

# CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, APRIL 18, 2018 Time: 10:00AM Location: MUNICIPAL BUILDING - 300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS	
ALDER	BEN BORCHER
DAN GAVINSKI	MARIA ROSHOLT
JACQUELINE MORSE	
AGENDA	
1	Call to order and attendance
2	Discussion / Decision of the Meeting Minutes (a) March 21, 2018 (b) April 4, 2018
3	Discussion / Decision on Committee reorganization and the taking of Meeting Minutes
4	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) GSR – 409 Broadway (b) My Car Wash / Church St. Laundry – 601 Broadway (c) Mural in front of Showboat (d) River Mural – location to be finalized (e)
5	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any (a) Helland Riverfront (b)
6	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a)
7	Discussion / Decision on Proposed Façade Improvement Grant projects, if any (a)
8	Discussion / Decision on Proposed changes to the Design Standards (a) Outdoor Food Service – Vending Unit (b) Administration (c)
9	Items for referral to future meeting
10	Set date and time of future meeting (May 2)
	<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>
	CHAIRPERSON – TBD
	DISTRIBUTED APRIL 13, 2018

**DRC MEETING**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING-300 LACROSSE STREET**  
**March 21, 2018**

Ald. Mor called the meeting to order at 10 AM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes

1. Present: Ald Dar Mor, Maria Rosholt, Dan Gavinski, Ben Borchert, Absent: Jacqueline Morse  
 Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Brian Holzem, Tom Turbett, VR Universe, River Dawg
2. Motion to approve Minutes for March 7, 2018 meeting by Gavinski, second by Borchert. Motion carried.
3. Sign Application: A. VR Universe – 321 Broadway – New sign at the previous location of Subway. The business moved from Lake Delton. It is a backlit cabinet sign where the letters are the only part that is lit. It is attached to the marquee above the entrance. Motion by Gavinski to approve up to a 3 ft X 15 ft sign, second by Rosholt. Motion carried.  
 B. River Dawg – 808 River Rd Portable Sign – The picture shows a plastic easel type sign board. The standards call for durable materials such as wood or metal. He will change it to wood. The location is in front of the neighboring business with their permission. Motion to approve this plastic temporary sign for two weeks until permanent sign arrives by Rosholt, second by Borchert. Motion carried.  
 River Dawg – Wall Sign – Sign in alley. Will be alumilite with a vinyl sticker. Motion by Rosholt, second by Gavinski. Motion carried.  
 River Dawg/Radio Station Wall sign – Radio station is doing a promotion with River Dawg where they are broadcasting from the premises 3 times a week during the summer. The committee would like the background of the sign to be beige/cream instead of white. Motion by Rosholt to approve from May 1 – August 30 with a beige background, if the promo/agreement ends before that then the sign comes down immediately, second by Borchert. Motion carried.
4. Outdoor Seating Plan: River Dawg – There was no formal application. The proposal will be to use the bump-out area in front of the City parking lot that is adjacent to their business. They would not provide table service but would provide the furniture which must be in line with the Design Standards and be commercial quality. DRC will need to approve the furnishings. No action taken.
5. Building Site Plan: None
6. Proposed Façade Improvement Grants: Brian Holzem showed a rendering of the Showboat block and a proposed change to all the buildings on that block. The entire block would like it to have one cohesive look. The committee likes the new look. No action.
7. Items for Referral:
8. Date and Time for Next Meeting: April 4 10 am
9. Motion by Rosholt, second by Gavinski to adjourn. Motion carried. Meeting adjourned at 10:35 am.

