

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, MAY 29, 2019 Time: 10:00AM Location: MUNICIPAL BUILDING - 300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS				
ALDER DEFOSSÉ	BEN BORCHER	DAN GAVINSKI	ALLIE SCHULTZ	JACQUELINE MORSE
AGENDA				
1	Call to order and attendance			
2	Discussion / Decision on the May 15, 2019 Meeting Minutes			
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) 500 Broadway – BID Entertainment – Monument Sign (b) 513 Broadway - Asgard Axe Throwing – Blade Sign (c) 411 Broadway – Wisconsin Cannabis i. Projecting Sign ii. Window Sign iii. Wall Sign (d) 2370 Wisconsin Dells Prkwy – Wall Sign (e) 301 Broadway – CBD – Wall Sign (f)			
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) 301 Broadway – CBD Stand Color (b) 216 Washington – Maurer’s Outdoor Event			
5	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any (a)			
6	Discussion / Decision on Proposed Façade Improvement Grant projects, if any (a) Keg – Final			
7	Discussion / Decision on Proposed updates to the Design Standards			
8	Items for referral to future meeting			
9	Set date and time of future meeting (June 12)			
	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. 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.			
	CHAIRPERSON – JESSE DEFOSSÉ DISTRIBUTED MAY 24, 2019			

CITY OF WISCONSIN DELLS

DESIGN REVIEW COMMITTEE MEETING MINUTES

May 15, 2019

Jesse DeFosse called the meeting to order at 10:00 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present: Alderman DeFosse, Allie Schultz, Dan Gavinski, and Ben Borchner.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Kyler Royston, Fiorella Neira, Brenda Serstad, CBD and Bob Hufford, Mojo Music.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Borchner and seconded by Gavinski to approve May 1, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 225 Broadway - Wilchoacana – Discussion on the proposed window signage included that the signs meet the dimensional standards at approximately 18% coverage of the window and the bright pink color was okay to use in the lettering of the sign. It was questioned that this might be too bright as a background color for the signs that showed images of items for sale. Also, the two large drink decals on the doors were thought to be a little large and could be more proportional to the other signage. It is a new and unusual concept for downtown, so it was discussed that the signage may be necessary for proper promotion. DeFosse motioned to approve the presented signage above the door and on the windows without the pink background and not approve the large decals on the door. Gavinski seconded, motion carried unanimously. It was noted that the door decals may be approved in the future if the sizes are more proportional.
 - b. 817 Broadway – Mojo Music
 - i. This monument sign meets the dimensional standards at approximately 44 square feet of signage and a height of 7 feet. Two renderings were provided with stone bases. The first has a continuous, solid base while the other has two pedestals. The solid base appeared to be too large for the small sign. The top of the sign is an EFIS coat structure and the bottom base would have a brick veneer material. Borchner motioned to approve the sign rendering with the two pedestals design contingent on landscaping be done to connect the pedestals and the brick veneer have final approval from Schultz to tie to the building's brick. Schultz seconded; motion carried unanimously.

- ii. Committee confirmed that the LED sign within the larger monument sign met the standard of taking up 25% or less area. Variable message signs in the past have had to go through the CUP process for a fee. Upon approval of the design, the committee confirmed the business owner does not have to proceed with this process.
- c. 731 Eddy Street – Mama’s Garage – A rendering of an existing roof sign at this location was provided. This is simply a facelift on an existing frame. Both the sign on LaCrosse street and the sign above Mama’s Garage were considered by the committee to be wall signs. Gavinski motioned to approve both wall signs as presented. Borchert seconded, DeFosse abstained, motion carried unanimously.
- d. 27 Broadway – Riverfront Terrace – The proposed sign has channel letters that could be mounted to the roofline with a projection of 5 feet above the roofline and take up approximately 54 square feet, which is allowable then as a wall sign. The Riverfront Terrace has a permitted 230 square feet of signage and this additional signage would still keep them under the 300 square foot maximum. Borchert motioned to approve as presented, DeFosse seconded, Schultz abstained, motion carried unanimously.

