

CITY OF WISCONSIN DELLS

DESIGN REVIEW COMMITTEE MEETING MINUTES

May 1, 2019

Dan Gavinski 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: Jaqueline Morse, Allie Schultz, Dan Gavinski, and Ben Borcher.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Zac and Diane Zastava, Peggy Anderson and Mayor Ed Wojnicz.

1. Call to order at 10:05 a.m. Attendance noted.
2. Motion by Borcher and seconded by Morse to approve April 25, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 805 River Road - CBD
 - i. Wall Sign– Morse motioned to approve the design of backlit, channel letters. Borcher seconded; motion carried unanimously.
 - ii. Blade Sign – Schultz motioned to approve the design and location of the blade sign after sample of PVC material to be used is provided to Morse and Tollaksen for final approval or standard metal sign used. Although the location of the blade sign above the storefront entrance is a recommendation rather than a requirement by the committee, the blade sign will be closer to the corner as to not be blocked by the large canopy on the adjacent business. Borcher seconded; motion carried unanimously.
 - iii. Awning Sign – no rendering provided for a replacement to the existing one above the entrance.
 - iv. Window Sign- Morse motioned to approve proposed design as shown, Gavinski seconded, motion carried unanimously.
 - b. 223 Broadway – Capone’s Old Time Photo Window Sign – Gavinski motioned to approve color change on signage, opening up 50% of the window on left of storefront, contingent that final color swatches are approved by Morse and the hanging blade sign matches the new design and colors. Morse seconded; motion carried unanimously.
 - c. 741 Superior Street – Five Sisters
 - i. Wall Sign – Borcher motioned to approve the copy change on the existing sign at this location. Gavinski seconded; motion carried unanimously.

- ii. Projecting Sign – Morse motioned to approve copy change on existing projecting sign with final rendering to be provided and approved by Tollaksen.
 - d. 742 Eddy Street – San Antonio- Schultz motioned to approve the awning with the same colors and a slight copy change on the already existing back lit sign. Morse seconded; motion carried unanimously.
 - e. Boat Signs – Borcher motioned to approve replacing existing boat signs in the downtown area. Morse seconded; motion carried unanimously.
- 4. Building/Site Plan Applications
- 5. **Outdoor Seating/Dining Applications**
 - a. 742 Eddy Street – San Antonio - Railing – Discussion by committee on whether a dark green paint or a cherry/mahogany colored stain would be best for the railing which resides on public property at this location. Morse motioned to approve an exterior grade, “Red Mahogany” stain or similar color approved by Morse and Schultz. Schultz seconded; motion carried unanimously.
- 6. **Façade Improvement Grant Projects**
 - a. 808 River Road – Taco Loco – Borcher motioned to approve façade design and alley wall paint, color option #3, contingent upon final approve of color swatch and stacked stone sample approved by Morse. Gavinski seconded; motion carried unanimously.
- 7. Items for Future Meetings – None
- 8. Next Meeting is set for Wednesday, May 15, 2019.
- 9. Motion to adjourn by Borcher, seconded by Morse. Motion unanimously carried and meeting adjourned at 10:50 a.m.

Stephanie Gunderson

Item 3(a)

Wlchoacana
225 Broadway
Window Signs
DRC 051519

The City has received rendering for a new window signage at 225 Broadway.

The signs meet the dimensional standards at approximately 18% coverage of the window. This business utilizes a bright pink color, which is acceptable in smaller uses, such as the letters in the sign, but it too much when used as the background of the signage.

As such, the business name above the door may be OK, but the pink background behind the lower graphics appears to be too much. They should consider a darker color, or not background at all, and just the laser cut graphics.

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

Chris Tollaksen
City of Wisconsin Dells

MEXICAN DESSERT BAR
Wichoacana
WISCONSIN DELLS



225

Sweet Frosted Popcorn

Wichoacana



Soft Serve. Frozen Smoothies & More...