Juli Mor

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**DRC MEETING**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING-300 LACROSSE STREET**  
**April 4, 2018**

Ben Borchert called the meeting to order at 10 AM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes

1. Present: Jacqueline Morse, Maria Rosholt, Dan Gavinski, Ben Borchert, Absent: Ald Dar Mor  
Others: City Planner/Zoning Administrator Chris Tollaksen, Fire Inspector Jerry Wolfram, Eric Helland
2. March 21, 2018 meeting minutes were not available, to be approved at April 18 meeting.
3. Signs: none
4. Outdoor Seating Plan: Riverfront – There was no formal application. Eric Helland presented renderings of Riverfront patio area and described the history of the work that has been done to make it usable. The lower patio is approximately 6500 sq ft. Eric will have a permanent drink service window, but would like to also have food trucks. Eric does not want to be limited to food service provided on-site, and would like to allow food vendors from other local businesses. To provide more variety, Eric would like to be able to allow all sorts of food trucks. Ben asked how many, Eric responded up to 4-6 units, but would be happy with 3. Jackie asked where the unit would be located, and Eric stated there is an open area in front of the stage (View 2). Ben asked about the sequence of approval, Chris stated what is presented is preliminary, a final plan would be needed for DRC approval and approval would be required from the Plan Commission because the Site is larger than 1500 sq ft. Maria asked about the taxes that would be paid by the vending units. Eric stated that the landlord would track the sales. Maria asked about real estate taxes on the vending units, and was concerned the vending units have a competitive advantage over businesses in the City that pay real estate taxes. Ben proposed a fee in lieu of taxes. Jackie inquired about how the trucks would look. Dan stated he was comfortable with vending units from local restaurants, including Lake Delton restaurants. Eric stated he needed approval of furnishings so he could get orders started, particularly the fire pits due to lead time. Ben stated Eric needed to come back. Jackie stated Eric needed to provide more detail. No action taken.
5. Building Site Plan: None
6. Proposed Façade Improvement Grants: none.
7. Items for Referral: murals, update to standards to allow vending units from local restaurants
8. Date and Time for Next Meeting: April 18 10 am
9. Motion by Rosholt, second by Morse to adjourn. Motion carried. Meeting adjourned at 10:55 am.

Chris Tollaksen

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GSR  
409 Broadway  
Projecting signs and Window signs  
DRC 032118

The City has received an application for new signage at 409 Broadway. This property has a new renter and it is being remodeled into an attraction. The new attraction will utilize the existing projecting sign, but removed the existing wall sign to reveal the windows underneath. The attraction would also like to install new window signs.

The new attraction is a game show, so design is geared towards motif. The standards prohibit fluorescent colors and require the design to complement the character of the building and other signage.

The 25% window signage standard applies to the "Storefront Display Window/Door Area", which is defined as 2-7 feet from grade.

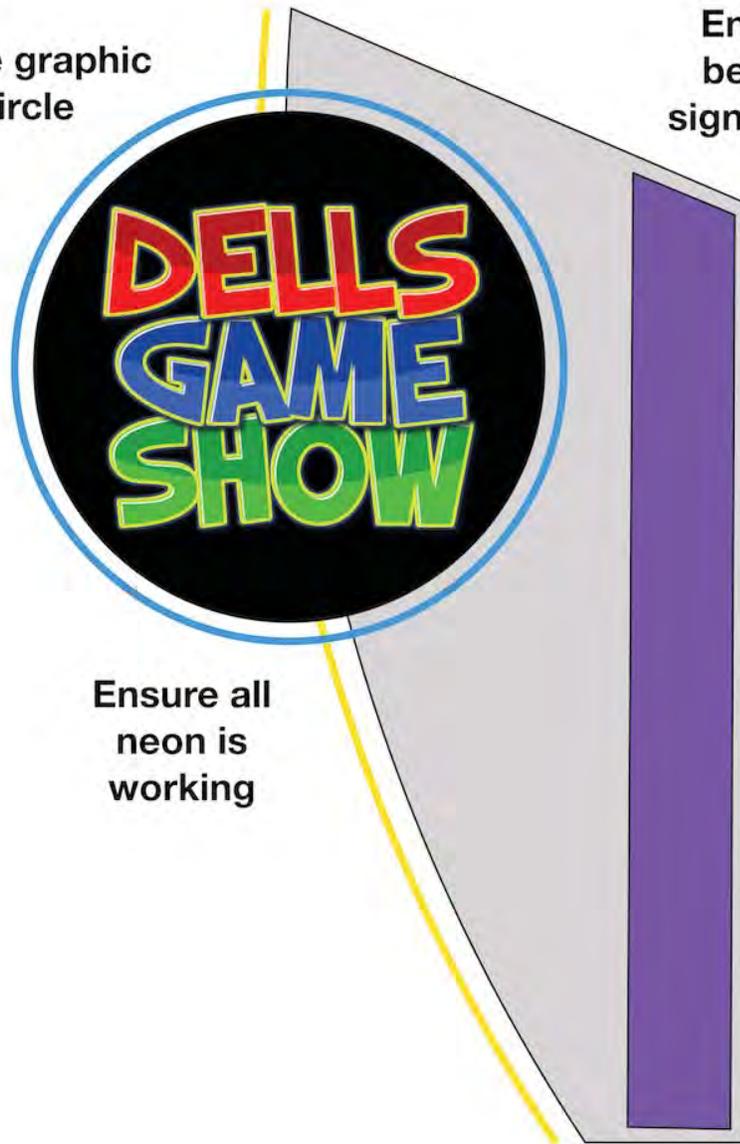
The general signage standards  
Chris Tollaksen  
City of Wisconsin Dells