4. Building/Site Plan Applications

- a. 27 Broadway – Riverfront Terrace – A proposed improvement in the desired direction of the committee was presented which included a stone/brick base, several windows and a separate top portion of the new restaurant to be associated with the Riverfront Terrace and “Terrace Market”. It was the committee’s opinion that the metal siding being used on the middle and upper levels was a more than acceptable accent to the building and a considerable façade improvement. Borchert motioned to approve the rendering as presented and Gavinski seconded. Schultz abstained; motion carried unanimously.
- b. 301 Broadway – CBD – The building located at this address was painted and has new signage of which neither was presented to the committee for approval. The committee provided the appropriate measures needed to be taken in order to do so with the business partner in meeting attendance. Design renderings and paint color swatches are to be provided and should be examples of paint and materials that compliment the shades of blue already used by the other surrounding buildings at this location. The committee will wait for a proper application to approve any changes.
- c. 613 Broadway – New Office Building – The committee discussed a new office building that received Site Plan approval contingent on the DRC’s approval of design. Gavinski motioned to approve the rendering which meets design standards for building materials, color usage, windows and roof pitch. The small address sign above the front entrance will be included. The “1809” sign above the small address sign will not and a

later application will be provided for new signage after the building façade is finished.
Borcher seconded; motion carried unanimously.

5. Outdoor Seating/Dining Applications – None
6. Façade Improvement Grant Projects – None
7. Items for Future Meetings – None
8. Next Meeting is set for Wednesday, May 29, 2019.
9. Motion to adjourn by Gavinski, seconded by Schultz. Motion unanimously carried and meeting adjourned at 10:45 a.m.

Stephanie Gunderson

BID Signage
Trumble Lot – S-E Broadway & Cedar
DRC 052919

The City has received a request for signage at the Trumble lot on the S-E corner of Broadway and Cedar.

The VCB would like to install a ground sign for the summer entertainment.

This sign appears to meet the dimensional standards of a monument sign:
Maximum sign area 60 sq ft
Maximum height 6 ft

However, as this location may be only temporary, the sign does not appear to have the permanent base structure as a standard monument sign.

A preliminary sign was proposed that was very similar to this sign, but the faces were off-set 90 degrees. The DRC approved the sign on the condition that it was a back to back sign to be viewed by traffic going in both directions on Broadway.

The VCB also now has the signage copy.

Chris Tollaksen
City of Wisconsin Dells

PVC POST & RAIL SIGN FRAME KITS

> [FRAMES](#) > [POST & RAIL KITS](#) > PVC POST & RAIL SIGN FRAME KITS



[Back to List](#)

\$159.25

Qty:

Choose Size:

Sign Panel Thickness:

Pick A Cap Style:

- Ball
- Flat
- Gothic
- New England

Cut Rails?:
(Max 2 Characters)
(Add \$15.00)

[Add to Cart](#)

[Add To Wishlist](#)



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FREE NIGHTLY ENTERTAINMENT RIGHT HERE!

Memorial Day - Labor Day

Downtown Wisconsin Dells

Visit wisdells.com/events to view full schedule

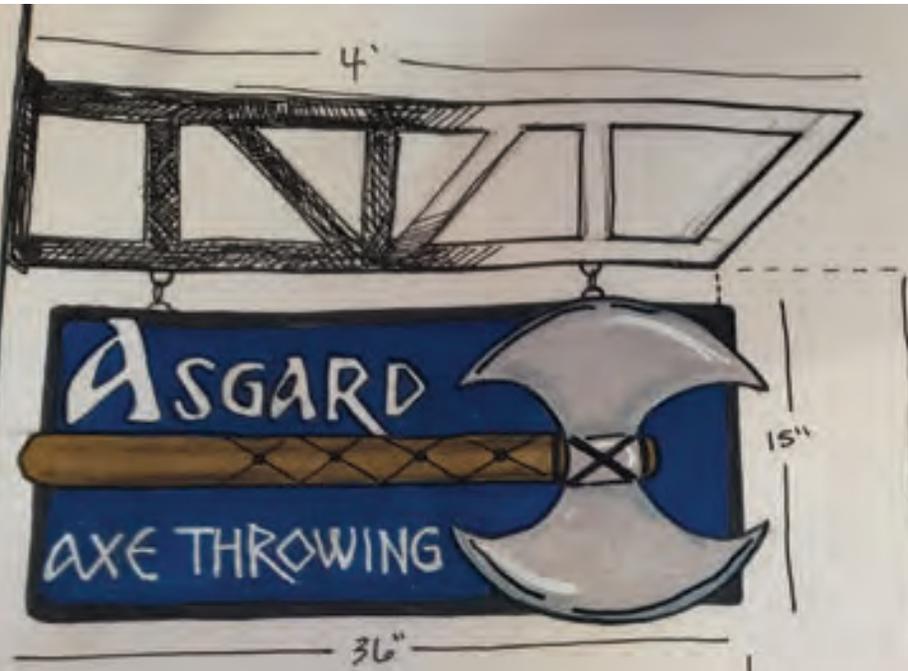
Asgard Axe Throwing
513 Broadway
Signage
DRC 052919