Wichoacana

~18% window cover



Mojo Music
817 Broadway
Monument Sign
DRC 051519

The City has received rendering for a Monument Sign at 817 Broadway.

The signs meet the dimensional standards at approximately 44 Sq Feet of signage and a height of 7 ft. There is an LED sign incorporated but it does not make up more than 25% of the sign area. The applicant has stated that the base of the sign will be landscaped.

The applicant would like the sign to be mounted on 2 solid brick bases rather than 1 continuous solid base. This appears to be a bit of deviation from the standard concept of a monument sign as shown on the Design Standards.

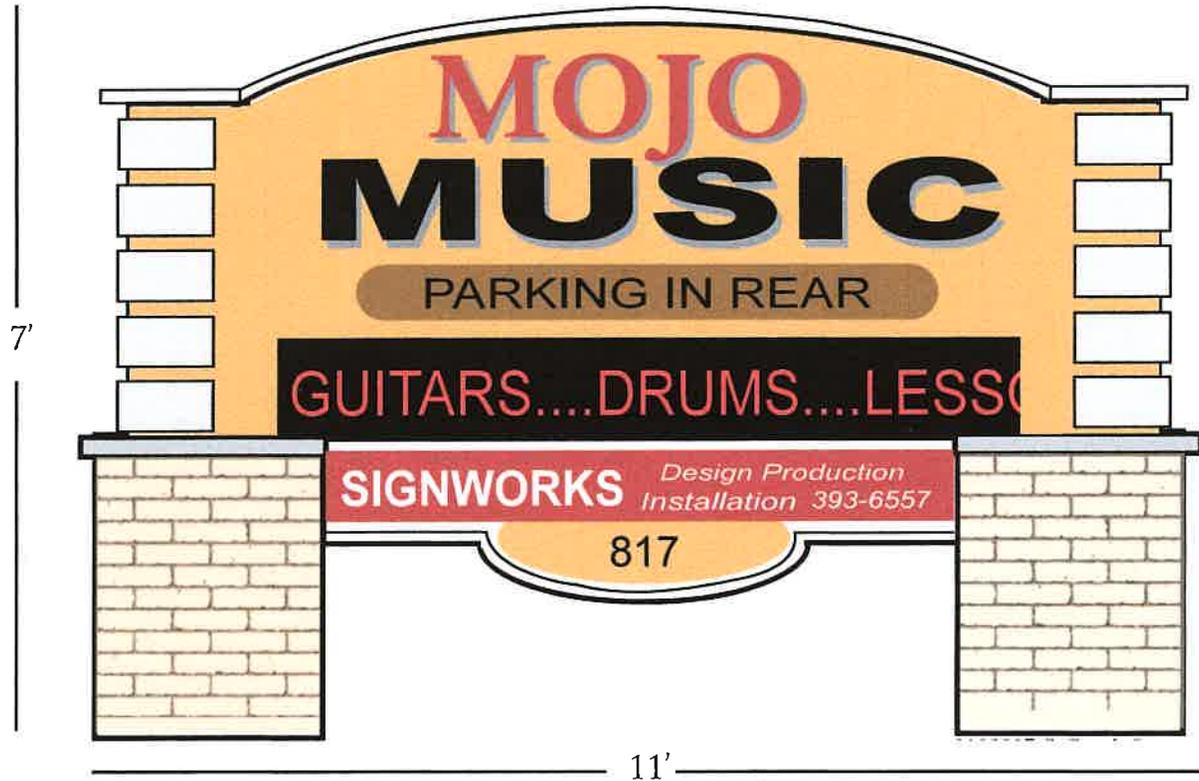
The applicant as provided an alternate rendering of the sign, but is requesting consideration of the original design.

