



## CITY OF WISCONSIN DELLS

## DESIGN REVIEW COMMITTEE MEETING MINUTES

January 22, 2020

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, and Allie Schultz.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Trevor Hickey, Taylor Frank both from Doohickey's and Mayor Ed Wojnicz.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Schultz to approve December 18, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
  - a. 122 Broadway – Doohickey's – A new projecting sign with a changeable message board at the bottom was proposed which would project slightly further than the 4.5 allowed feet from the face of the building. A new rendering presented to the committee however, appeared slightly closer to the design standards dimensions. The committee like the style and design of the sign and thought the dimensions could be stretched a little further to accommodate the business owner's likings. Gavinski motioned to approve the design of the sign with final approval on the dimensions from Tollaksen. Schultz seconded; motion carried unanimously.
4. **Building/Site Plan Applications**
  - a. 742 Eddy Street – San Antonio – The final phase of the multi-phase remodel of this building found a brick façade underneath the EIFS façade on the upper level, but it exists 4 inches behind the surface of the EIFS (Exterior Insulation Finish System) on the lower level. The business owners would like to proceed by extending the EIFS façade which is on the lower level to the upper level as well. EIFS is generally discouraged and original exposed brick is encouraged. However, in this case the committee's thoughts were there is a hardship of the original brick being set back so far and not matching the lower level. Gavinski motioned to approve the extension of the EIFS façade on the upper level with the understanding that the new color scheme accenting the building's expression lines would be presented in the future. Schultz seconded; motion carried unanimously.
  - b. 212 Broadway – A rendering for a new, restored façade was proposed which appears to meet all Design Review Standards including: restoring original façade material, original

window openings, horizontal expression lines a discernible base and defined cornice. The large tiles on the front will be a shade of gray, slightly different than the neighboring M.A.C.S. Topic was tabled until a quorum vote is obtainable.

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, February 19, 2020 at 9:30 a.m.
10. Motion to adjourn by Schultz, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 10:20 a.m.

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Stephanie Gunderson

232 Broadway  
Portable Sign and Window Sign  
DRC 03/04/2020

The City has received a request from the High Rock Café for a portable sign and a Window Sign.

#### Portable Sign

The applicant has stated that the portable sign dimensions are 18-3/4" w x 26-3/4" h.  
The applicant has stated that they intend to display professional food or drink pictures on the top or bottom 1/3 of the board.

This size would meet the size requirements for a portable sign.

#### Window Sign

The High Rock is currently using a digital screen inside their front window to display photos of their food and drinks.

This sign appears under the 25% size limit for windows signs. The High Rock has stated they may like to install a frame around the display.

Chris Tollaksen  
City of Wisconsin Dells

# HOURLY DEPARTURES

TICKETS HERE



Castel

FERRY

ADULT

CHILDREN

ADULT

CHILDREN

One-Way

\$ 9.00

\$ 7.00

Round Trip

\$ 18.00

\$ 14.00

# High K

CAFE



321 Broadway – VR Universe  
Hanging Blade Sign and Window Sign  
DRC 03/04/2020

The City has received a request from the Jim Moritz from VR Universe at 321 Broadway for a hanging Blade sign and a Window sign

Hanging Blade Sign

The applicant has stated that the hanging Blade sign dimensions are 36”w x 16”h.

The applicant has stated that the sign will be a painted wood sign.

The applicant has also stated that the sign will be hung from chains that will be mounted the same width above and below and hand straight.

This size would meet the size requirements for a blade sign.

Window Sign

VR Universe recently changed their front window to a glass door. They would like to install signs inside the glass of the door.

This sign appears under the 25% size limit for windows signs.

