

CITY OF WISCONSIN DELLS

DESIGN REVIEW COMMITTEE MEETING MINUTES

March 4, 2020

Jesse DeFosse called the meeting to order at 9:30 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 Jackie Morse.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Trevor Hickey, Taylor Frank both from Doohickey's, Tara and Justin Draper, Jim Moritz, Jr., VR Universe, Brian Holzem, Bob Steinweg and Mayor Ed Wojnicz.

1. Call to order at 9:30 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve January 22, 2020 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 232 Broadway – High Rock Café – Committee discussed a request for a portable sign and window sign to be used for marketing and displaying professional food and drink pictures, daily specials and happy hours without using discounts and 2 for 1 wording on the signs. Both signs meet size requirements. The portable sign should be placed in an area that does not interfere with crosswalk and sidewalk traffic. On the corner, on the pavers would be acceptable. It was stated that only the High Rock Café can be promoted and the sign should not be a branded logo sign. However, branded items could be mentioned in chalked descriptive writing on the board. Gavinski motioned to approve both the portable and window signs; Morse seconded; motion carried unanimously.
 - b. 321 Broadway – VR Universe – Gavinski motioned to approve proposed blade and window sign. Both meet size requirements. Morse seconded; motion carried unanimously.
4. **Building/Site Plan Applications**
 - a. 209 Broadway – Uptown Trading Post – Morse motioned to approve proposed maintenance which includes replacing the three windows on the upper floor with aluminum framed windows, replacing the deteriorated wood above the windows with a brick panel to match the existing building and painting the area below the windows a brick or dark red color. Gavinski seconded; motion carried unanimously.

- b. Maurer's Market – Gavinski motioned to approve request for a small greenhouse to be put in the parking lot for seasonal use. Morse seconded; motion carried unanimously.
- c. 232 Broadway – High Rock Café – High Rock requested permission to repaint the Helland Law Office building which they have acquired with the same color. Committee decided that as long as the request was to repaint an already approved color, the business owner does not need to present to the committee for further approval.

5. Façade Improvement Grant Projects

- a. 122 Broadway – DooHickeys – Morse motioned to give final approval of the finished façade at this location to complete the grant process. Gavinski seconded; motion carried unanimously.

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, March 18, 2020 at 9:30 a.m.

10. Motion to adjourn by Morse, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 10:00 a.m.

Stephanie Gunderson

Item 3(a)

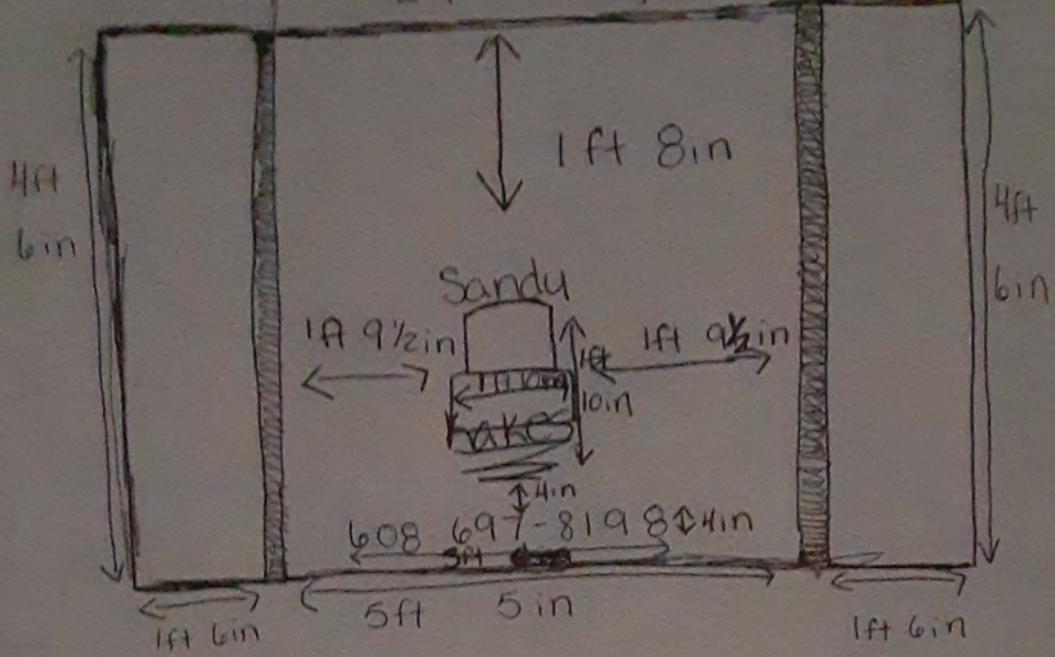
329 Broadway – Sandy Kakes
Window Sign
DRC 03/18/2020

The City has received a request from Sandra Schmerling for a window sign at the Great Harvest Bread Company.

