



## CITY OF WISCONSIN DELLS

## DESIGN REVIEW COMMITTEE MEETING MINUTES

April 3, 2019

Jesse DeFosse called the meeting to order at 10:05 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, Ben Borchert and Jacqueline Morse.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Kyler Royston, Brian Holzem, Andy Somers, Graphic House, Reyva Olvares, Veronica Martinez, Shanalee Carden, Drew Carden, Hope Bauman, Jordan Heesch and Jerry Wolfram.

1. Call to order at 10:05 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve both February 20 and March 20, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
  - a. 225 Broadway – Wichoacana Ice Cream
    - i. Awning Sign - The sign meets dimensional standards, Gavinski motioned to approve the design, Morse seconded. Motion carried unanimously.
    - ii. Hanging Sign - This sign is considered a blade sign. The proposed design is aluminum with vinyl lettering on the existing bracket. DRC standards state no contact information allowed and aesthetics must compliment other businesses' blade signs on the building. Rosholt motioned to approved with the contingencies that "Wis Dells" be removed, the background color be a darker cream and a 2<sup>nd</sup> rendering be provided to Morse for final approval. Morse seconded; motion carried unanimously.
  - b. 744 Eddy Street – Bella Goose
    - i. Wall Sign – This wall sign meets all dimensional standards. Morse motioned to approve the design, Gavinski seconded, motion carried unanimously.
    - ii. Window Signs- The window signs meet all dimensional standards. Borchert motioned to approve the design, Rosholt seconded, motion carried unanimously.
    - iii. Blade Sign- Discussion on the location of the blade sign, to be moved farther from the entrance so as to not be blocked by other businesses' blade signs on the same building. Borchert motioned to approve the sign as long as they try to stay with the City specified blade design. Rosholt seconded; motioned carried unanimously.

- c. 731 Oak Street – Coffee Shop
  - i. Wall Sign above the entrance – They are proposing to replace the plastic panel with a solid background and apply vinyl lettering. The sign is within the maximum 75% signage allowed on an awning face. Gavinski motioned to approve the design contingent on the internal back lighting not be used, a thin black border be added around the sign and an updated rendering showing the border be provided to Morse for final approval. Rosholt seconded; motion carried unanimously.
  - ii. Wall Sign on the Alley side – Motion by Morse to approve the wall sign contingent on the yellow background not be used nor the internal back lighting. Borcher seconded; motion carried unanimously.
  
- d. 513 Broadway – Asgard Axe Throwing
  - i. Wall Sign – Gavinski motioned to approve the change in copy on the existing sign panel and internal lighting could be used. Committee preferred the design with the target and hatchet next to the business name but final decision will be left to the owner. Borcher seconded; motion carried unanimously.
  - ii. Window Sign – No rendering submitted for meeting to be reviewed by committee.
  
- e. Makowski
  - i. 1015 River Road – The Vue - The proposed new Wall Sign at this location uses channel letters that will be internally lit on its raceway. It has been requested that the sign’s square footage be brought in from approximately 306.5 sq. ft. to the ordinance limit of 300 sq. ft. Morse motioned to approve design; Rosholt seconded. Motion was carried unanimously.
  - ii. 2040 Wisconsin Dells Parkway – Hot Rocks – The new pole sign will replace an Electronic Message sign in front of the BP Gas Station at this address. The existing sign was inventoried in 2013 and is exempt from the 200-foot separation requirement and allowed to use the previous spacing rule of 100 feet. It also meets height requirements for on premise sign. Borcher motioned to approve the application. Rosholt seconded; motion carried unanimously.
  