Chris Tollaksen
City of Wisconsin Dells

SIGNWORKS

650 S. FRONTAGE RD. WISCONSIN DELLS, WI

11' WIDE BY 7' HIGH
MONUMENT STYLE SIGN
NON ILLUMINATED TWO SIDES
WITH DIGITAL MESSAGE BOARD
78" IN LENGTH BY 12' HIGH

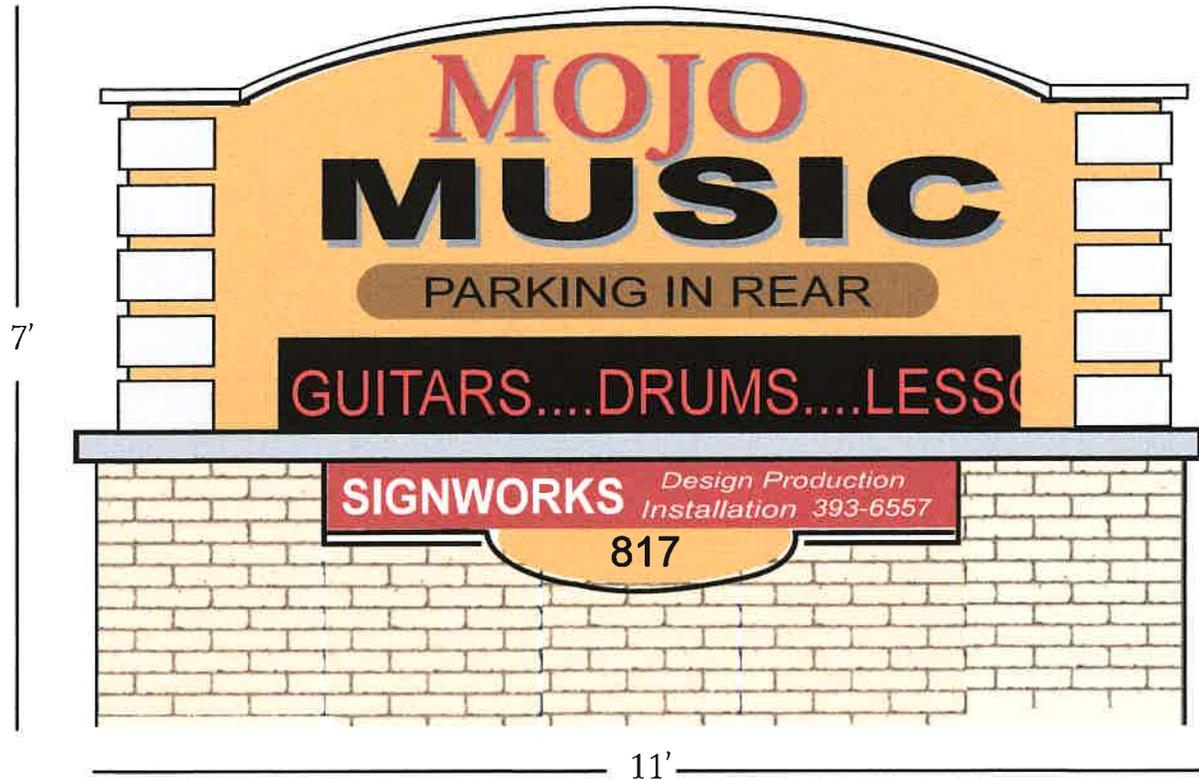


Position to be the same as existing sign.

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Position to be the same as existing sign.

Item 3(c)

Mama's Garage
731 Eddy St.
Roof Sign
DRC 051519

The City has received rendering for new signage on an existing Roof Sign at 731 Eddy St.

Chris Tollaksen
City of Wisconsin Dells



Non illuminated Flat cut dimensional signage with paint and vinyl decoration over corrugated background w/trim (TBD) approx. size of 5'x10'.