The City has received renderings for a new blade sign at for the Asgard Axe Throwing business at 513 Broadway.

The applicant has stated this will be a wood sign. The letters will look dimensional and the axe will actually be dimensional.

The custom bracket to the City specifications is existing; the dimensions of the new signage meet the design standards.

Chris Tollaksen
City of Wisconsin Dells



4'

15"

36"

9' 7" to sidewalk

8' clearance to sidewalk

Color Scheme

-  deep blue
-  metallic silver
-  wood grain
-  white
-  black

Asgard Axe Throwing



515

For Lease

Wisconsin Cannabis
411 Broadway
Signage
DRC 052919

The City has received renderings for a new signage for the new Wisconsin Cannabis business at 411 Broadway.

This includes updated the existing projecting sign with the new business name as well as adding a wall sign and window signage.

The window signage appears to be less than 25% of the window area.

However, the pane on the lower right is not a window, so that may be considered a wall sign. There is also another wall sign that is a web-site address, which appears to be less than 60 sq ft. This business would only be allowed to have one wall sign.

It is also noted that the existing blue frame color on the projecting sign does not appear to make sense on this façade. The remaining blue should be painted to coordinate better with the rest of the façade.

Chris Tollaksen
City of Wisconsin Dells

Item 3(ci)



Items 3(cii) & 3(ciii)

100%

Legal

200%

Fun



wall

DellsCannabis.com

411 Broadway

@WisconsinCanna
@WisconsinCannabis
DellsCannabis.com

Wisconsin Cannabis



Drinks & Candy

Wisconsin Cannabis

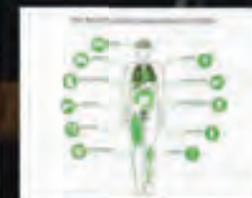
Wisconsin Cannabis

Family Friendly

Family Friendly

Hours of Operations
Monday - Closed for sale
Tuesday - Closed for sale
Wednesday - 11am-8pm
Thursday - 11am-8pm
Friday - 11am-8pm
Saturday - 11am-8pm

Wisconsin Cannabis



Drop and Snail the Flower



Pre-Rolled Flower

wall



Dockside
2370 Wisconsin Dells Pkwy
Wall Sign
DRC 052919

The City has received a request for a new wall from Bella Goose for the 2370 Wisconsin Dells Pkwy, previously the Dockside Grill.

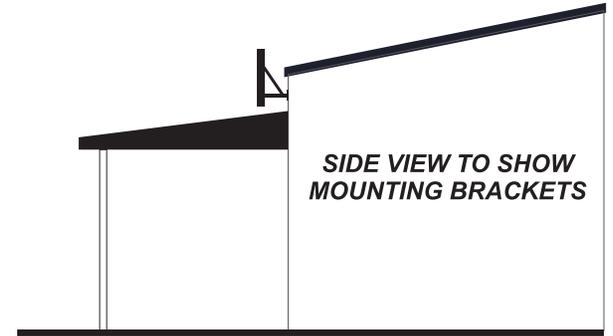
This would be an internally illuminated cabinet sign, which is allowed in this area. This sign appears to meet the Ordinances for this area.

The only item to address is the previous "Dockside" billboard sign that was in this general location previously, it was located where the awning is now. When the owner wanted to install the awning they had to remove the Dockside sign from this location. The owner requested approval to move the Dockside billboard sign an existing Boat Company billboard sign located adjacent to the building. As the Boat Company sign would remain, the request to add the Dockside sign to the billboard location was approved on the Condition that no new signage be replaced on the restaurant building.

As such, the Dockside billboard must be removed before the new "Bella Goose Coffee" sign can be installed.