- f. 27 Broadway – Riverfront Terrace – Committee discussed proposals for small, lit signs from inside their space, portable sign and two separate signs to promote two distinct food service areas. The Riverfront has a unique circumstance of having a rather long lineal street frontage totaling around 180 feet, which could allow them up to 300 sq. ft. of signage. The existing pole sign is around 150 sq. ft. allowing for another 150 sq. ft. of signage to be used. De Fosse motioned to approve all proposed signs with the following language. Signage on the food trailer is dimensionally sound and contingent upon its location not blocking the view of the mural from the public right of way. The small lit signs advertising “pizza”, “music” and “beer” are within the dimensional guidelines. The portable signage will be used during Farmers Market hours and a rigid sign may be

placed on the fence up to a week before for promotion of the Night Market, limit to one sign. Two separate portable signs are allowed for regular use by the Riverfront to highlight the upstairs and downstairs food service areas. It was confirmed that the food trailer will be within the fire code regulations of a 10-foot clearance from any structures and will use ventless cooking methods. Rosholt seconded and the motion was carried unanimously.

**4. Building/Site Plan Applications**

- a. 27 Broadway – River Terrace- Gavinski motioned to approve two pergolas along the the river on the lower area of the Terrace which would keep the openness but efficiently provide some necessary shade. Should 3 be needed, the Riverfront must come back to the committee with new rendering for approval. Rosholt seconded; motion carried unanimously. Committee acknowledged that vendors at the temporary Farmers and/or Night markets may set-up tents with logos and signage on them, for temporary use during the market only. None of the permanent umbrellas or other furnishings used by the Riverfront are to have logos or signage.

**5. Outdoor Seating/Dining Applications**

- a. 27 Broadway – River Terrace- The Riverfront is requesting more outdoor dining furniture and a food cart. Rosholt motioned to approve the design of the food cart and the examples of the tables and chairs provided contingent on actual furniture to be used approved by Morse and the food cart design remain consistent with established Terrace colors and logo. Gavinski seconded; motion carried unanimously.

**6. Façade Improvement Grant Projects**

- a. 325 Broadway – Escape Room and Paintball Facades– Committee tabled for future discussion when owners could attend and provide new renderings after receiving suggestions from committee on Design standards and guidelines.

7. Items for Future Meetings – None

8. Next Meeting is set for Wednesday, April 17, 2019.

9. Motion to adjourn by Rosholt, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 11:25 a.m.

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Stephanie Gunderson

Kilbourn Cork  
731 Oak  
Projecting sign  
DRC 041719

The City has received a rendering for a new signage at 731 Oak. This is a new business with a new remodel and a projecting sign. The remodeling project will remove the existing billboard style sign above the roof and the old wall sign that is covering the windows on the upper level.

The applicant would like to install this sign directly in front of the upper floor windows, which are centered on the building. The design standards state: "*sign installation shall not obscure window or doorways, including door, glass panes, and corresponding trim and supports.*"

The applicant feels centering the sign on the building provides the best look, and notes that the upper windows are two (2) separate windows with a mullion between them, so the sign is not directly blocking a single window. The applicant also had the sign specifically designed to mount above and below the window, so that the mounting brackets do not directly obscure the window. This projecting sign is approximately 40 sq ft in size, which is less than the max size limit of 50 sq ft.

This sign projects approximately 68 inches over the public Right Of Way (ROW), projecting signs are normally limited to a 54 inches over the public Right of Way. The applicant would like to get a waiver to allow the projecting sign to exceed the 54" maximum projection.

The applicant was considering two (2) different signs, one mounted on the building and one mounted on the awning that is to be installed. The awning will be a flat metal awning, with the sign potentially being mounted to the top of the awning and being perpendicular to the building, similar to the projecting sign.

The standards allow an awning to project up to six (6) ft over the public ROW.

If the sign is mounted to the top of the awning, then it would be located up to six (6) feet away from the building and over the public ROW. Generally the applicant would have the right to an awning sign and a projecting sign. The applicant would install the projecting sign in lieu of the awning sign.

The standards state an Awning sign should not cover more than 50% of the awning roof. The proposed awning sign installation would be a bit unique, but the using the awning roof and sign sizes you get the following which indicates the size being very close to the standard:

*The building is 16 ft wide, so the awning will be approximately 15 ft wide.  $15 \times 6 = 90$  sq ft.*

*The applicant has noted that one of his options was to install a sign on the awning. This sign would be approximately 44 sq ft.  $44/90 = 49\% < 50\%$  max size awning sign.*

It seems appropriate to consider if the allowing the extra 14 in projection would significantly affect the neighboring business to the south. Awning signs are generally oriented to face the front of the building.

