

CITY OF WISCONSIN DELLS

DESIGN REVIEW COMMITTEE MEETING MINUTES

February 20, 2019

Jesse DeFosse called the meeting to order at 10:08 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, Dan Gavinski and Ben Borcher.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson and Mayor Ed Wojnicz.

1. Call to order at 10:08 a.m. Attendance noted.
2. Motion by Rosholt and seconded by Gavinski to approve the February 6, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 402 Broadway – Made With Love: Rosholt motioned to approve the sign application contingent on the back lighting behind the sign not being used. Motion also contingent on the white stretched awnings be maintained and kept clean. Borcher 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 - None
8. Items for Future Meetings – None
9. Next Meeting is set for Wednesday, March 6, 2019.
10. Motion to adjourn by Rosholt, seconded by Borcher. Motion unanimously carried and meeting adjourned at 10:18 a.m.

Stephanie Gunderson

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES
March 20, 2019

Jesse DeFosse called the meeting to order at 10:03 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, Dan Gavinski and Jackie Morse.

Others: City Planner/Zoning Administrator Chris Tollaksen, Mayor Ed Wojnicz, and Jordan Heesch (Bella Goose).

1. Call to order at 10:03 a.m. Attendance noted.
2. Motion by Rosholt and seconded by Gavinski to table the February 20, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 606 Broadway – Colonial Motel: Added at meeting. Chris explained the Colonial Motel would like to modify their existing pole sign. They have multiple sign “nodes” wish to remove the square bottom node and replace with a new wood sign. Chris explained that as a Pole signs are no longer allowed there is some gray area as to how much they can be modified. Chris stated that the new signage would meet the 200 sq ft size standards in place for new monument signs in this location. The committee thought the new signage could be closer to the existing standards, and agreed they would be open to considering a proposal at future meeting. Item was discussion only, no motion made.
4. Building/Site Plan Applications
 - a. 744 Eddy – Bella Goose: Bella Goose presented a rendering of the new façade for the building at 744 Eddy. Morse asked that the color of the second story be off-white, as depicted in the rendering, rather than stark white as described in the comment. Heesch agreed. Heesch also agreed to use an acceptable material for the chimney, rather than the vinyl described in the comment on the rendering. Rosholt made a motion to approve, Gavinski second. Motion passed unanimously.
5. Outdoor Seating/Dining Applications – None
6. Façade Improvement Grant Projects
 - a. 716 Oak – Keg (update). Chris presented the rendering from the final construction plans for the Keg “wine bar” project. The rendering more clearly represents the overhead doors that will be utilized on the side. These doors were rendered as windows on previous submissions, as they are intended to be open during business hours (weather permitting). Committee members had no comments. Item was an update only, no motion made.
7. Proposed Changes to Design Standards - None
8. Items for Future Meetings – None
9. Next Meeting is set for Wednesday, April 3, 2019.
10. Motion to adjourn by Rosholt, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 10:18 a.m.

Wlchoacana
225 Broadway
Sign on Projecting structure
DRC 040319

The City has just received rendering for a new signage at 225 Broadway. This is a new Ice Cream business.

The sign meets the dimensional standards, and should only require a decision from the DRC on the design. The sign is internally lit channel letters, which have been allowed in certain instances.

The applicant will also be requesting a hanging sign. That artwork is currently being revised.

