.

Review February 2019 - My notes from the December meeting did not included any changes to what was presented at that time. Below is the same language for additional review

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### **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