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

Chris Tollaksen
City of Wisconsin Dells

This section
24.375 Sq ft





608-697-8198



OPEN



608-697-8198

OPEN



608-697-8198



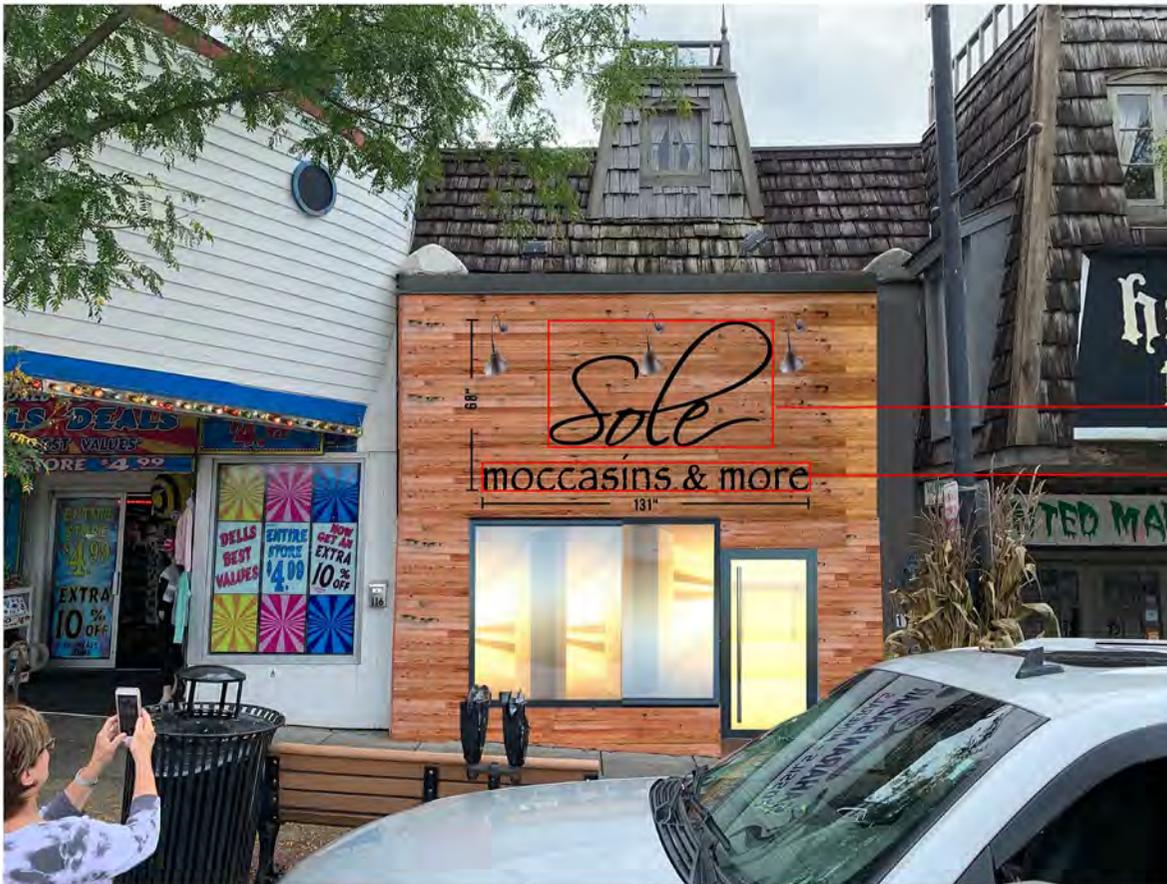
114 Broadway – Sole
Wall Sign
DRC 03/18/2020

The City has received a rendering from Gawronski Signs for a wall sign at 114 Broadway. This is a new business where the Saharan Bazaar used to be. This building received a Façade Improvement Grant.

Under a single rectangle, this sign appears over the 60 sq ft size limit for wall signs. The sign ordinance appears to allow for multiple simple shapes to be used. The applicant has submitted a rendering using two (2) rectangles to encompass the two (2) which bring this sign under the 60 sq ft size limit for wall signs.

The Designs Standards discourage overly-ornate and trendy typefaces that are hard-to-read.

Chris Tollaksen
City of Wisconsin Dells



Dimensional, cut aluminum letters (logo)
 custom "patina" painted
 installed on building.

*Lighting shown was proposed
 by the customer - not included in signage.