Chris Tollaksen  
City of Wisconsin Dells



**VR**  
**UNIVERSE**  
VIRTUAL REALITY ARCADE

**RIVER ARTS**  
ARTS CENTER  
OF THE  
CITY OF  
MONTICELLO

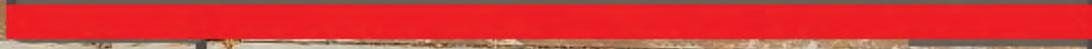
**NATIVE SUN**

10/14



**UNIVERSE**

VIRTUAL REALITY ARCADE

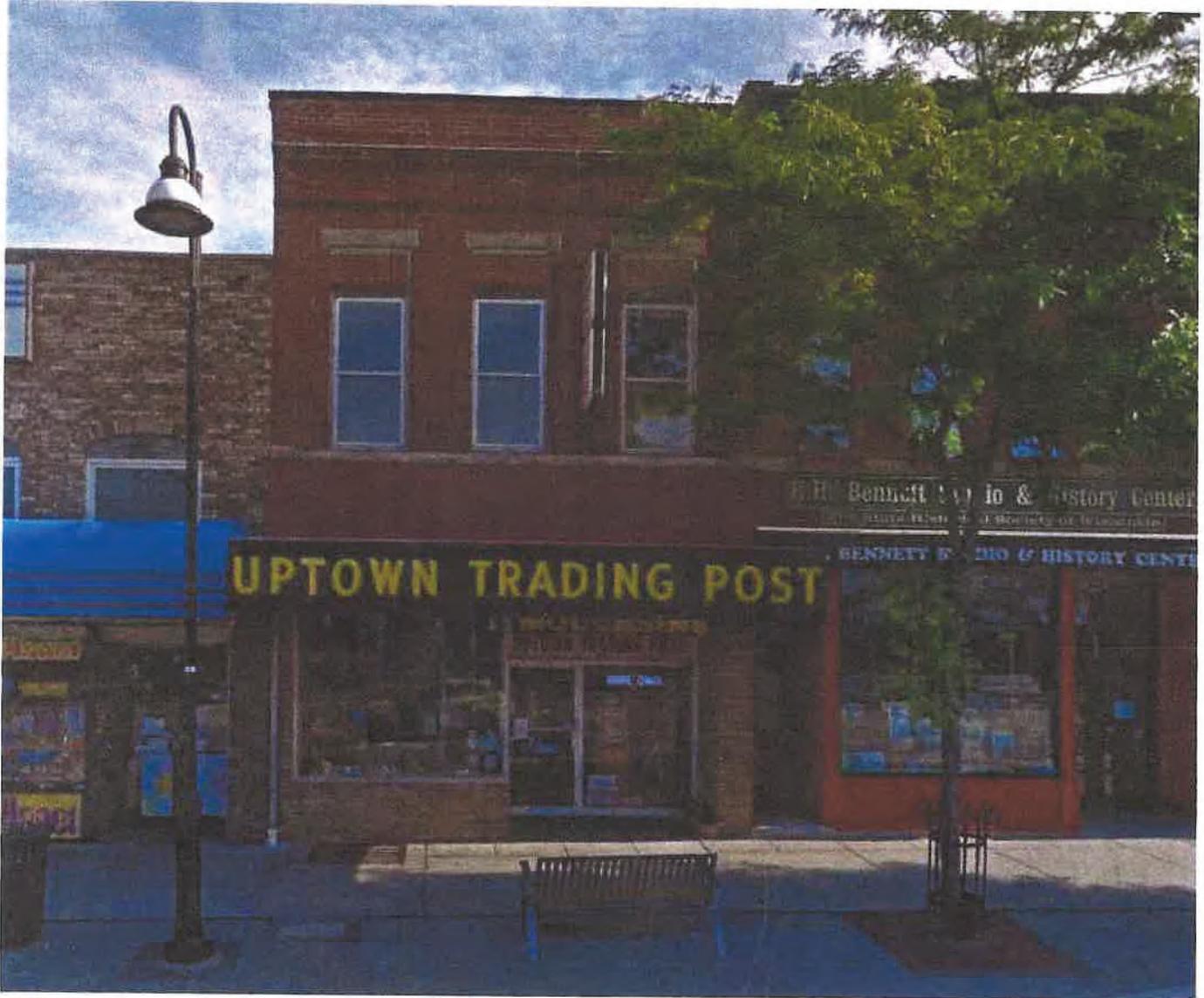


209 Broadway – Uptown Trading Post  
Building facade  
DRC 03/04/2020

This office has received a rendering from the Uptown Trading Post to perform some maintenance on his building that includes replacing the windows on the second floor, replacing the deteriorated wood above the windows, and painting the bright red area below the windows. Bob had already contracted to have the boarded up middle window replaced. He intends to replace all three of the upper floor. With aluminum framed windows that will minimize the maintenance requirements. If possible the window frames will be a dark red color similar to the frames of the HH Bennet windows next door. The area under the windows that is currently bright red will be painted a similar dark red color. The deteriorating wood trim above the windows is to be replaced with a brick panel that will match the existing building.

These changes appear to address the existing maintenance problems with the building façade.

Chris Tollaksen  
City of Wisconsin Dells



Proposed



Existing

216 Washington – Maurer's  
Greenhouse  
DRC 03/04/2020

Maurer's Market would like to install a greenhouse in their parking lot this spring. Maurer's has a permit for Outdoor sales, and has generally held these in the form of weekend tent sales. They have indicated they would start with a 10 ft x 6 ft greenhouse and see how it goes.

A greenhouse is permitted in this zone, but storage structures require additional permitting.

Chris Tollaksen  
City of Wisconsin Dells



Prices good through  
 March 31, 2020  