Chris Tollaksen
City of Wisconsin Dells

ILLUMINATED WALL SIGN



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

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lacrossesign.com



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

DESIGN

Drawing by: Brian Anderson
 Sign Type: Illuminated Wall
 Date Created: 5-23-2019
 Last Modified:
 Scale: None

SALES

Job Name: Bella Goose Coffee
 Job Address: Wisconsin Dells, WI
 Salesperson: James Fuchsel
 Job Number: 105267

FILE

Revision Number:
 Job File Location:
 S:\La Crosse\Job Name\
 \Sales\ Artwork PDFs

COLOR KEY

- ① ■ SG Black
- ② □ White Acrylic
- ③ □
- ④ □
- ⑤ □

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



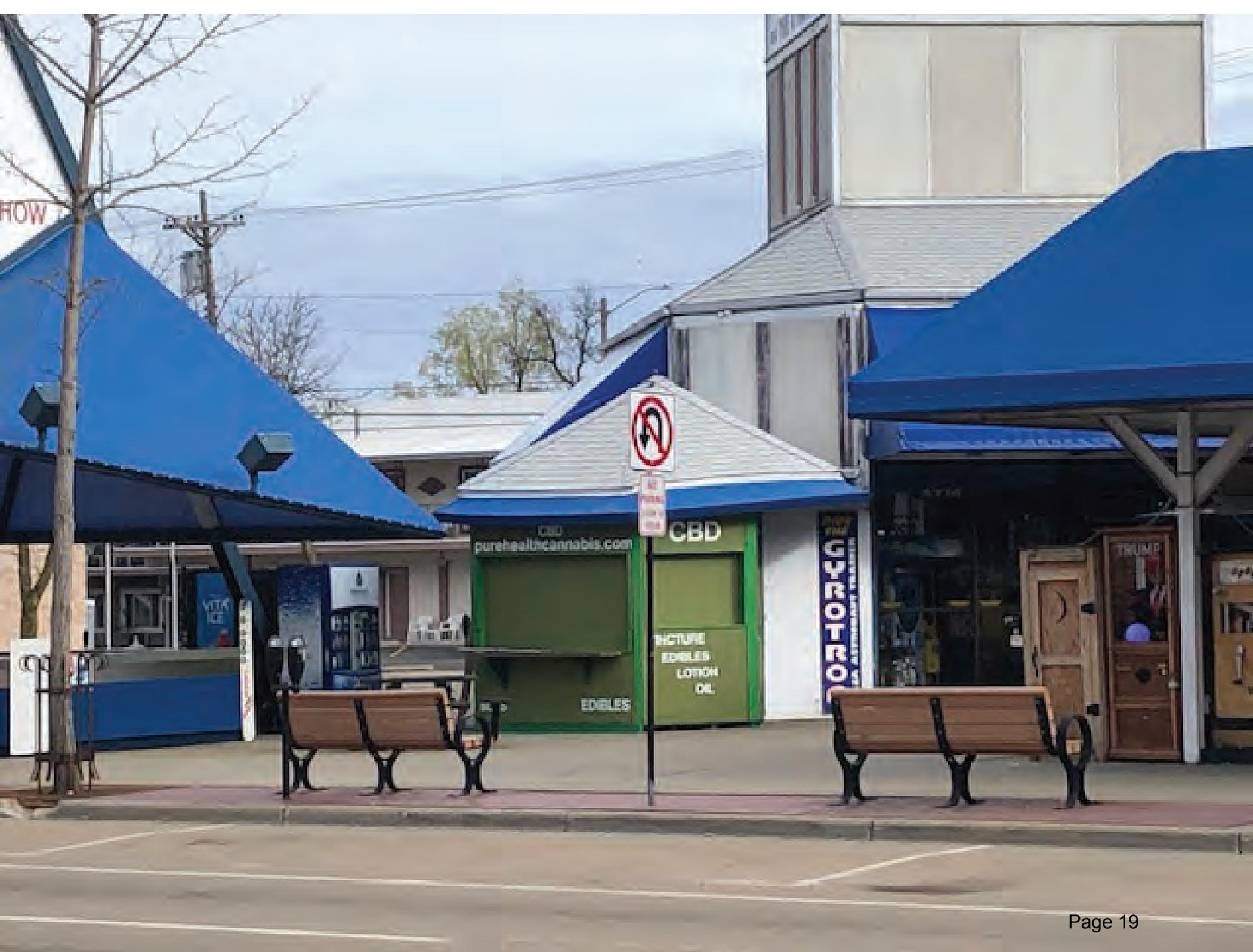
CBD
301 Broadway
Outdoor design – Signs / Building facade
DRC 052919

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.