90" x 51" = 32 sq ft

15" x 131" = 14 sq ft

Proposed 03/18/2020

Approval Signature: _____ Date: _____



941 E. Main St. Reedsburg, WI 53959

608 524-4012

608-524-0440 Fax

www.gawronskisigns.com

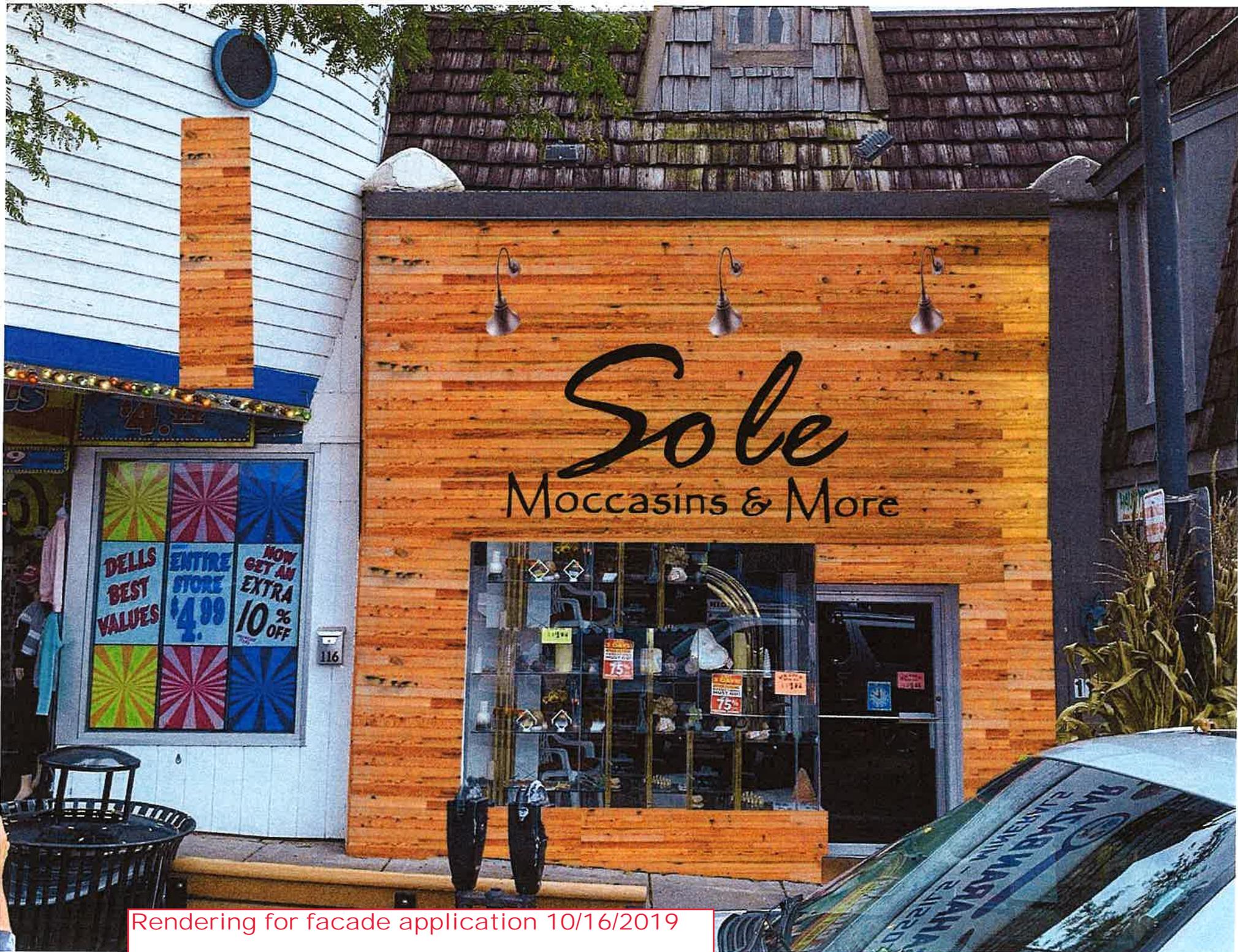
Proposal by JG

Date:	March 9, 2020	Company:	Sole	Contact:	Bridget / Tara
Job Number:		Address:	112 Broadway		
Job Description:	Exterior Signage	City:	Wisconsin Dells, WI	State/ZIP:	
Terms:	50% Deposit/Balance upon completion	Phone:			

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Rendering for facade application 10/16/2019



Rendering for facade application 10/16/2019

Item 3(c)

215 Broadway – HH Bennet Studio
Wall, Window, and Projecting Sign
DRC 03/18/2020

The City has received a renderings from the HH Bennet Studio for a wall sign, window sign, and a projecting sign.

The Wall sign is 38 sq ft, under the 60 sq ft sign limit.

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

The Projecting sign will be mounted above the sill of the second story window, so it is not considered a blade sign. The projecting sign is approximately 24 sq ft, less than the 50 sq ft maximum. The sign projects exactly 4'6" over the public ROW, which is the limit. A small piece of the upper mounting bracket extends an extra 2" over the ROW. As this is not part of the sign, the committee appears to have some discretion whether or not to approve it.

The applicant has stated that they will likely have an updated design for the mounting bracket that they will bring to the meeting. The new bracket design will likely have the same dimensions, unless the committee requires a change.