 Order now and be  
 Ready for Spring!



## EZ-Mart Retail Greenhouse

- Side Benching Included
- Hanging Basket Purlins
- Latching End Door
- Tool-Free Assembly
- Slide-Side Ventilation
- 4 Sizes to Choose From



### BH4000 Narrow Basket Hanger

- Swivel Locking Casters



### PX7020-CP Tri-Step Display

- Double Hanging Basket Purlin
- Casters

## Flyer Order Form

**Store Name** \_\_\_\_\_ **(6-digit) Store #** \_\_\_\_\_

**Address** \_\_\_\_\_ **Date** \_\_\_\_\_

**City, State, Zip** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Contact Email:** \_\_\_\_\_

Prices good February 17 – March 31, 2020

Item #	Vendor Part #	Description	Price	Qty
E0023913	BH4000	Narrow Basket Hanger with Casters 76"W X 34"D X 78"H	\$324.25	
E0021598	PX7020-CP	Tri-Step Display w/ Basket Purlin, Casters 73.25"W X 40"D X 45"H	\$462.60	
E0037312	EZ3006	EZ-Mart Greenhouse Kit 10' x 6'	\$1,552.11	
E0037313	EZ3012	EZ-Mart Greenhouse Kit 10' x 12'	\$2,563.80	
E0037314	EZ3018	EZ-Mart Greenhouse Kit 10' x 18'	\$3,575.49	
E0037315	EZ3024	EZ-Mart Greenhouse Kit 10' x 24'	\$4,587.17	

*Contact Equipment Services to place an order.*

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*or email order form to [equipmentservices@unfi.com](mailto:equipmentservices@unfi.com)*

Expiration Date: 3/31/2020

Lead Time : 2-3 Weeks

All orders Ship FOB Castle Rock, MN

Price does not include Tax or Freight

Call 1-800-835-0165 for a Freight Quote



122 Broadway – DooHickeys  
Building facade  
DRC 03/04/2020

122 Broadway has received a Building Façade improvement grant.

The façade work is completed and they are looking for final approval to complete the grant process.

Chris Tollaksen  
City of Wisconsin Dells



Plan



belgiis  
waffle bar

PAINTBALL  
SHOOTING RANGE

SHOWBOAT

PAINTBALL  
SHOOTING RANGE

haunted  
mansion

Completed



completed



Previous