At the 051519 DRC meeting the business stated they would be submitting an updated rendering for approval. No rendering has been received at this time.

Chris Tollaksen
City of Wisconsin Dells



Maurer's
216 Washington
Outdoor Event
DRC 052919

The City has received a Conditional Use Permit application for a one time Outdoor Event at Maurer's, in the parking lot for 4th of July.

Maurer's has stated that during the 4th of July Fireworks, the holiday traffic significantly interferes with their ability to run the normal operations in the store. As such, Maurer's would like to close their store at around 4 pm, close off their parking lot to vehicles, and set-up outdoor food service and entertainment in their parking lot.

The plan is to use standard barricades to keep vehicles out of the parking lot.

They have presented a preliminary layout of the Site, but have not provided photos of the actual items to be placed in the lot.

This item is being presented to the DRC to determine what level of detail should be provided for a one (1) time event.

Chris Tollaksen
City of Wisconsin Dells

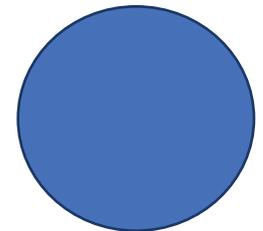
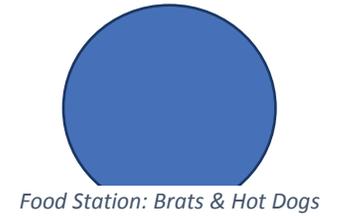
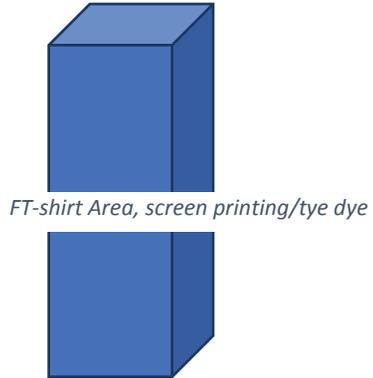
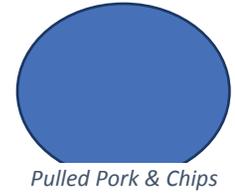
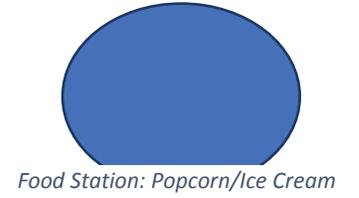
Alley



Bathrooms

Obstacle Course and Inflatable games

Sidewalk



Front
Door



Kilbourn Cork – Façade Improvement
Projecting Sign
716 Oak
DRC 052919

The Kilbourn Cork has completed their façade improvement project at 716 Oak St.

There were a couple of updates that were approved along the way; mainly the need to rebuild the front entrance and re-cover with Cedar Siding.

Attached are pictures of the final façade as well as the original rendering submitted for the grant application.

Sign –

The Kilbourn Cork has asked that the committee re-consider their projecting sign, over the awning.

The Standards allow an awning to project 6 ft over the ROW but a projecting sign can only project 4.5 ft over the ROW. As such, the projecting sign is not centered over the awning. The applicant has received a quote to replace the brackets currently holding the sign so that it can be located centered over the awning.

The applicant would like the DRC to consider allowing the sign to be pushed out away from the building so that it is centered above the awning.

Chris Tollaksen
City of Wisconsin Dells











*Kilbourn
Cork*

CRAFT COCKTAILS & BEER

PREMIUM WINE

Previous submittals

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.