**Remove Visitor Center signs over top windows**

**Vinyl decals on inside of windows  
not to cover more than 50% of each window.  
Other than the decals, the rest of the windows are clear.**



Replace graphic  
in circle



Ensure lights  
behind circle  
sign are working

Ensure all  
neon is  
working

Add diffuser  
over neon  
that says  
Information  
Center  
to cover  
up words  
so we get  
just a  
purple glow

UNIQUE



AREA MAP'S  
DISCOUNTS  
FORMATION  
DIRECTION



EA



UNIQUE



Masin's  
CENTER

FREE AREA MAP'S ★  
FREE DISCOUNTS ★  
INFORMATION ★  
DIRECTIONS ★





UNIQUE

Wisconsin Dells  
VISITOR'S CENTER  
Map's, Discounts  
Information

TATTOO

taste dells

pepsi

# UNIQUE



Wisconsin  
Dells  
\* VISITOR'S CENTER \*  
Map's - Discounts  
Information

TATTOO

Car Wash / Laundry  
601 Broadway  
Billboard  
DRC 032118

The City has received an application for new signage at 601 Broadway. This is an updated to an existing sign. As billboards are no longer allowed there are no direct standards for them, so review is mainly general appearance.

Chris Tollaksen  
City of Wisconsin Dells

***THE CLEAN CORNER***

**MY CAR WASH**

*Church  
Street*

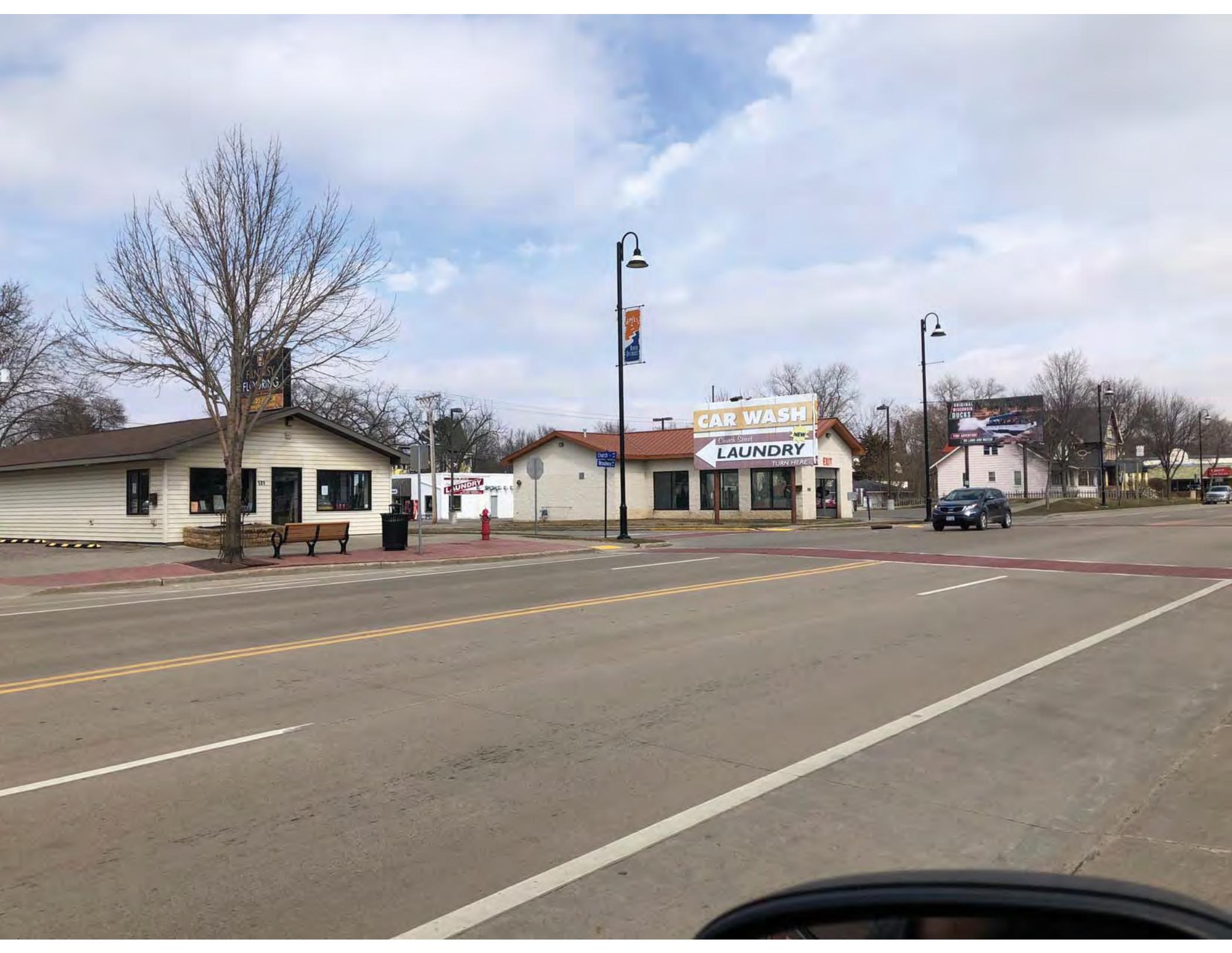
**LAUNDRY**

***THE CLEAN CORNER***

**MY CAR WASH**

*Church  
Street*

**LAUNDRY**



FINEST FLOORING

CAR WASH

Church Street  
LAUNDRY

ORIGINAL BUCKS  
FOR SAVINGS  
ON CAR WASH

Church Street  
Bridgeway



2



WATER WHIRL

# Outdoor Food Service - Vending Unit

**INTENT:** The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

## APPROPRIATE EXAMPLES



SITE DESIGN

## Standards

1. **Vending Unit shall** be either a **Food Cart** or **Food Trailer**.
2. **Vending Unit shall** be on private property and **shall** be tied to a Wisconsin Dells or Lake Delton business (i.e., selling similar products already available in a brick and mortar store).
3. **Vending Unit shall** meet applicable standards in this handbook, specifically Signage Design - General (pages 10-15) and Outdoor Food Service - General (pages 30-31).
4. If designed with a base, it **shall** be solid, permanent, and use high-quality materials (e.g., wood fencing/ platform, solid concrete, brick wall, etc.). Plastic materials, concrete block, fabric, and other loose materials are **prohibited** base materials.
