

CITY OF WISCONSIN DELLS

DESIGN REVIEW COMMITTEE MEETING MINUTES

May 29, 2019

Jesse DeFosse called the meeting to order at 10:50 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present: Alderman DeFosse, Jacqueline Morse and Dan Gavinski.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Michelle Asdigian and Kristie Maurer, Mauer's Market, Jennifer Dobbs, WDC&VB, Jordan Heesch, Keith Kohler, Aaron Troxel, Mayor Ed Wojnicz.

1. Call to order at 10:05 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve May 15, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. Trumble Lot, S-E Broadway and Cedar – BID Signage – Gavinski motioned to approve the proposed temporary, back to back ground sign which would be viewed by traffic going both directions on Broadway for summer entertainment. Morse seconded; motion carried unanimously. Signage meets all design review standards. Gavinski seconded; motion carried unanimously.
 - b. 513 Broadway – Asgard Axe Throwing - Morse motioned to approved the proposal for new wooden blade sign at this location. Bracket and dimensions meet design review standards. Gavinski seconded; motion carried unanimously.
 - c. 411 Broadway – Wisconsin Cannabis – Committee discussed the possibility of a deeper conversation within the city government on the how to control the image of downtown with the ease and speed of how quickly hemp/CBD oil shops are appearing. Keeping with the family destination marketing of Wisconsin Dells, the perception of a hemp/cannabis leaf may not be appropriate. The committee would like to see more of a medicinal take on signage. The phrase “100 % Legal, 200% Fun”, they thought was misleading. Committee also discussed controlling design versus content and what their role was in that part. DeFosse motioned to deny this proposal for the existing projections sign, wall and window signage. Gavinski seconded; motion carried unanimously.

- d. 2370 Wisconsin Dells Parkway – Dockside – DeFosse motioned to approve the request for a new wall sign from Bella Goose Coffee, who will now be where the Dockside Grill was, contingent on the “Dockside” billboard sign being removed first. Bella Goose sign is an internally illuminated cabinet sign which is allowed in this area and appears to meet the Ordinances for this area. Gavinski seconded; motion carried unanimously.
- e. 301 Broadway – CBD – At the 05/15/2019 DRC meeting, this business stated they would be submitting an updated rendering for approval, as the building painting and signage had not been previously approved by the committee. No rendering has been received. The City is currently proceeding with enforcement procedures and notification of the need to submit an acceptable design for DRC approval. No action was taken on this item.
- f. 305 Broadway – Tarot Card and Psychic Reader – Committee received a request for a LED message board to be used as a static sign at this location. Committee would like to see a more accurate representation of the sign before approving. Gavinski motioned to table. DeFosse seconded; motion carried unanimously.

4. Building/Site Plan Applications

- a. 301 Broadway - CBD – CBD Stand color not approved as well as signage mentioned above. No action taken on this item.
- b. 216 Washington – Maurer’s Market – Maurer’s has applied for a Conditional Use Permit for a one-time Outdoor Event in their parking lot for the 2019 Firework’s Display on July 4th. Gavinski motioned to approve the concept for design for this year only. Morse seconded; motion carried unanimously.

5. Outdoor Seating/Dining Application - None

6. Façade Improvement Grant Projects

- a. 716 Oak – Kilbourn Cork
 - i. Gavinski motioned to approve the finished design of The Keg for the Façade Improvement project. DeFosse seconded; motion carried unanimously.
 - ii. As part of the afore mentioned façade improvement project, a projecting sign was approved for over the front entrance, over the awning. After completion of the project, The Kilbourn Cork has requested the committee re-consider the standard of a projecting sign being allowed to project only 4.5 feet over the Right of Way. Gavinski motioned to approve this specific sign be allowed to be pushed out, away from the building so that it can be centered above the awning. DeFosse seconded; motion carried unanimously.

7. Items for Future Meetings – None
8. Next Meeting is set for Wednesday, June 12, 2019.
9. Motion to adjourn by Morse, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 10:40 a.m.

Stephanie Gunderson

Staff Comment
791 Plum
Window Signs
DRC 07/10/19

The City has received renderings for new window signage at 791 Plum. This is a new exercise business, and the applicant would like to obscure the view into the space to provide privacy to the patrons inside. They are proposing a perforated window covering that would not easily allow viewing into the space, but would allow a person up close to the glass to be able to see inside. This appears to go against the safety goals for a patrolman to be able to easily see inside the storefront window.

The front sign rendering appears to have signage that amounts to approximately 13.6% of the storefront window area. The pictures on the windows would be classified as merchandise display and amount to approximately 30% of the storefront window area. Therefore, the total window coverage is approximately 43.6% of the storefront window area and meets the design standard.