This projecting sign will not be internally illuminated, which conforms to the standards.

The applicant is also considering a wall sign painted on the upper part of the north facing wall. This sign would not exceed the 60 sq ft maximum size standard. There are still awnings to be installed above the doors on this wall, so the actual size of the sign may have to change to accommodate the awning.

Chris Tollaksen  
City of Wisconsin Dells



The Kilbourn Cork projecting signage. Dimensional lettering with flat cut and stacked lettering, paint and vinyl decoration. Mounted to building or awning (if awning capable of supporting sign)

Either design estimated @ \$4,370 plus tax

Approval Signature: \_\_\_\_\_

Date: \_\_\_\_\_



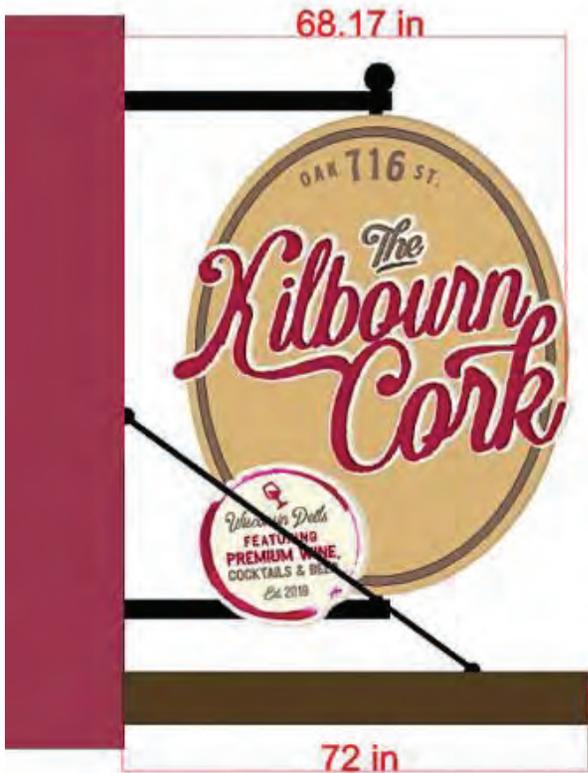
941 E. Main St. Reedsburg, WI 53959  
 608 524-4012  
 608-524-0440 Fax

Proposal by KO

[www.gawronskisigns.com](http://www.gawronskisigns.com)

Date: April 5, 2019	Company: The Kilbourn Cork	Contact: Keith
Job Number:	Address: Oak St.	
Job Description: Projecting Sign	City: Wisconsin Dells	State/ZIP:
Terms: 50% Deposit/Balance upon completion	Phone:	

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## Item 3(b)

Taco Loco  
808 River Rd  
Sign on Projecting structure  
DRC 041719

The City has received a rendering for a new signage at 808 River Rd. This is a new business installing updated signage on an existing projecting structure.

The main signage on the front face of the awning and the signage on the 8" hanging valance are both well under the 75% coverage limit.

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04/15/19

On 04/15/19 the City received and updated rendering of the awning signage for the new Taco Loco at 808 River Rd.

It appears the change was to adjust the spacing between the signage on the lower valance of the awning.