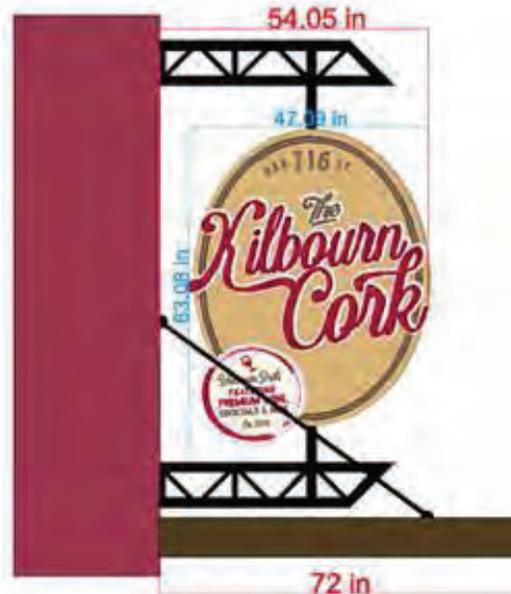
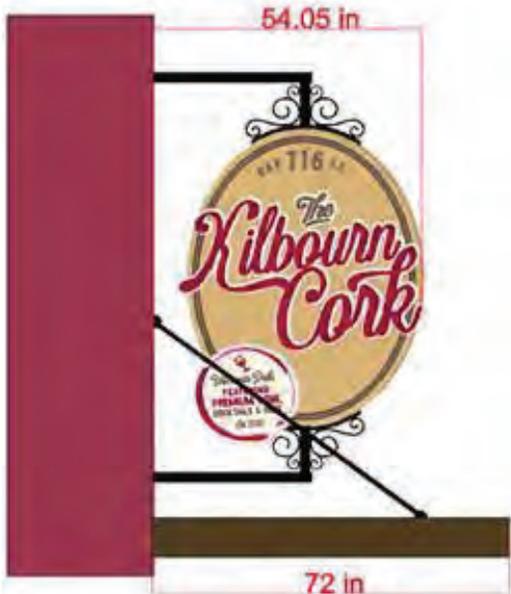
The applicant has noted that one of his options was to install a sign on the awning. This sign would be approximately 44 sq ft. $44/90 = 49\% < 50\%$ max size awning sign.

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



updated rendering 042419
meets max projection standard = 4.5ft



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
 www.gawronskisigns.com

Proposal by KO

Date: April 5, 2019

Job Number:

Job Description: Projecting Sign

Terms: 50% Deposit/Balance upon completion

Company: The Kilbourn Cork

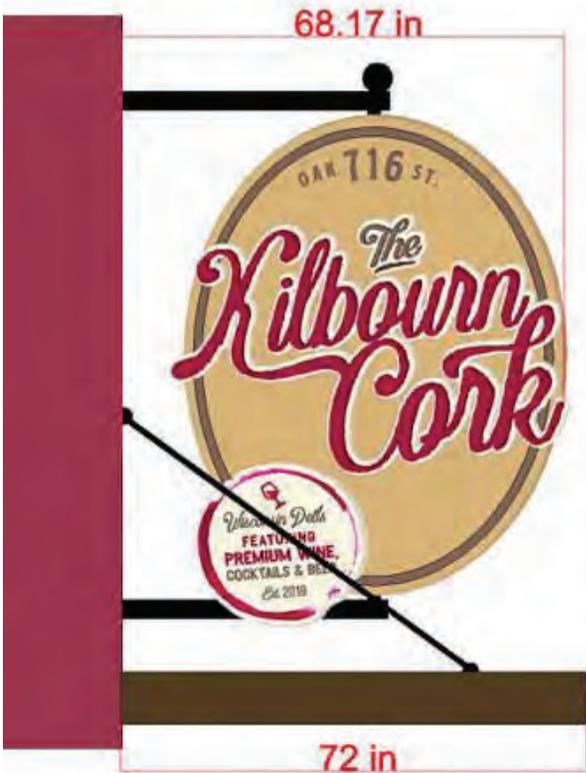
Address: Oak St.

City: Wisconsin Dells

Phone:

Contact: Keith

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Update
Façade Improvement
716 Oak
DRC 120518

The City has been notified of a need for a small update to the façade improvement project at 716 (the old All Time Sports building).

The original plan had assumed the entire building was brick and a wood façade had been installed over the brick on the first floor. However, when the old wood façade was removed it was discovered that there was not brick underneath, only rough plywood.

The owner would like to install cedar siding in this area.

As the existing sheathing in this area will need to be replaced, the owner would like to rebuild the front to increase the curb appeal and provide better access.

This will involve installing recessed double doors centered in the building, with the windows on either side and inside the recess wall.