Approval Signature: _____

Date: _____



941 E. Main St. Reedsburg, WI 53959

608 524-4012

608-524-0440 Fax

www.gawronskisigns.com

Date: May 9, 2019

Job Number:

Job Description:

FCO dimensional sign(s)

Terms:

50% Dep/Balance upon completion

Company: Mama's Garage

Address:

City: Wisconsin Dells

Phone: 608-345-9945

Contact: Tricia Defosse

State/ZIP:

Proposal by KO

* This drawing is property of Diversified Creative Services. Any reproduction of this artwork or production of the item(s) outlined in this document is expressly forbidden. This design was created with the intent of procuring work for the creator. The right to produce any or all parts of this design must be released by DCS, in writing. **If this quote includes the removal of existing materials, upon removal, those materials become the property of Gawronski Signs and will be disposed of, and/or recycled (in accordance to local regulations) at our discretion unless agreed upon prior to acceptance of this quote. *** We have determined that it is necessary to charge finance charges on all amounts past due. The due date is determined by your terms on the invoice. Due upon receipt is 0 days and if not paid upon receipt a 1.5% charge will be added to your total. For all balances carried 30 days beyond their terms, the 1.5% is the monthly finance charge and an additional \$10 clerical fee will be added as well. Customer is responsible for these costs as well as any collection or legal fees accrued during the collection process. Customers signed approval of quote and/or acceptance of product acts as acknowledgement/acceptance of these terms and conditions.



Mama's Garage
fill 'er up here!

GARBAGE ONLY

Item 3(d) & 4(a)

Riverfront Terrace
27 Broadway
Outdoor design – Signs / Building facade
DRC 051519

The City has received a rendering for proposed improvements to the main building at 27 Broadway. This will be the new restaurant associated with the Riverfront Terrace, and includes signage for the “Terrace Market”.

Signage (Item 3)

The signage shown on the rendering appears to be channel letters mounted to the roof of the building. Generally rooftop signs are no longer allowed downtown. However, this style of channel letter signage appears to look rather nice, and as been utilized to good effect in other areas.

As wall signs are allowed to project 5 ft above the roofline, this sign could be attached to the front of the building, and be permitted as essentially the same sign.

At approximately 54 sq ft, this sign meets the wall sign standards.

It is noted that there is an existing rooftop sign structure on this building that is being removed.

It is also noted that the Riverfront Terrace is currently permitted for approximately 230 sq ft of signage, and this additional 54 sq ft would still keep the signage under the 300 sq ft maximum.