5. **Vending Unit shall** be located on a paved pad, and **shall** adhere to the setback requirements of the underlying zoning district or a minimum of six (6) feet from all property lines, whichever distance is greater.
6. If multiple (vending unit) pads are proposed, they **shall** be a minimum of ten (10) feet apart.
7. **Vending Unit shall not** be more than twenty-six (26) feet long or more than ten (10) feet tall.
8. **Vending Unit shall** be constructed of quality materials and **shall** be designed as one cohesive unit.
9. **Vending Unit shall** have integral roofs or umbrellas.
10. Awnings or umbrellas affixed to the **Vending Unit shall** be comprised of metal or canvas-type fabric, and shall provide a minimum of seven (7) foot vertical clearance.
11. **Vending Unit shall** enclose or screen from view of the right-of-way and abutting residentially zoned property all accessory items not used by customers, including, but not limited to, tanks, barrels, or other accessory items.

# Administration

## WHAT IS A CERTIFICATE OF APPROPRIATENESS?

A certificate of appropriateness (COA) is the mechanism by which the City confirms any exterior building changes/maintenance and certain internal changes/maintenance in the Downtown C-2 Zoning District are in compliance with these design standards. Building permits may also be required.

## WHEN DO I NEED A CERTIFICATE OF APPROPRIATENESS?

A certificate of appropriateness is required for any change(s) to or maintenance of, any "Standard" covered under these City of Wisconsin Dells "Downtown Design Standards". ~~not necessary for routine maintenance that does not change the material, color or form of the building. It is necessary when a change is being made to the exterior of a property in the C-2 Zoning District which involves any of the following actions: construction, reconstruction, or alteration of any property, structure, sign or object within the District, including changing of any exterior color or building material.~~ The review process will be different dependent on if the work to be completed is considered to be "minor" or "major".