Chris Tollaksen
City of Wisconsin Dells

Proposal for H. H. Bennett Studio – 215 Broadway

Explanation of proposed work

Exterior signage improvements are necessary at 215 Broadway to enhance the exterior façade and create a clearer street presence.

Signage upgrades include:

- Single face wall sign:
 - The façade sign above awning currently green with gold lettering stating “H. H. Bennett Studio & History Center
The State Historical Society of Wisconsin”
Will be upgraded to better reflect the name and branding of H. H. Bennett Studio, see images for details.

New signage includes:

- Double face projecting wall sign:
 - Large projecting double faced sign with name of business, tagline information and images.
 - Projected above the first floor and within the guidelines this sign will better indicate the location of H. H. Bennett to pedestrians and vehicle traffic.
 - Sign is in line with Wisconsin Historical Society branding and fits the aesthetic of the building.
- Vinyl door window graphics:
 - Identifying window graphics with name of business and tagline information.



POST OFFICE

KILBOURN WIS.

PHOTOGRAPHY
STUDIO

GENERAL WORK

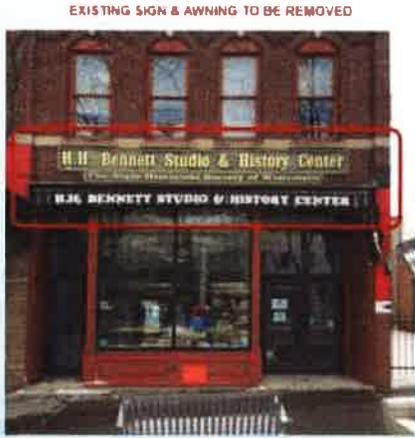
USHON
STREET



GRAPHIC HOUSE
 CLIENT: WISCONSIN HISTORICAL FOUNDATION
 HH BENNETT STUDIO & MUSEUM
 MADISON, WI

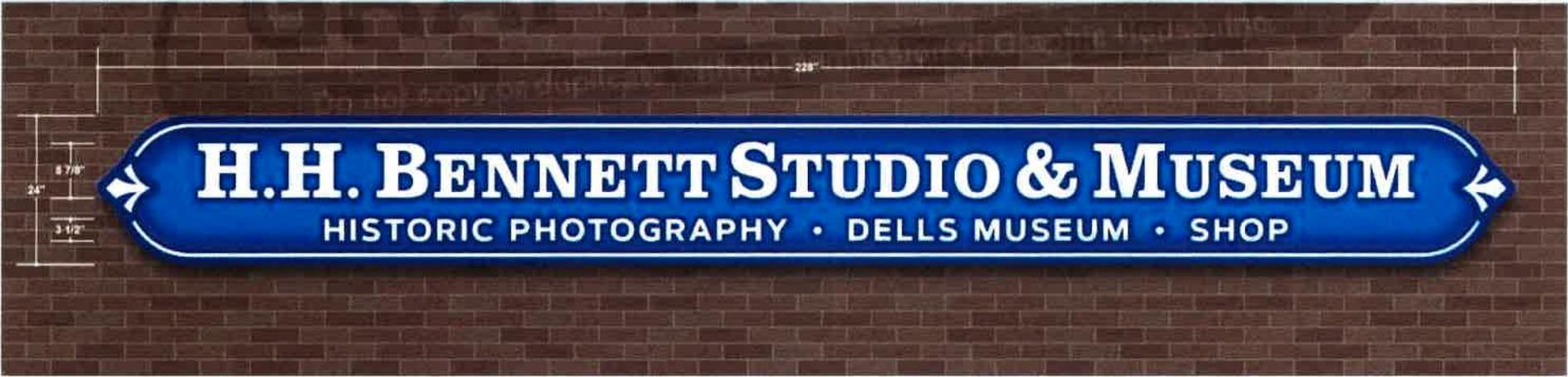
9204 Packer Drive, Wausau, WI 54401 715-842-0402
 www.graphichouseinc.com

SALES REPR: MIKE J	DATE: 12-13-2019	SALES NUMBER: 16727	JOB NUMBER: XX-XXX
SALES REPR:	SALES OFFICE: XX	REVISION: NH	AL. REVISION: AR 3-9-2020 C



- W/14-1/2" WALL SIGN
- ALUM. PANEL w/ SIMPLE 1 1/2" ANGLE MOUNTING FRAME
- PRINTED VINYL GRAPHICS w/ GLOSS LAMINATE
- P1 - PMS 286c
 - DP1 - White
 - DP2 - PMS 286c
 - DP3 - Gradient PMS 286c to PMS 7461c

MOUNTING FASTENERS TO BE INTO MORTAR ONLY



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

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PLEASE REVIEW SPECS & PROOF CAREFULLY - CHECK FOR TYPOGRAPHICAL ERRORS & OMISSIONS, LAYOUT ACCURACY, ETC. CUSTOMER HAS SOLE RESPONSIBILITY TO CORRECT ANY ERRORS. DISCLAIMER: THE INK COLORS SHOWN IN THIS RENDERING PROVIDE CONCEPTUAL COLORS & GRAPHICS LOCATIONS ONLY. THE COLORS MAY NOT MATCH THE ACTUAL ALTERNATIVE PAINTS, PANTONE OR VINYL COLORS THAT WILL BE USED ON OR IN THE SIGN(S) SHOWN. ALL SIZES, SHAPES, COLORS, ETC. ARE CONCEPTUAL & MAY VARY FROM ACTUAL PRODUCT.