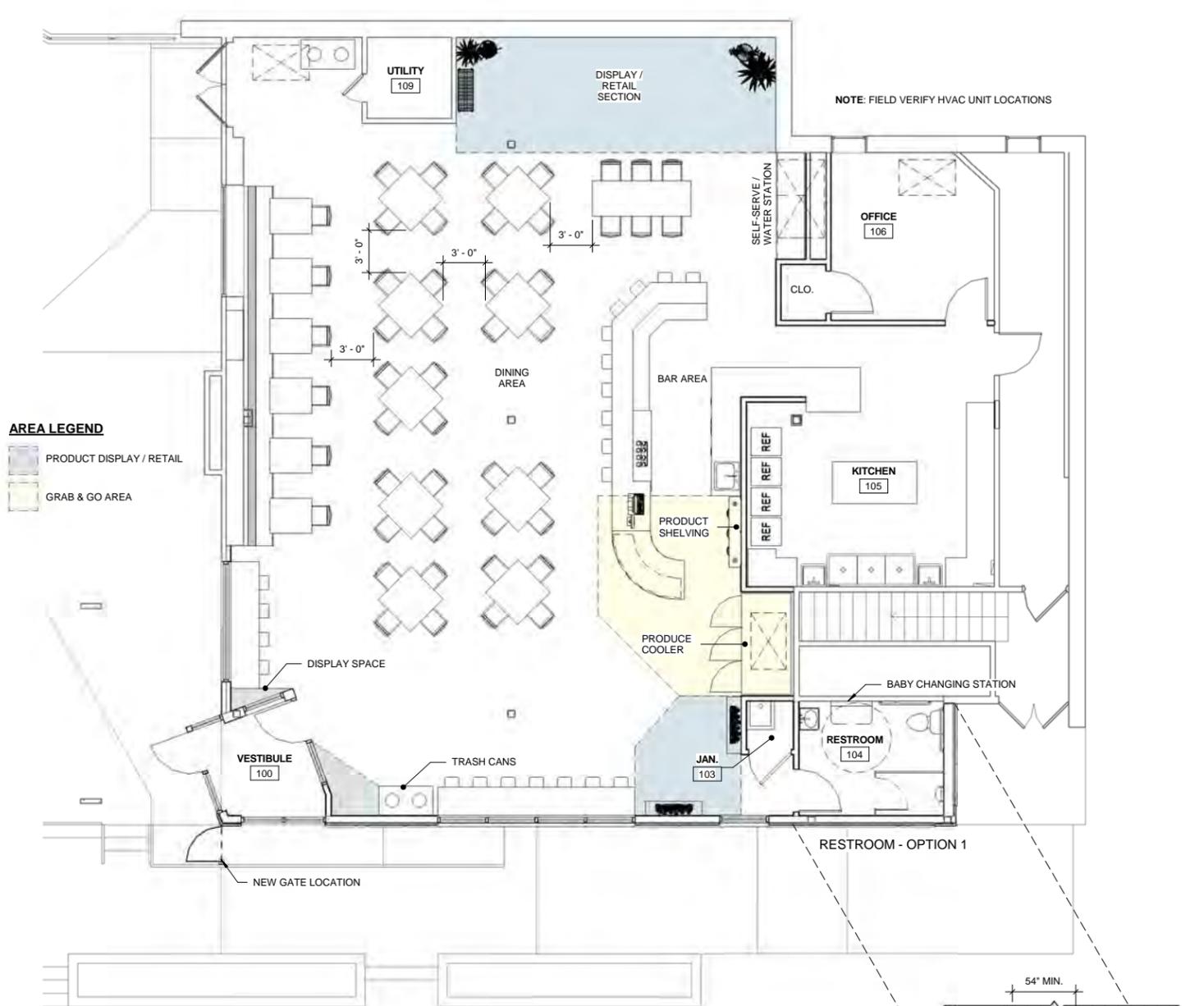
Façade (Item 4)

The proposed improvements also include a façade improvement, which appears to be a significant movement in the desired direction. The plan includes a stone or brick base, a significant number of windows, and a separate top. The only item of comment is the use of metal siding. The standards recommend metal siding be used only as an accent and oriented horizontally.

This with all the glass and the solid base, it seems up to the committee’s judgment if the amount of siding used in the middle and upper levels is too much. The applicant as provided a couple of options, replace the middle horizontal siding with Smartboard rather than horizontal metal siding.

The applicant has also provided two (2) options for the base: a stone or a brick material.