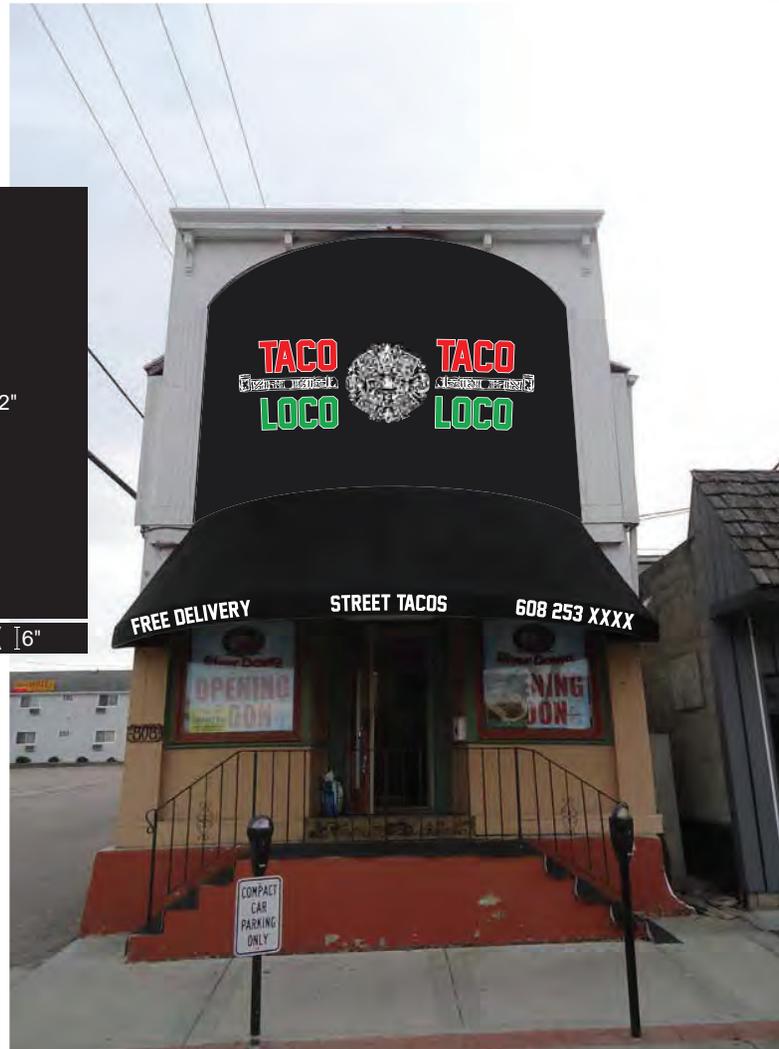
Chris Tollaksen  
City of Wisconsin Dells

# Baraboo Awning

1111 Walnut Street PO Box 57  
 Baraboo, WI 53913  
 PH 608-356-8303 Fax 608-356-0140  
 info@BarabooAwning.com  
 www.BarabooAwning.com



8" Valance



Taco Loco  
 CLIENT

LOCATION

AM  
 PROJECT MANAGER

MRW  
 DESIGNER

1  
 DRAWING

REVISION NUMBER

4-9-19  
 REVISION DATE

CUSTOMER APPROVAL

4-3-19  
 DATE

THIS RENDERING IS AN ORIGINAL DESIGN CREATED BY BARABOO TENT & AWNING, INC. IT MUST NOT BE RELEASED, USED OR COPIED UNLESS APPLICABLE FEE HAS BEEN PAID OR JOB ORDER PLACED. ALL SIZES, DIMENSIONS, AND COLORS ARE ILLUSTRATED FOR CLIENTS CONCEPTION OF THE PROJECT AND ARE NOT TO BE UNDERSTOOD AS BEING EXACT SIZE OR EXACT SCALE.

Original Proposed



1111 Walnut Street PO Box 57  
Baraboo, WI 53913  
PH 608-356-8303 Fax 608-356-0140  
info@BarabooAwning.com  
www.BarabooAwning.com



FREE DELIVERY ~ STREET TACOS ~ 608 253 0777  
FREE DELIVERY ~ STREET TACOS ~ 608 253 0777 13.4"  
8" Valance



Proposed - Updated 041519

Taco Loco  
CLIENT

LOCATION

AM  
PROJECT MANAGER

MRW  
DESIGNER

1  
DRAWING

REVISION NUMBER

4-15-19  
REVISION DATE

CUSTOMER APPROVAL

4-3-19  
DATE

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Pizza Pub  
601 Broadway  
Billboard sign face replacement  
DRC 041719

The City has received a request for new signage on an existing billboard at 601 Broadway.