Chris Tollaksen
City of Wisconsin Dells

GRAPHIC HOUSE

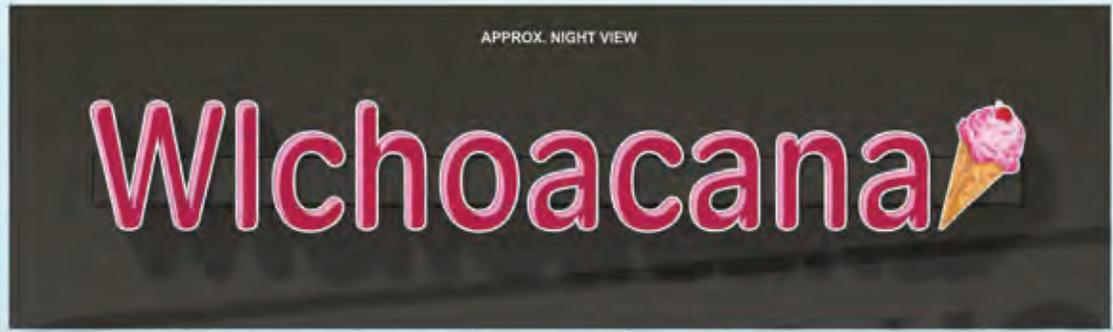
CLIENT:
WICHOACANA ICE CREAM
WISCONSIN DELLS, WI

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

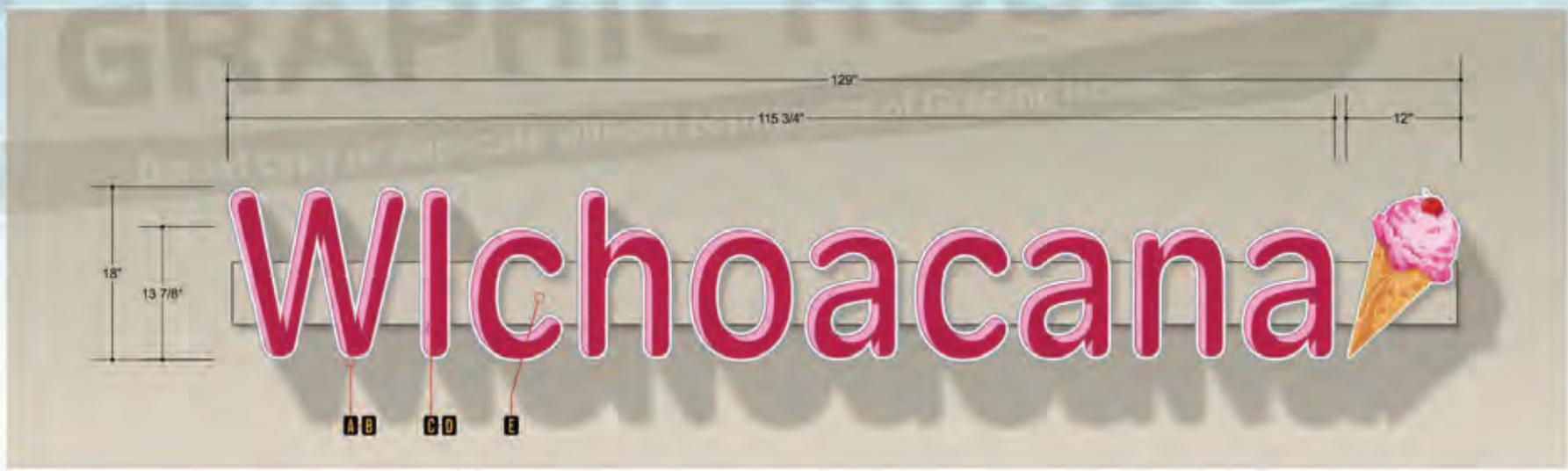
SALES REP: ANDY S	DATE: 3-18-2019	QUOTE NUMBER: 16669B	JOB NUMBER: XX-XXX
SALES AUTH:			REVISION: 3-25-2019-A

FILES SHOWN: WICHOACANA ICE CREAM - 10000 BUILDING LETTERS
WichoacanaCream-16669B-01-1.jpg

- LIT BUILDING LETTERS**
- A ALUM. FORMED LETTERS, BLACK RETURNS, LIT w/ WHITE LED'S
 - B WHITE TRIM-CAP
 - C WHITE ACRYLIC FACES
 - D DOUBLE PRINTED VINYL w/ GLOSS LAMINATE
 - E PAINTED ALUM. RACEWAY
- P1 - Black**
- P2 - Paint to match building (tbd)**
- White Acrylic**
- DP1 - PMS 7426c**
- DP2 - PMS 230c**
- Returns & Trim-Cap = 715"**



~60 %



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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Wichoacana - existing

Bella Goose
744 Eddy
Signage
DRC 040319

The City has just received rendering for a new signage at 744 Eddy from Bella Goose.

There are three (3) potential signs they are requests:

- (i) Wall Sign
- (ii) Window Signs
- (iii) Blade Sign

The Wall Sign and Window Signs meet all the dimensional standards, and should only require a decision from the DRC on the design.

Bella Goose has requested some consideration for the blade sign. Primarily, they would like to locate the sign on the far end of the building from Broadway, as opposed to closer to the entrance as recommended by the Design Standards. This is primarily due to the projections from the neighboring building that would block the sign.

Bella Goose has also proposed the use of another blade sign style they would prefer to use. This would require a waiver from the DRC, as the Design Standards explicitly require the use of the City specified blade sign and bracket. They have been advised the City Specified blade sign bracket would be required and will be submitting updated artwork to indicate that.