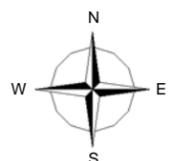
Chris Tollaksen
City of Wisconsin Dells

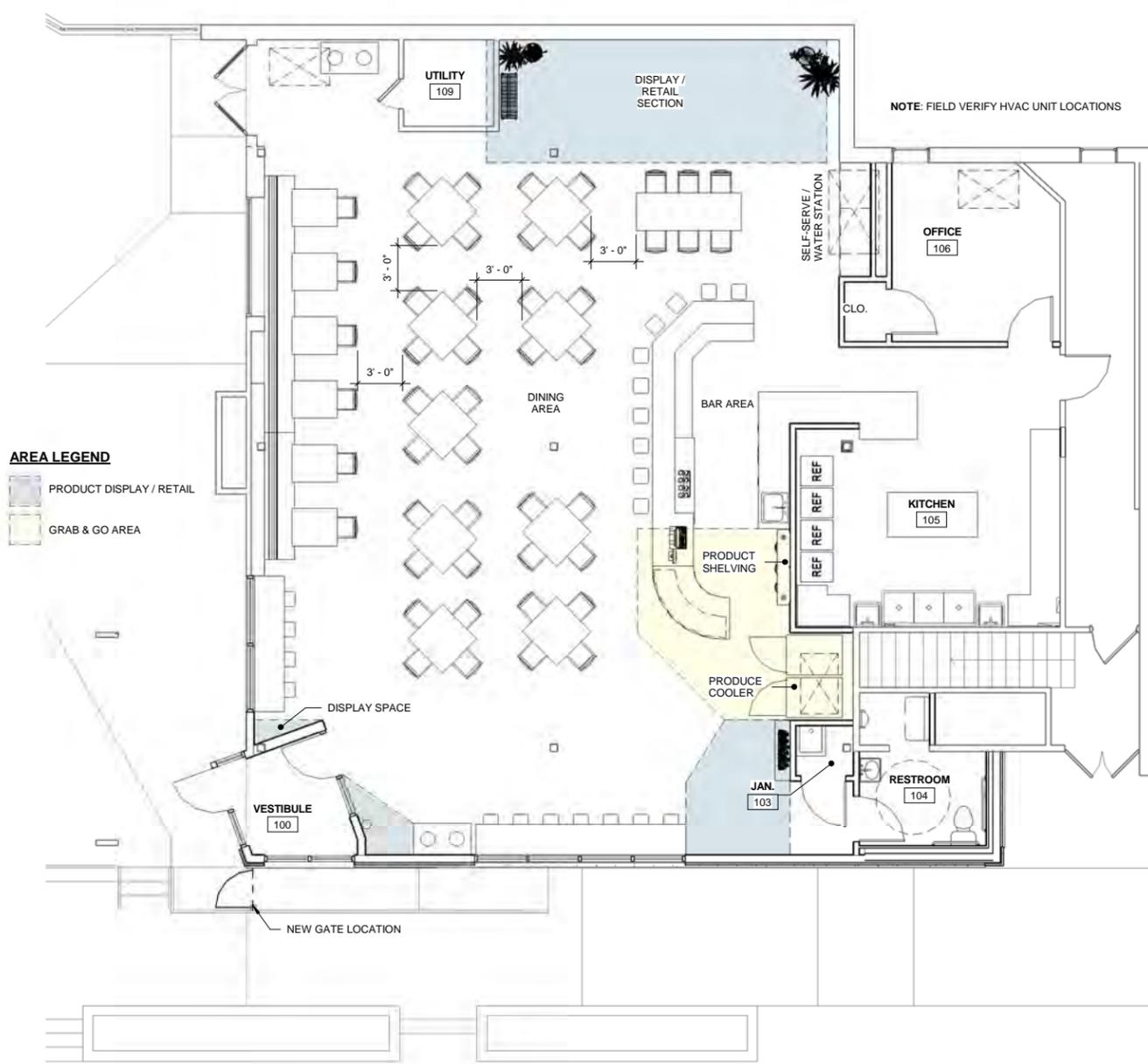
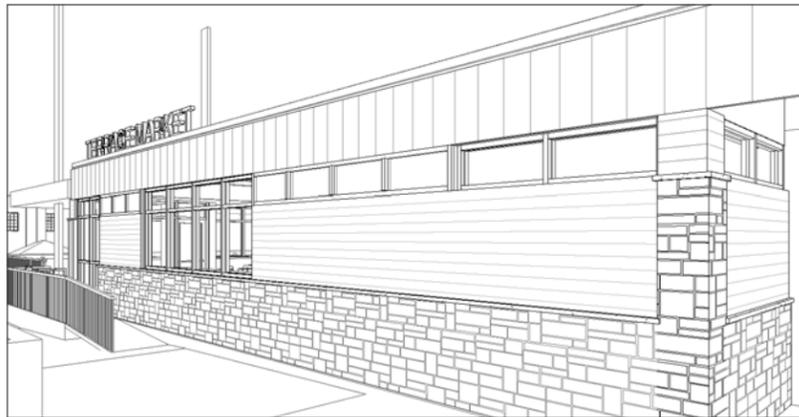