This request will remove an existing vinyl wrap from in front of the Deer Park and move it to this location. The applicant has stated the sign are the exact same size.

As an existing legal, non-conforming sign, there are no standards to cover except: highly reflective material shall not be used, the main lettering and predominant background shall not use florescent colors, and the contrast between the lettering and background shall be sufficient to make the sign clearly legible.

In addition, any straps used shall be a neutral color or match the color of the structure. No bright orange or other brightly colored straps may be used.

Chris Tollaksen  
City of Wisconsin Dells



FEED & PET THE  
WISCONSIN DEER PARK

Sign to be moved to 601 Broadway



Existing 601 Broadway

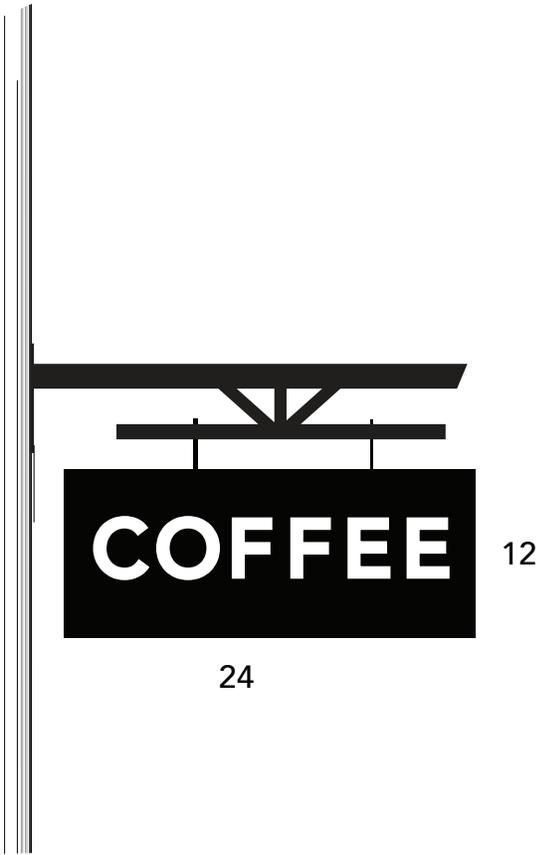
add 041519 - Item 3(d)

Bella Goose  
744 Eddy  
Signage  
DRC 041719

The City has just received an updated rendering for the Blade sign at 744 Eddy from Bella Goose.

During the initial review of this sign, there was some positive comments of the square 2-line sign. Bella Goose would like to utilize this design with the City bracket.

Chris Tollaksen  
City of Wisconsin Dells





Original Proposed 040317

Item 4(a)

Coffee Shop  
731 Oak  
Building Color  
DRC 041719

The City has received the following from the new owner of the proposal Coffee Shop 731 Oak St.

As I look at the exterior of this building I really feel a paint job is essential. Do I need to give you the color swatches to be approved? Do you need to know where the colors will be on the building? I am going with 3 shades of "coffee colored" paint. They are all neutrals, nothing bright.

Thank you.  
Shana Carden

The owner has been notified that the colors would require approval from the DRC.

Nothing has been submitted at this time.

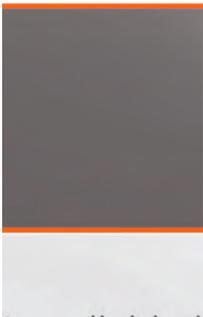
If colors are not submitted prior to the meeting this item can be skipped.

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04/15/19

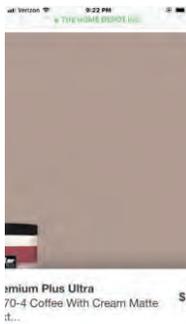
The City has received the following from the Coffee shop on 041519:

Hi Chris. Thank you for putting me on the agenda. The following colors are what we have chosen. The first color would be the main color. The bottom color is for trim. The middle color is for the 2 pillar like things that are next to the front door.

Thanks you.