Wall Sign

Updated design 3/11/20

H.H. Bennett Studio & Museum

HISTORIC PHOTOGRAPHY  DELLS MUSEUM  SHOP

Wall Sign

SALES REP: MIKE J	DATE: 12-13-2019	QUOTE NUMBER: 18727-E	JOB NUMBER: XX-XXX
SALES AUTH:	PROJECT MANAGER: XX	DESIGNER: NN	REVISION: NN 3-9-2020-C

SALES DRAWINGS: WISCONSIN HISTORICAL FOUNDATION - MADISON, WI - (18727) WALL SIGNS & RISKS
 WisconsinHistorical-HH Bennett-18727E-04-1.jpg

WINDOW VINYL

PRINTED VINYL GRAPHICS w/ GLOSS LAMINATE APPLIED TO 1st SURFACE OF GLASS WINDOW

EXTERIOR VINYL APPLICATION TO BE DONE WHEN OUTSIDE TEMPERATURE IS ABOVE 50°

-  DP1 - White
-  DP2 - PMS 286c
-  DP3 - Gradient PMS 286c to PMS 7461c
-  DP4 - Logo Graphic



APPROX. SIGN PLACEMENT



Window Sign

CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

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Updated door window vinyl design 3/11/20

A WISCONSIN



HISTORIC SITE

H.H. Bennett Studio & Museum

Historic
Photography

Dells Museum

Shop

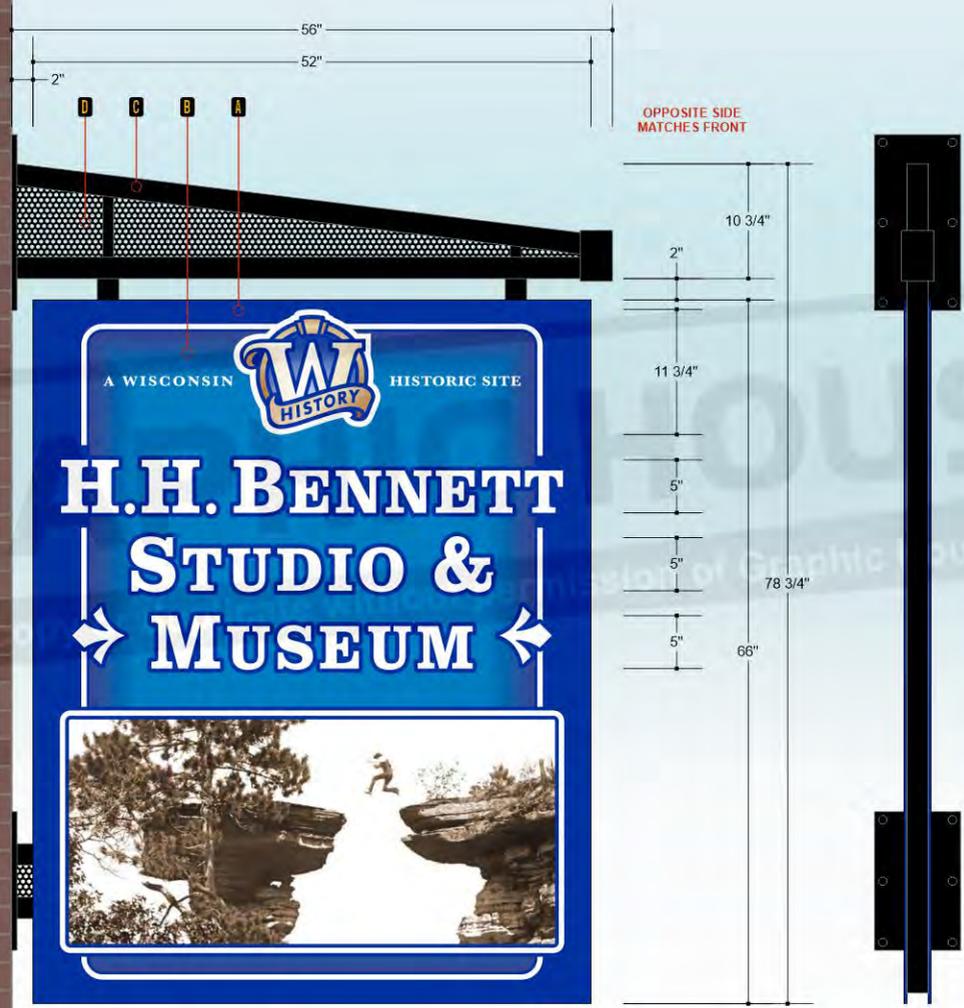
Window Sign

SALES REP: MIKE J	DATE: 12-13-2019	QUOTE NUMBER: 18727-C2	JOB NUMBER: XX-XXX
SALES AUTH:	PROJECT NUMBER: XX	DESIGNER: NN	REVISION: NN 3-9-2020-C