1 FIRST FLOOR PLAN
 SCALE: 3/32" = 1'-0" on 11" x 17"
 3/16" = 1'-0" on 22" x 34"



2 SOUTH ELEVATION
 SCALE: 1/8" = 1'-0" on 11" x 17"
 1/4" = 1'-0" on 22" x 34"





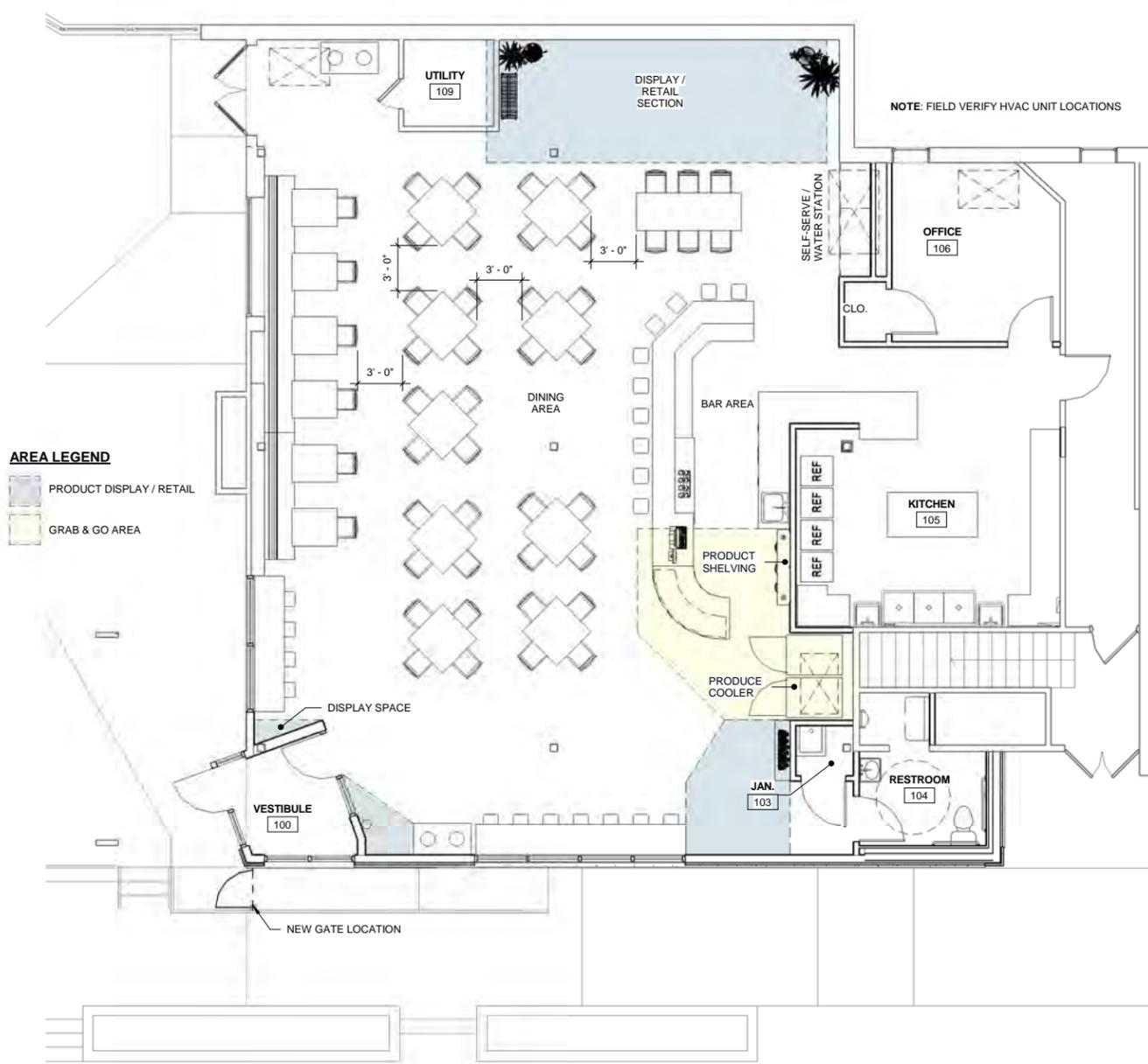
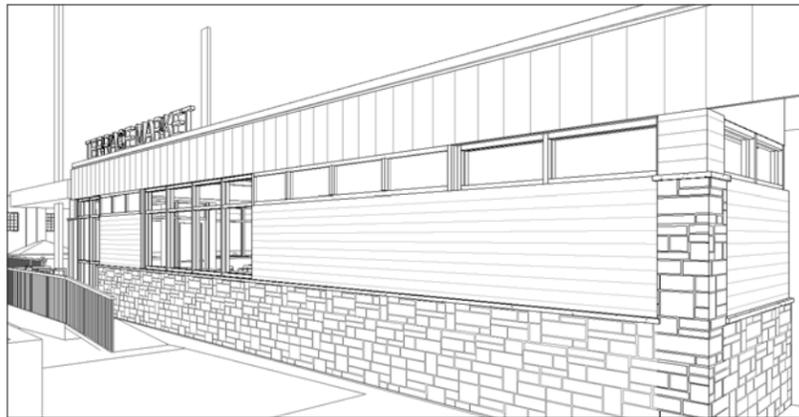
AREA LEGEND