Main Color



Pillars next to Front door



Trim

Chris Tollaksen  
City of Wisconsin Dells



rough rendering

Main color



Trim Color



oose A Store

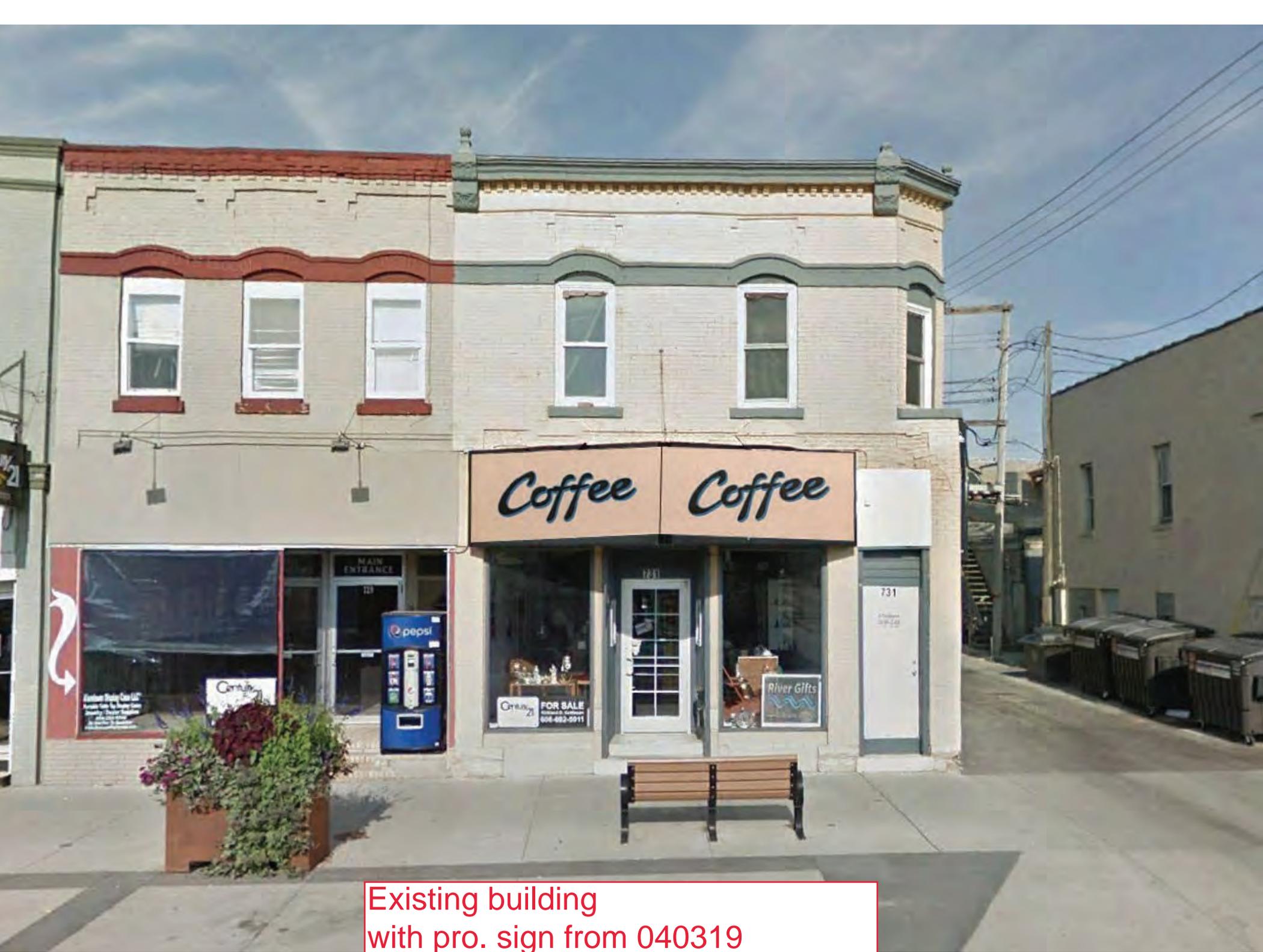
Paint Colors / Internet #20276151



Entrance



Inkum Plus Ultra  
70-4 Coffee With Cream Matte



Existing building  
with pro. sign from 040319

Unique / Dells Game Show  
409/411 Broadway  
Building  
DRC 041719

The City has received a request for a permit to perform repairs at the Unique/Dells Game show building located at 409/411 Broadway.