Chris Tollaksen
City of Wisconsin Dells



BELLA GOOSE COFFEE

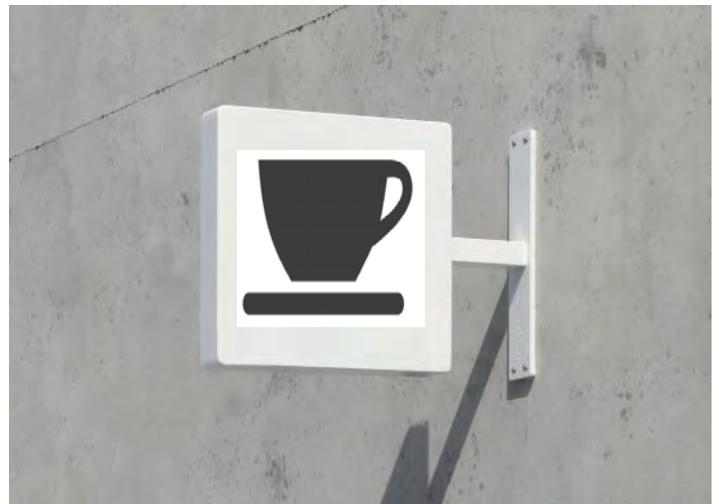
COFFEE



EXTERIOR FACADE & SIGNAGE PLAN / 744 EDDY STREET / BELLA GOOSE COFFEE

SIGNAGE:

1. Acrylic individual letters for "Bella Goose Coffee" span of 15 feet wide, lit by 3 gooseneck lights
 2. Bella Goose shield vinyl window sticker
 3. Projecting aluminum sign from building: 21 inches from the wall, the box is 15x15, two sided, clearing height of 8 feet.
-
1. Paint Upper half of building white
 2. Patch and paint lower half of building matt black
 3. Construct set back door with graded cement flooring (no step), install new door and tile on walls in entry
 4. Second story windows are 48" wide by 58" tall. They are 2 feet up from the ground.
 5. The front facade where the windows were, will be filled in with brick and then electrical for the gooseneck lights
 6. First story window will be black vinyl and 11' wide by 6' tall.
 7. LP Smart Siding for covering roaster vent.
 8. Engineered wood to make columns on sides of buildings, not to extend out into the walk way, and painted.





EXTERIOR FACADE & SIGNAGE PLAN / 744 EDDY STREET / BELLA GOOSE COFFEE

SIGNAGE:

1. Acrylic individual letters for "Bella Goose Coffee" span of 15 feet wide, lit by 3 gooseneck lights
 2. Bella Goose shield vinyl window sticker
 3. Blade sign "COFFEE" with approved bracket, clearing height of 8 feet.
-
1. Paint Upper half of building white
 2. Patch and paint lower half of building matt black
 3. Construct set back door with graded cement flooring (no step), install new door and tile on walls in entry
 4. Second story windows are 48" wide by 58" tall. They are 2 feet up from the ground.
 5. The front facade where the windows were, will be filled in with brick and then electrical for the gooseneck lights
 6. First story window will be black vinyl and 11' wide by 6' tall.
 7. LP Smart Siding for covering roaster vent.
 8. Engineered wood to make columns on sides of buildings, not to extend out into the walk way, and painted.



Coffee Shop
731 Oak
Sign on Projecting structure
DRC 040319

The City has received a proposal for a new signage at 731 Oak St, previously the "Night Life Jewelry Boutique.

There is an existing sign structure above the entrance to this business, which was an internally illuminated awning. Internally illuminated awnings are no longer allowed. The proposed sign would involve replacing the plastic signage panel with a solid background, and then having vinyl letters applied. There is no intention to utilize the internal illumination of the awning.

The applicant has submitted a preliminary design of the signage desired. This signage appears to slightly exceed the 75% maximum signage allowed on an awning face. The applicant is working with their sign contractor on an updated design, and is expected to provide a full color rendering for the meeting. This office did a rough adjustment to the signage to demonstrate the signage size that would be more in-line with the standards.

There is also an existing sign on the side of the building that the applicant would like to utilize for a logo only. This sign is also internally illuminated. As a wall sign, the internal illumination could be utilized if the light is allowed to only illuminate the logo and the background is opaque and does not allow any light through.