SALES DRAWINGS - WISCONSIN HISTORICAL FOUNDATION - MADISON, WI - (1/17/21) WALL SIGNS & RISKS
WisconsinHistorical.HH.Bennett-18727C2-04-1.dwg

- NON-LIT FLAG MOUNT SIGN**
- A** ALUM. SIGN PANEL
 - B** PRINTED VINYL GRAPHICS w/ GLOSS LAMINATE
 - C** ALUM. TUBE MOUNTING FRAME / BRACKET
 - D** PERFORATED ALUMINUM ACCENT
-  P1 - PMS 286c
 -  P1 - Black
 -  DP1 - White
 -  DP2 - PMS 286c
 -  DP3 - Gradient PMS 286c to PMS 7461c
 -  DP4 - Logo Graphic

MOUNTING FASTENERS TO BE INTO MORTAR ONLY



Projecting Sign

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updated protruding sign design 3/11/20

A WISCONSIN



HISTORIC SITE

H.H. Bennett Studio & Museum



Projecting
Sign

Item 3(d)

400 County Rd A – Natura (previously American World)
Pole Sign
DRC 03/18/2020

The City has received a renderings from LaCrosse Sign to update the existing American World sign at 400 County Rd A.

The preferred design is to put separate decorative wraps around each pole and install a wood plaque background for the new Natura sign. The wood background would have a unique shape that is under the 300 sq ft maximum when measured accurately.

If a single rectangle is used to measure the odd shape of the wood plaque, it would exceed the 300 sq ft size limit.

The applicant has provided an alternate design that uses a more standard shape for the sign background, but also incorporates filling in the area between the posts. The new decorative covering of the supports would not be considered as part of the Sign Area.

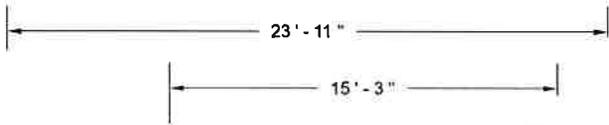
The applicant has a large business and may add this style sign to other locations. It is assumed that any design approved is acceptable in other existing or otherwise acceptable locations.

Chris Tollaksen
City of Wisconsin Dells



Existing sign to be replaced

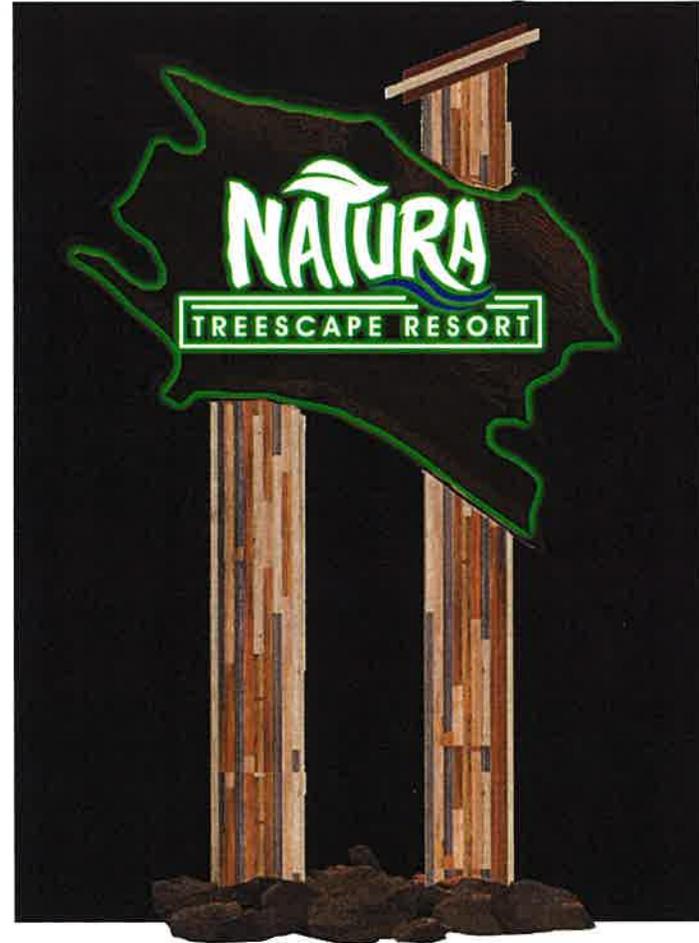
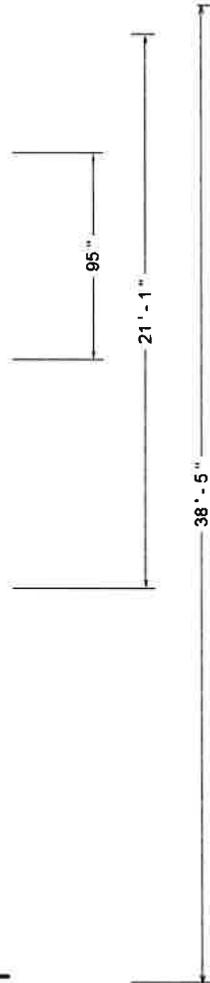
PYLON SIGN.