- PRODUCT DISPLAY / RETAIL
- GRAB & GO AREA

① **FIRST FLOOR PLAN - SCHEMATIC DESIGN**
 SCALE: 3/32" = 1'-0" on 11" x 17"
 3/16" = 1'-0" on 22" x 34"



② **SOUTH ELEVATION - SCHEMATIC DESIGN**
 SCALE: 1/8" = 1'-0" on 11" x 17"
 1/4" = 1'-0" on 22" x 34"



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Item 4(b)

CBD
301 Broadway
Outdoor design – Signs / Building facade
DRC 051519

The City has become aware of a building painting with signage at 301 Broadway.

The City is currently proceeding with enforcement procedures and notification of the need to submit an acceptable design for DRC approval.

This is FYI only, unless the committee wants to volunteer any suggestions.

Chris Tollaksen
City of Wisconsin Dells

HOW



CBD
purehealthcannabis.com



NO
RIGHT
TURN

CBD

INCTURE
EDIBLES
LOTION
OIL

EDIBLES

HYPERPRO
LA. RESTAURANT TRAVEL

TRUMP

Office Building
613 Broadway
Outdoor design – Signs / Building facade
DRC 051519

The City has received a rendering for proposed new office building at 613 Broadway.

This project has received Site plan approval from the City contingent on DRC approval.

Chris Tollaksen
City of Wisconsin Dells



RIGHT GABLE ELEVATION 1/4" = 1'-0"

DIGGERS HOTLINE
 DIAL 811 or 1-800-242-8511
 To Obtain Location of Participants
 Underground Facilities Before You
 Dig in Wisconsin
 Wis Statute 182.0175 (1974)
 Requires Min. 3 Week Days Notice
 Before You Excavate



- NOTES:
1. ALL EXISTING UNDERGROUND UTILITY LOCATIONS ARE APPROXIMATE AND SHOULD BE FIELD VERIFIED PRIOR TO CONSTRUCTION.
 2. ALL GENERAL NOTES FOUND ON SHEET G1.1.

GEC
 General Engineering Company
 P.O. Box 340 • 916 Silver Lake Dr. • Portage, WI 53901
 608-742-2169 (Office) • 608-742-2592 (Fax)
 www.generalengineering.net

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PROPOSED SITE PLAN
 BROADWAY AVE DEVELOPMENT
 FIORELLA NEIRA
 CITY OF WISCONSIN DELLS
 COLUMBIA COUNTY, WI

REVISIONS	NO.	BY	DATE

0 20
SCALE

DRAWN BY: LAL
 REVIEWED BY: BRB
 ISSUE DATE: FEB 2019
 GEC FILE NO.: 2-1018-499B
 SHEET NO.: **C2.0**