Chris Tollaksen
City of Wisconsin Dells



Final submittal

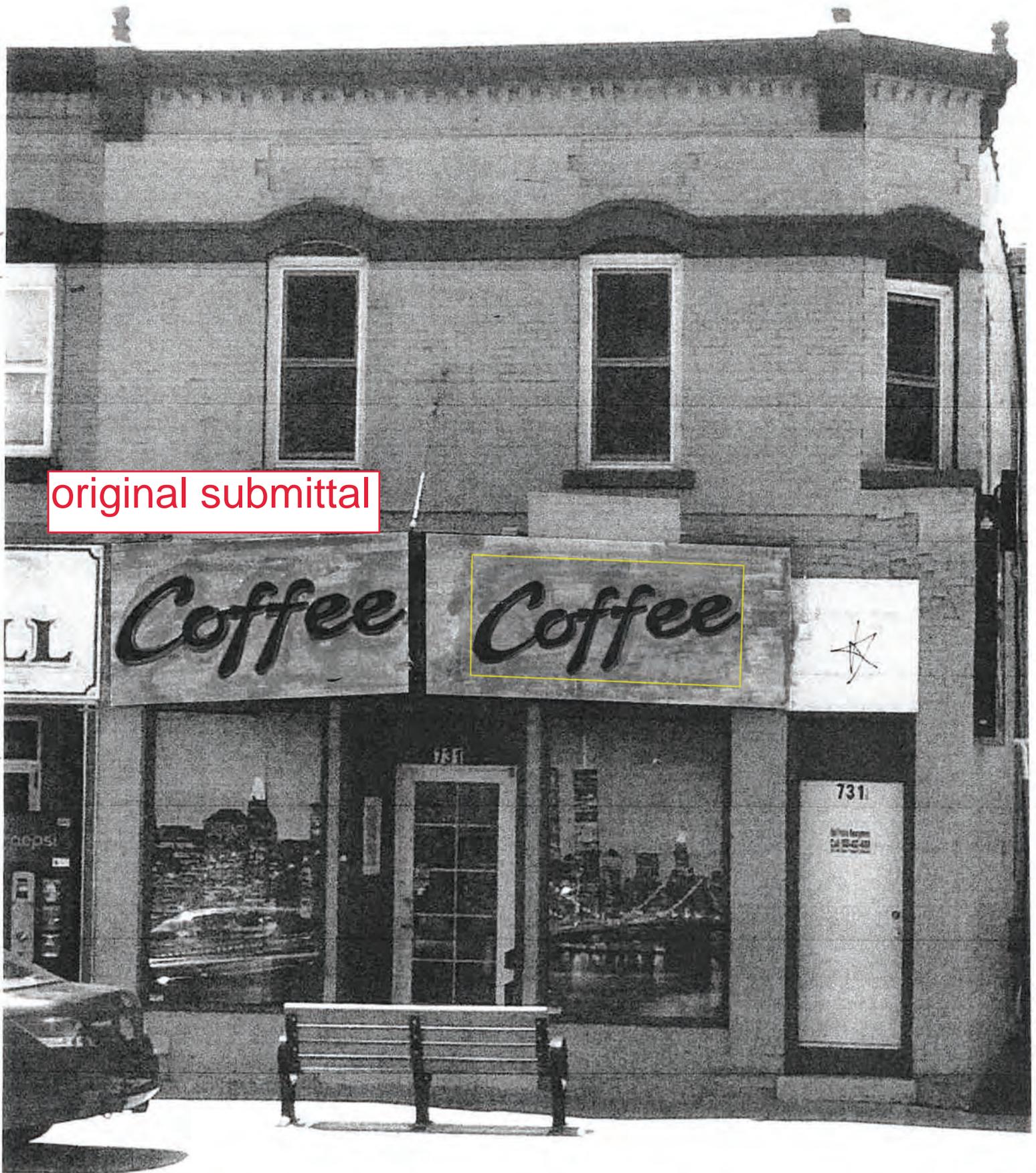


proposed for alley sign



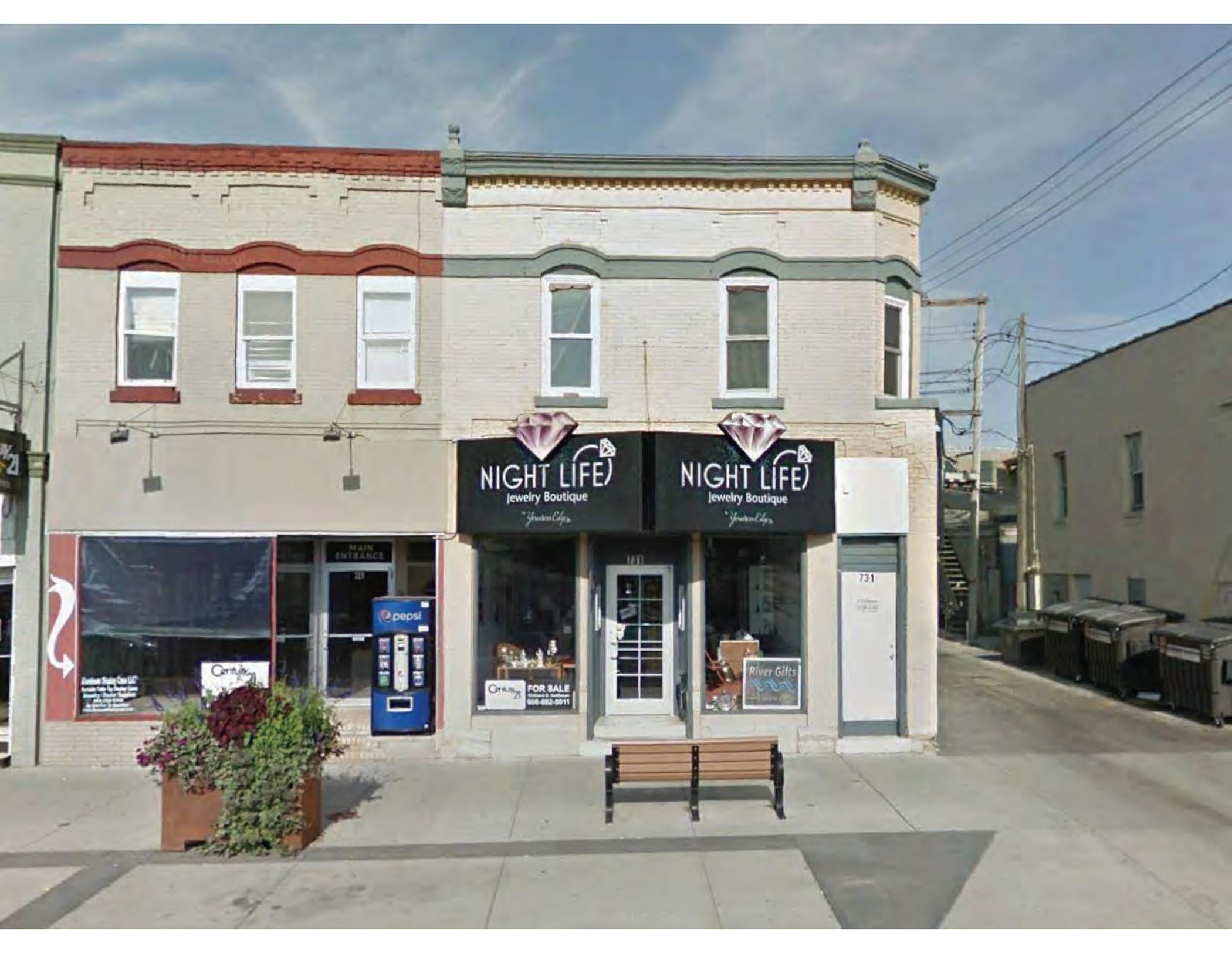
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original submittal