## WHAT IS CONSIDERED A MINOR PROJECT?

Minor work may include but is not limited to includes: sign face replacement; window sign changes or additions; temporary window coverings; window product displays; re-roofing with similar materials; repair or replacement of porches, windows, siding, trim and doors if new materials match existing; installation or replacement of **awnings**; chimney reconstruction if completed with similar materials; exterior cleaning, refinishing and tuck pointing; construction of retaining walls, fences and landscaping; screening of **parking lots** and dumpsters or other work as designated minor by the DRC.

## WHAT IS CONSIDERED A MAJOR PROJECT?

Major work includes: construction of garages; roof alterations and skylights; alterations to any side

## Certificate of Appropriateness Process

If you need a Certificate of Appropriateness (COA) for your project, you must fill out the application for a COA contained within this design handbook (located in the last section). Describe your proposed improvements in detail and submit the application with eight (8) sets of plans and/or sketches of the proposed work, historic and current photos of the property, and color and/or material samples where appropriate. Proposals and applications should be submitted to the City's Zoning Administrator at Public Works Department, Municipal Building, 300 La Crosse Street, Wisconsin Dells, WI 53965.

The process for attaining a Certificate of Appropriateness is described below. Any issuance of a Certificate of Appropriateness shall not relieve the applicant from obtaining other permits or approvals required by applicable federal, state or local code.

### COA ISSUANCE - MINOR PROJECT

Within five (5) business days from receiving the application for a MINOR project (see side bar for minor work items), the Zoning Administrator shall respond to the submittal, either by issuing a Certificate of Appropriateness (COA) or providing an explanation of how the submittal does not meet the standards. If a COA is not issued, the applicant may either revise and resubmit the application, or present your proposal in person at a meeting of the Design Review Committee (DRC), to be scheduled by the Zoning Administrator. The DRC will evaluate the proposed project per these Design Standards and will recommend to the City's Zoning Administrator to either approve, approve with conditions, or deny the COA application. If the COA application has been denied by the DRC, the applicant can make an appeal to the City's Board of Appeals (see the side bar on the next page).