SIGN LETTERS/LOGO SQ.FT. = 120.7 SQ.FT.
WOOD PLAQUE BACKGROUND HEIGHT X WIDTH = 504.2 SQ.FT.
ACTUAL WOOD PLAQUE SHAPE SQUARE FOOTAGE = 270 SQ.FT.

SPECIFICATION NOTES

A PYLON SIGN CONCEPTS



NIGHT VIEW.

Preferred Option

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

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DESIGN SALES FILE COLOR KEY



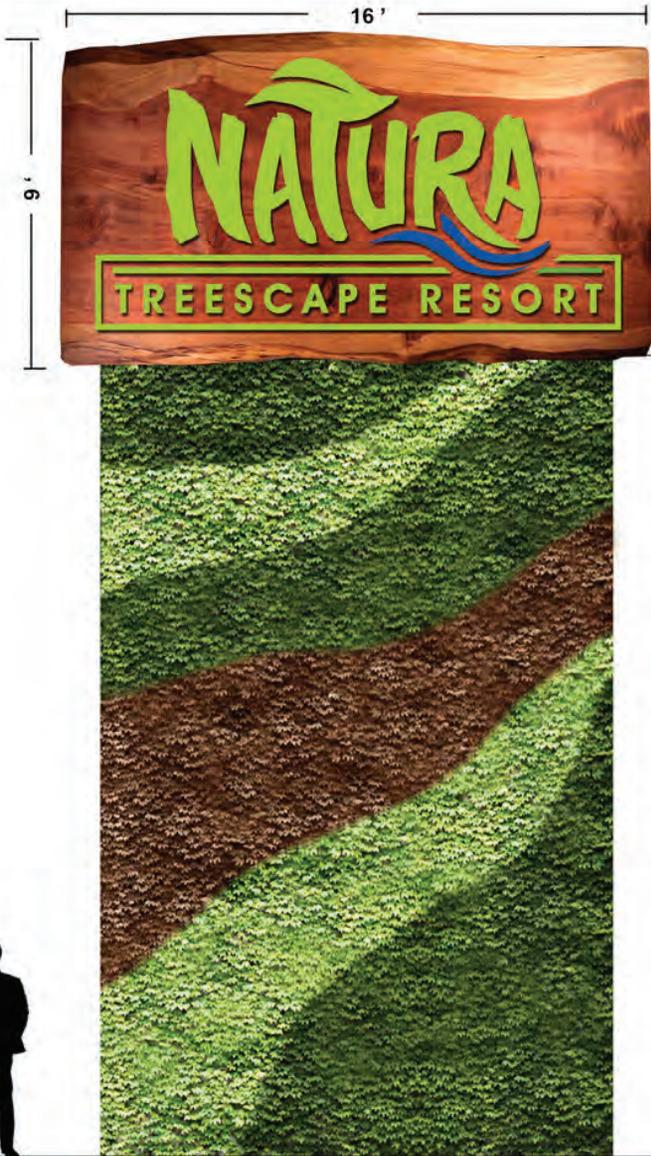
La Crosse Sign Group
 ONALASKA | MADISON | EAU CLAIRE
 1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450
 2242 Mustang Way • Madison, WI 53718 • 608-222-5353
 2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

Drawing by: **MICHAEL V JOLIN** Job Name: **NatResPylon**
 Sign Type: **PYLON SIGN.** Job Address: **WIS DELLS WI, 53719**
 Date Created: **3/5/2020** Last Modified: **3/10/2020**
 Salesperson: **JAMES FUCHSEL**
 Scale: Job Number: **#108356**

Job File Location:

*COLORS SHOWN ARE ONLY A REPRESENTATION. ACTUAL COLOR OF FINISHED PRODUCT MAY VARY.

PYLON SIGN.



SPECIFICATION NOTES

A PYLON SIGN CONCEPTS.

Alternate Option

NIGHT VIEW.