If we can use the sign on the side of the building (alley)
We would like to just have an outline of a coffee cup.
We will not be lighting the signs.



NIGHT LIFE
Jewelry Boutique

Your City

NIGHT LIFE
Jewelry Boutique

Your City

MAIN
ENTRANCE

723



FOR SALE
Call Bob at 908-692-9911

731

River Gifts





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Asgard Axe Throwing
513 Broadway
Signage
DRC 040319

The City has received renderings for a new signage at 513 Broadway. This location used to house the "Affordable Leather" and is now being opened as a new Axe Throwing business.

There are two (2) potential signs being requested at this time:

- (i) Wall Sign
- (ii) Window Sign

The Wall Sign is an existing sign with vinyl letters attached. The proposal is to remove the existing letters from the sign panel and replace them with new letter for the new business. The sign panel itself would remain unchanged.

This location is part of a larger building that housing a number of different businesses. As a single building, the existing wall signs are all identical, and have internal lighting. When an existing internally lit sign face is replace, they are generally brought into conformance with the lighting standards. There have been exceptions made for similar instances of shared use buildings, with multiple similar signs.

There will also be a request for a window sign at this business, but they have stated they want that to be minimal, and will not exceed 25% of the window space. A rendering of the window sign will be provided before the meeting.

Chris Tollaksen
City of Wisconsin Dells

Axe  Throwing

Asgard Axe Throwing

Sign Art - applicant prefers lower

Asgard Axe Throwing

Affordable Leather and More

Affordable Leather and More

Paint It

clothingcompany

Your Own POTTERY



Affordable Leather
— and More —

Affordable Leather and More

Affordable Leather
— and More —

Paint It

REPAIR SHOP

clothingcompany

Your Own POTTERY



Makowski
New Signs outside C-2 District
DRC 040319

The City has received renderings for a two (2) new signs outside of the C-2 Commercial – downtown Zoning District. All signage throughout the City is subject to DRC review.

The applicant is submitted renderings for two (2) new signs, for two (2) different businesses, at two (2) different locations, they are:

- (i) 1015 River Rd – The Vue
- (ii) 2040 Wis Dells Pkwy – Hot Rocks

1015 River Rd – The Vue

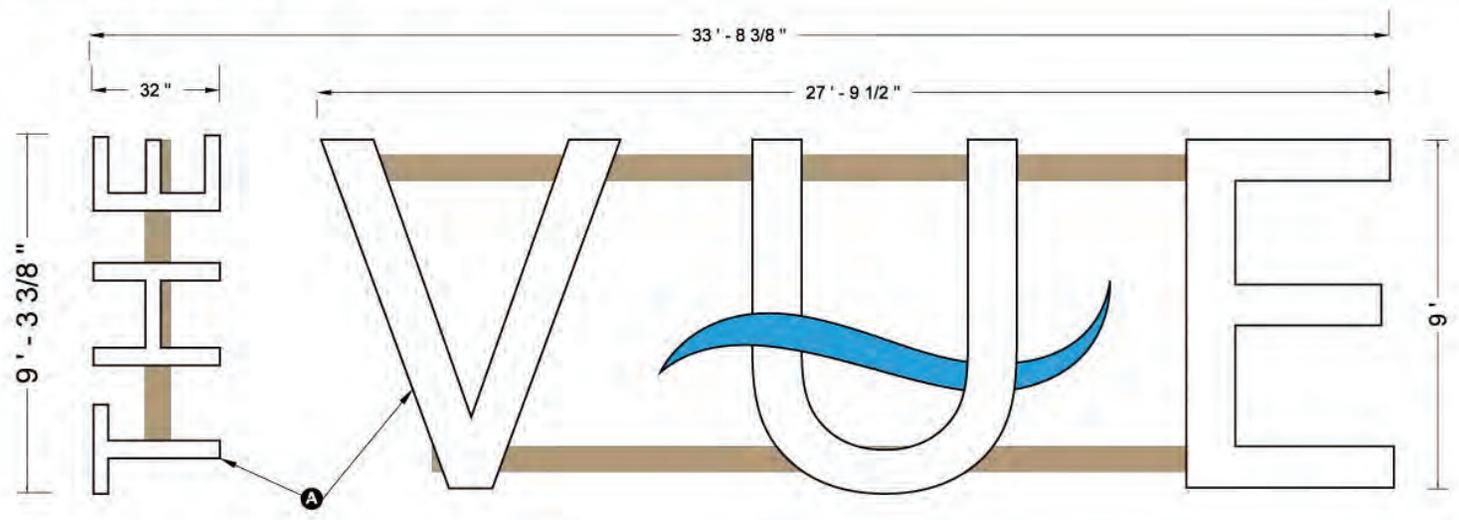
This is a new Wall Sign at this location. The Ordinance limits this sign to a maximum 300 sq ft, as measured by drawing a rectangle that encompasses the entire sign. This sign appears to be 9.28 ft x 33.03 ft =306.5 sq ft. This sign will also be visible from the Wisconsin River, which requires DRC approval.

2040 Wis Dells Pkwy – Hot Rocks

This is a new Pole sign to replace an Electronic Message sign that is located in front of the BP at 2040 Wis Dells Pkwy. This sign would be located between 2 existing signs and meets the previous 100 ft separation requirement. The existing sign was inventoried in 2013 and could therefore be considered to qualify for the exception from the new 200 ft separation requirement.

Chris Tollaksen
City of Wisconsin Dells

DESCRIPTIVE TITLE WALL SIGNS.



SPECIFICATION NOTES

A FRONT LIT CHANNEL LETTERS. FACES: WHITE. TRIM: BLACK. RETURNS: BLACK. THE "U" WILL HAVE ONE COLOR OF TRANSLUCENT BLUE ON THE FACE. RACEWAYS PAINTED TO MATCH THE BUILDING.



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

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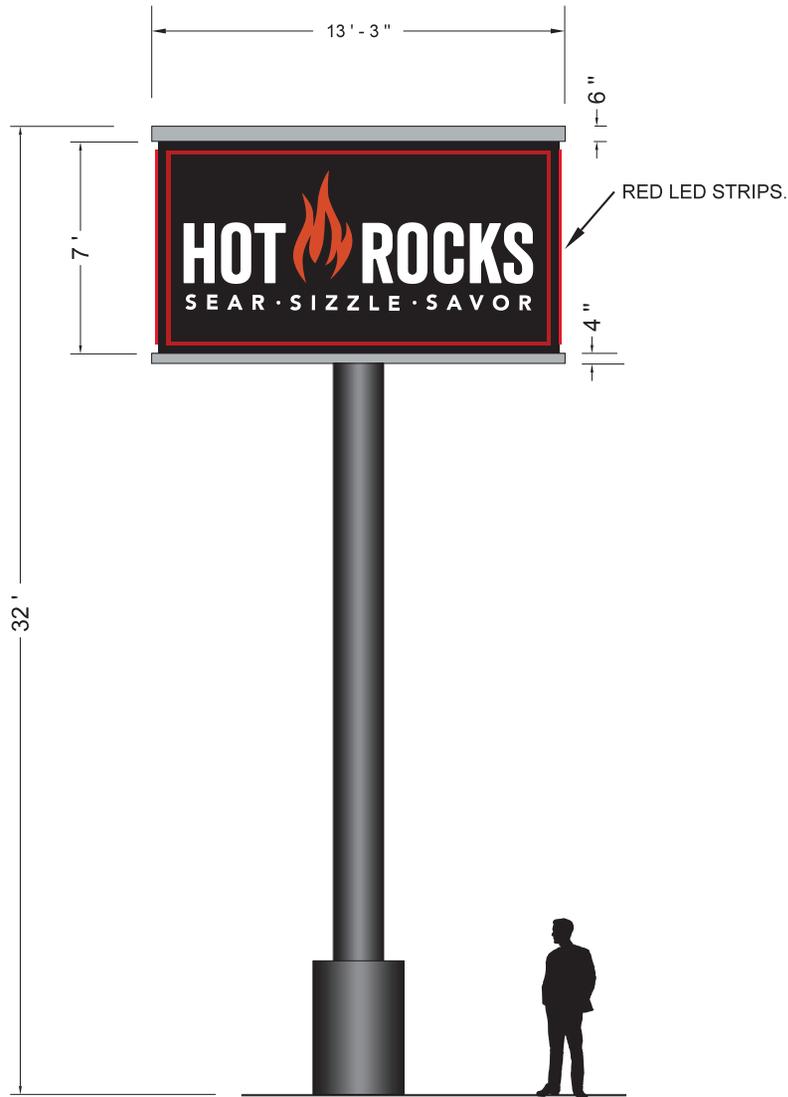
DESIGN SALES FILE COLOR KEY