It appears the EFIS columns next to the window have water damage and the siding needs to be replaced from the ground to the top of the windows.

The standards now prohibit EIFS coverings on the lower 3 feet of a façade, where it will be susceptible to damage. The EIFS on the lower part of this building shows signs of damage and exposed Foam board.

The owner intends to use the same contractor on this building as on the Escape Room building, This contractor works with a concrete stucco and can do the replacement without using the foam board. However, this is still a fairly thin finish covering.

The standards normally require a discernible “base” that is at least 2 ft in height, but may include the entire first floor. In this case, a more substantial rock finish may look better and may also be more durable.

There is also a thought that it could be difficult to get a perfect match between the old EFIS on top and the replaced finish on next to the windows. Rather than try to match to the existing, is there a way to design the finish of the replaced siding that is different but complimenting to the existing.

Chris Tollaksen  
City of Wisconsin Dells



Areas to be replaced darkened



Existing

Escape Room  
325 Broadway  
Façade Improvement Grant proposal  
DRC 041719

The City has received an updated rendering for the façade of 325 Broadway, which has incorporated comments from the committee on the last rendering submitted, these were: create a distinct base by using a different material finish (such as in EFIS) above the base stone material, create a uniform door height, establish defined cornice at the top of the building, replace lights with a decorative fixture (such as a gooseneck).

This proposal includes removal of the ticket booth window and replacing the old wooden doors on the paintball business with in-swinging glass doors.

The applicant has stated the façade will be constructed from a vertical concrete that will be stamped and colored. This may be acceptable to use concrete to produce the flat EFIS look on the top (and actually preferred for improved durability), however it is questioned if this process will produce a look of the same quality as an actual stacked stone. The fabricator has stated he will be at the meeting with samples to demonstrate the color and texture he can produce.

Other comments include updating the signage to meet documented design recommendations that: *“For multi-tenant buildings, placement of individual tenant signs should be coordinated to achieve a unified signage appearance.”*

The applicant has indicated that if this project is not eligible for the grant they would reduce the scope of their project to only address the specific items in violation, which are: painted plywood above the Escape Room entrance, on the face of the ticket booth, and on the face of the Paintball Entrance doors. These items need to be addressed by covering all these areas with a more suitable exterior covering, such as an engineered wood.

The most difficult area to match into the rest of the existing building façade would be the area above the Escape Room entrance. This could potentially be addressed by re-installing an awning in this location. This new awning would have to meet the current design standards.

Chris Tollaksen  
City of Wisconsin Dells



Proposed



Existing

Doohickey  
122 Broadway  
Façade Improvement Grant proposal  
DRC 041719

The City has received a rendering for a new façade at 122 Broadway. This is a completely new business which intends to begin remodeling this building in the fall of 2019.

They intend to resurface the building with real brick façade with painted wood accent pieces.

The design appears to meet all the standards, including: Horizontal expression lines, discernible base, defined cornice, bring front façade material around side, maintain windows, removal of awning,

It is noted that the existing façade of the building is a stamped metal sheeting, not actual block.

It is also noted that the proposed projecting sign will be a solid background with the letters made of exposed LED lighting.

Chris Tollaksen  
City of Wisconsin Dells



Original - Proposed



Updated Rendering



Existing

Taco Loco  
808 River Rd  
Façade Improvement  
DRC 041719

The City has received a rendering for a new facade at 808 River Rd.

The new business would like to incorporate a stone in the façade of the building. This office advised them that a stone base may be preferable to covering the entire façade with the same stone.