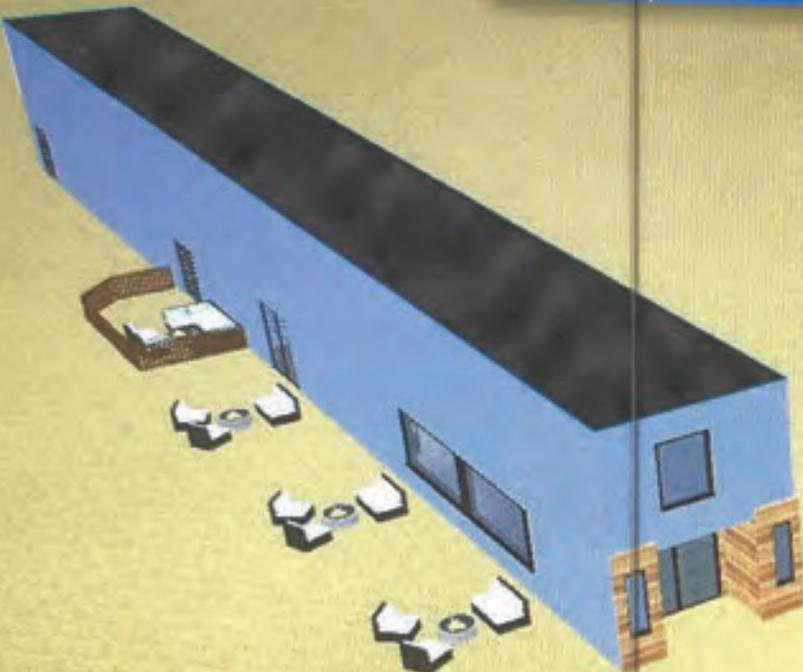
Chris Tollaksen
City of Wisconsin Dells

Home Design 3D

Wine Bar

4511 ft²

 Land	 Room	 Wall	 Architecture	 Objects	 Text
					





GIFTS - AUTOGRAPHS
ALL TIME
SPORTS
& GIFTS
SPORTS CARDS - COLLECTABLES

FORMERLY
2 + 7 1/2
FORMERLY

ALL TIME
SPORTS CARDS

FORMERLY
FORMERLY

Staff Comment
Façade Improvement
DRC 05/16/18

Keg – 716 Oak.

The City has received an application from Keith Koehler to improve the façade of the old All Time Sports building he recently purchased at 714 Oak. The proposal includes removing the existing wood paneling covering the lower portion of the Oak St. façade, exposing the upper floor window on the Oak St. façade that is currently covered by a sign, installing one new large black clad window to replace the row of 3 windows on the Oak St. façade, installing new glass doors on the north face of the building, installing new awnings above the windows and doors on both sides of the building, repainting the entire building, and removing the existing roof top sign on the building.

These changes would move this business closer in line with the Design Standards, specifically: the Standards do not allow signs to be mounted in front of windows; the Standards prefer exposed brick to wood paneling, the painted brick, the Standards prefer horizontal expression lines to transition between the first floor and upper floors, the standards prefer windows and glass doors to solid walls, the standards prefer the colors on the secondary façade to match the primary façade, the roof top sign does is exactly the type of installation the new standards would like removed.

Some additional items for consideration include: (1) providing a discernible base, which could be in the form of continuing the lower horizontal expression line at grade level; (2) providing a positive visual termination at the top of the building, which could be in the form of a black cornice to tie into the black roofing that is required on the side of the building.

It is noted that the black roofing material comes down from the top of the side of the building to cover penetrations in the brick that were used as pockets to hold the roof rafters for the old building that was removed. If these pockets are not kept weather proofed the interior and exterior of the building could quickly degrade.

It is also noted that the roof top sign is tied into the existing rubber roof and the current plan is to re-roof the building in the fall. The roof top sign would be removed as part of the re-roofing project to prevent leaving holes in the roofing that could allow water to enter the building. If approved for a façade improvement grant, the applicant understands that the project would not be complete until the roof top sign is removed, and therefore will not be eligible for grant payments until the roof top sign is removed. Grant projects must be completed within 6 months, and the applicant stated he will meet that schedule.

The applicant has stated he intends to install a wall sign facing Oak St. near the corner of the building. It is an existing Keg sign that is no longer in use. The background of the sign had a blue hue to it. The blue horizontal expression lines on the building are meant to compliment that color.

Prepared by: Chris Tollaksen