Drawing by: MICHAEL V JOLIN	Job Name: TheVueWallSign	
Sign Type: WALL SIGN.	Job Address: PO BOX 31750 WIS DELLS WI, 53965	Job File Location: _____
Date Created: 12/6/2018	Salesperson: JAMES FUCHSEL	
Last Modified: 12/28/2018	Job Number: #103192	
Scale: _____		

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



DESCRIPTIVE TITLE PYLON SIGN.



SPECIFICATION NOTES

A PYLON SIGN CONCEPT.

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: MICHAEL V JOLIN	Job Name: HotRocPylonSign	Revision Number:
Sign Type: PYLON SIGN.	Job Address: 2150 CANAL PORT WI DELLS WI, 60608	Job File Location:
Date Created: 10/30/2018	Salesperson: JAMES FUCHSEL	
Last Modified: 1/8/2019	Job Number: #99441	
Scale:		

Existing location of proposed "Hot Rocks" sign



Riverfront Terrace
 27 Broadway
 Outdoor design – Signs / furniture / food cart
 DRC 040319

The City has received proposed design features for the Riverfront Terrace. They are proposing some relatively small lit signs from inside their space, some new furniture, and a food cart.

It appears that the only current signage for this area is the large Riverfront pole sign, the a-frame sidewalk signs, and the temporary banners.

As an outdoor venue, the signage area calculation is somewhat unique. The total allowable signage is based in part on the lineal street frontage, which in this case is around 180 ft. This would allow them the maximum 300 sq ft of total signage, which could be comprised of up to three (3) wall signs, three (3) projecting signs, awning signage, and a monument sign.

It appears the existing “Riverfront” pole sign is approximately 35 ft long with 4 ft high letters, for a total of around 150 sq ft.

It is assumed the food trailer is 6' w x 12' l x 8' h. It is also assumed that only the signage facing Broadway and facing east will be visible from the public ROW.

The “Pizza” sign appear to be 2' h x 4' l for 8 sq ft

The East signage appears to be 6.5' diameter round = ~40sq ft (menu signage not included)

The Broadway facing signage appear to be around 3' h x 5' l = 15 sq ft

Assume the “Beer” and “Music” signs like the Pizze = $8 \times 2 = 16$ sq ft.

Rough estimate of the proposed signage = $8 + 40 + 15 + 16 = 80$ sq ft.

The applicant had received approval for a a-frame sign last year, and my records indicate they were limited to one (1) sign. They would like to discuss the possibility of having two (2) portable signs, one at the upper entrance and one at the lower entrance.

The applicant has received a permit from the City to hold weekly “Farmers Markets” and monthly “Night Markets”. The applicant would like to place the wooden “Farmers Market” A-frame signs out during the farmers market.

They would also like to hang a banner on the fence for the four (night) night markets that will occur once a month. In general banners are not allowed. However, as there is no building at this location for a wall sign, a quality sign on a rigid substrate hung on the fence could possibly be considered.