Approved by: _____

Date: _____

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ONALASKA | MADISON | EAU CLAIRE
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DESIGN

SALES

FILE

COLOR KEY

Drawing by: **MICHAEL V JOLIN** Job Name: **NatResPylon**
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 Date Created: **3/5/2020** Last Modified: **3/5/2020**
 Scale: _____ Salesperson: **JAMES FUCHSEL**
 Job Number: **#108356**

Job File Location: _____

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



Possible future location

400 Broadway – Wizard Quest
Pole Sign
DRC 03/18/2020

The City has received a renderings from Wizard Quest for the new façade on the old Chalet building.

The new façade appears to capture many of the elements in the Design Standards and add some unique design characteristics.

During the initial review the only item of concern with the current standards is the amount of clear glass on the first floor façade. The standards ask for 35% clear glass. This project appears to remove some existing glass from the first floor.

The intent of the clear glass is to: "enliven and activate the street, and to reinforce the existing building character within the downtown area".

Waivers to the standards are allowed if the intent of the standard can be successfully met with an alternative design.

This design appears to be adding a number of design elements to increase the interest of this façade.

The applicant sent another rendering of the project showing the murals that would be behind the doors. Below is their explanation of how these would be used.

Hi Chris,

Shown here are two versions. Both are the same facade. The difference is whether the doors are open or closed. Whether they are open or closed they will lay flat against the wall. It is yet to be determined when and how often doors would be closed or opened.

We will bring as much information as we can with us on Wednesday to show our intentions for design elements such as rock, trim, etc.

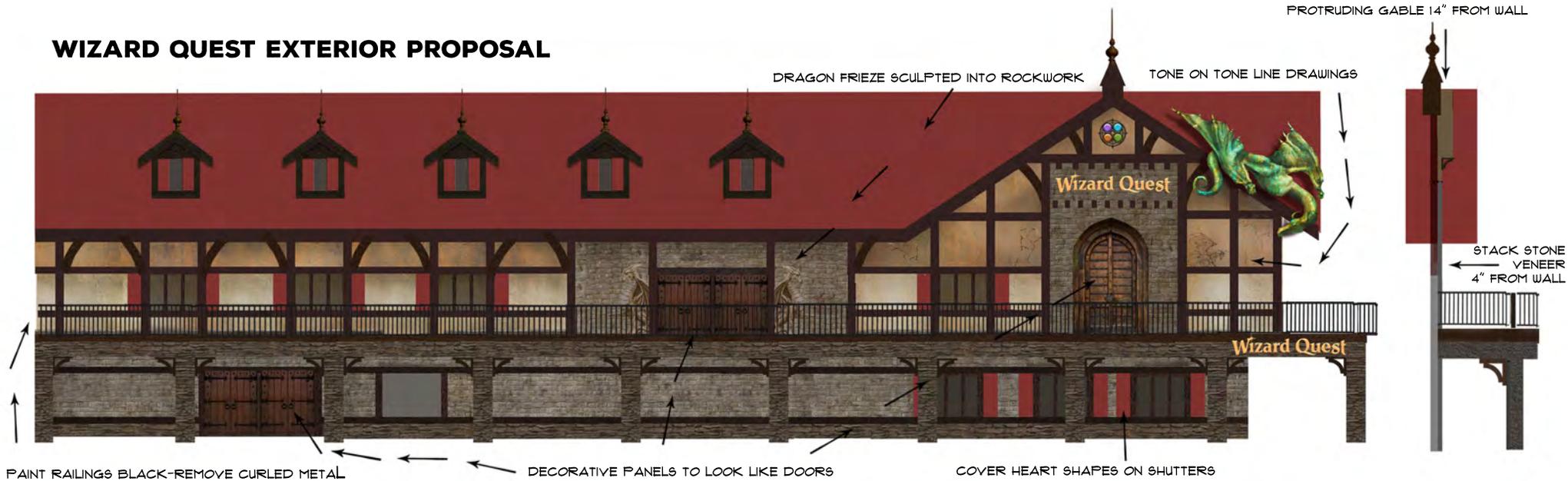
Thanks,

Corena

Chris Tollaksen
City of Wisconsin Dells



WIZARD QUEST EXTERIOR PROPOSAL



ALL STONE SHOWN IS FAUX STONE PANELS

WIZARD QUEST EXTERIOR PROPOSAL



DOORS OPEN TO REVEAL MURALS

DOOR OPENS ON BARN DOOR SLIDER, GUESTS CAN STEP IN TO VIEW PART OF WQ INTERIOR

WIZARD QUEST EXTERIOR PROPOSAL



DRAGON FRIEZE SCULPTED INTO ROCKWORK

TONE ON TONE LINE DRAWINGS

PROTRUDING GABLE 14" FROM WALL



STACK STONE VENEER 4" FROM WALL

PAINT RAILINGS BLACK-REMOVE CURLED METAL

DECORATIVE PANELS TO LOOK LIKE DOORS

COVER HEART SHAPES ON SHUTTERS

STONE TEXTURE FROM FAUXPANELS.COM