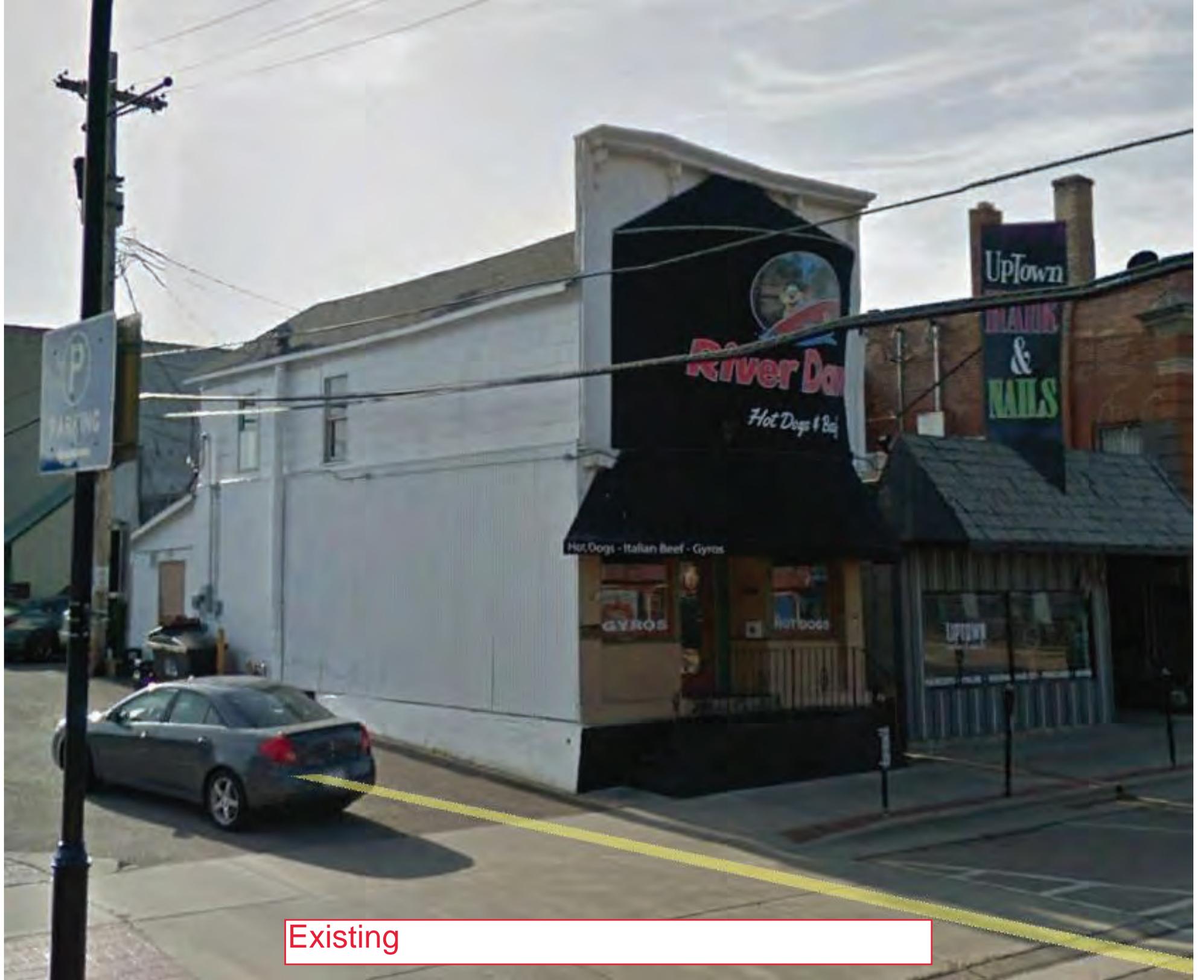
Per the attached rendering, the applicant would also repaint the building.

The applicant is interested in applying for the façade improvement grant. The applicant was advised that the awning should probably be removed to qualify for the grant. The applicant stated that the owner of the building does not want the awning removed from the building, so they do not believe they are able to remove the awning.

Chris Tollaksen  
City of Wisconsin Dells



Proposed



Existing