Chris Tollaksen
 City of Wisconsin Dells

Signs

- Light up marquee - To go on food cart, bar, and stage
- Fonts & colors of signs will vary from these examples
- Will repaint and light up original Rlverfront sign



Riverfront Terrace Food Cart

Will sit left of the stage



View from upper Terrace



View from Broadway

Backside against building



Door side toward stage



RIVERFRONT
TERRACE

PUBLIC
RESTROOMS

NOW OPEN
RIVERFRONT
TERRACE

Pergolas

2-3 pergolas to sit on riverside above current lounge seating

Will be anchored to cement



Future Furniture

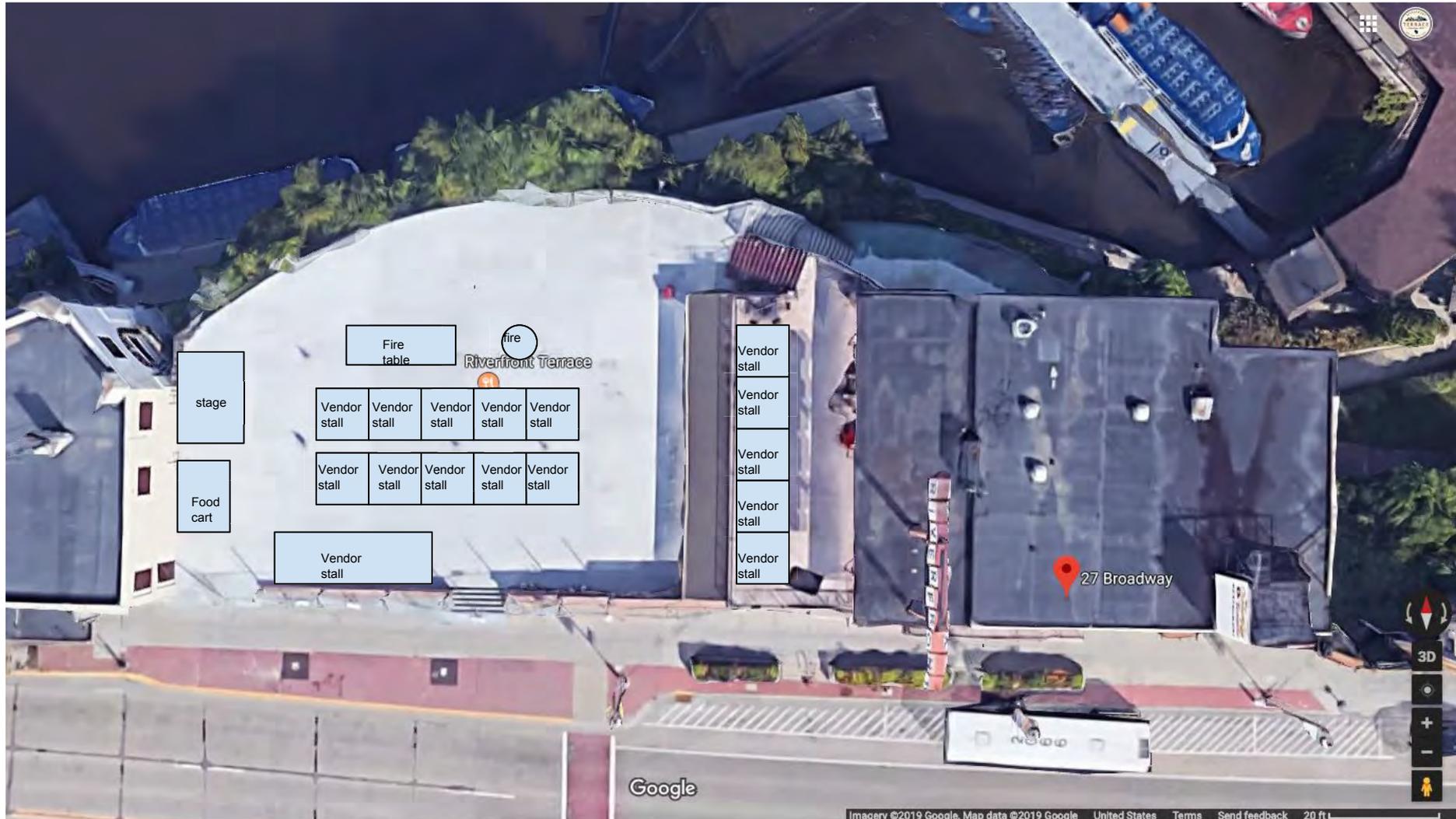
Will be using all of the same furniture as last year and look to add...

- High top tables on upper Terrace



RIVERFRONT TERRACE 2019 NIGHT MARKET SETUP MAP

- 10x10 vendor stalls - set up lower and upper terrace 15-18 vendor spaces per market
- 10x10 anchored tents are allowed
- Our own food cart on lower terrace



EXAMPLE NIGHT MARKET IMAGES (sourced Madison Night Market)

- 10x10 anchored tents are allowed







325 Broadway
Façade Improvement Grant
DRC 040319

The City has received a rendering from 325 Broadway of a proposed façade improvement of the Escape Room and Paintball business.

In addition to general aesthetic review by the Committee, the project should address the following design standards:

A discernible “base” shall be established. The base shall be at least two (2) feet in height, but may include the entire first floor.

A positive visual termination at the top of the building shall be established, such as a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.

Chris Tollaksen
City of Wisconsin Dells





updated rendering- added