The back side window signage amounts to less than 10% of the window area. As this is not part of the storefront windows, obscuring the view of the rest of the back windows appears to be allowed by the Design Standards.

Prepared by: Chris Tollaksen

Fri 7/5/2019 10:00 AM

Jeff Fitzwilliams <jeff@wisconsinriverplumbing.com>

Signage for Waterfall Wellness 791 Plums Street

To: Chris Tollaksen

Cc: Stephanie Potter

 You replied to this message on 7/5/2019 3:04 PM.



3WaterfallWellness-Back bl_watermark (1).pdf
156 KB



4WaterfallWellness-StoreFrontGraphics bl_watermark.pdf
307 KB

Action Items

 Get more apps

Chris,

Attached is the signage for Water fall Wellness The owner Stephanie Morter, can be at the meeting on Wednesday July 12th so if you can get this on the agenda that would be great.

All the colored is perforated. lets 50% light through the window and can be see through at close range. The black on the windows are clear glass. on the front signage she can have the lower portions below the images clear glass and the the words just printed to help meet the criteria. On the back window the shaded areas are frosted and can be trimmed to meet the 25%. We are wondering if the back would have to meet the 25% since it is in a non pedestrian area. Stephanie's goal is to provide some privacy for the clients as they work out. After you review these and measure thh coverage, if you have suggestions for Stephanie that can help with the approval let her know.

Thanks for your help

--

Jeff Fitzwilliams



Richland Center, WI
LOCATION

Scott Laage
SALESPERSON

06/25/2019
DATE

3WaterfallWellness-Back.ai
FILENAME

IMPORTANT NOTICE:
This is a proprietary design of BL Signs, Inc., designed specifically for this project. It is illegal and unethical to distribute to any other entity for copy or use. This design cannot be used without the written consent of BL Signs, Inc.

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~13.6

Staff Comment

1101 Broadway – Fiesta Café (previously Mama Zs)

Pole Sign

DRC 07/10/19

The City has received a request from the Fiesta Café to install new signage on the existing Pole sign located at 1101 Broadway. This location used to house Mama Zs. The applicant is the same owner, but they would like to re-brand the restaurant.

As an existing sign, the applicable design standards are mainly: lighting and colors.

More specifically, this is a back lit sign, and the new design standards require the background of the sign be opaque, and light only illuminates thru the letters and symbols.

The applicant is currently in the remodeling process and would like to be open the newly branded restaurant by August.

They have submitted three (3) different renderings and in hopes to expedite the approval process.

Prepared by: Chris Tollaksen



Fiesta
Café[®]
Dells

ADAPTIVE

WELCOME

ADAPTIVE



Fiesta's
Dells

the perfect time, the perfect place... the perfect breakfast!

REMODELING

ADAPTIVE

ADAPTIVE



Fiesta
Café®
Dells

the perfect time, the perfect place... the perfect breakfast!

ADAPTIVE

AMPA Eclipse

RENOVATING

Staff Comment

742 Eddy St – San Antonio

Portable Sign

DRC 07/10/19

The City has received a request from San Antonio to place a portable sign in front of their restaurant at 742 Eddy St.

There is not a terrace area at this location, as the sidewalk was constructed to allow for the San Antonio Sidewalk Café seating to be next to the building.

Any approval of this portable sign should be contingent on removing the sign placed outside on the bench (behind proposed sign in picture).

Prepared by: Chris Tollaksen

OPEN

TACOS

San Antonio
Mexican Restaurant
Authentic Mexican Food
Wisconsin Dells, WI

HORNITOS
— 100% PURE AGAVE TEQUILA —



OLD FASHION
BEER GOLD

73

HORNITOS®

— 100% PURO AGAVE TEQUILA —



Staff Comment

214 Broadway -Too Cute

Painting

DRC 07/10/19

The City has received an application from Bob Kane to paint his building that house the business "Too Cute" at 214 Broadway. This is mainly maintenance work. The entire upper part of the building will simply be pressure washed.

The sign and first floor level will be washed and cleaned up as well. However, the applicant would like to bring some of the colors from the Design Standards into the frontage.

Most of the first floor of the building will be painted gray, with some of the trim around the windows painted a burgundy. The grey and burgundy will be from the color pallet in the Design Standards.

Prepared by: Chris Tollaksen

BURGANDY
↓

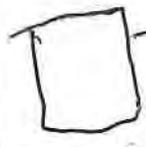
SIDING

WHITE

TOO CUTE
~~RED~~ LETTERS BURGANDY
SIGN GRAY

DOOR
GRAY

TRIM
BURGANDY



GRAY

GRAY

WINDOW

BURGANDY
TRIM

ENTRY
GRAY

BURGANDY
TRIM

GRAY STONE

Colors & Materials

INTENT: To reinforce the existing character, and to provide for variety and visual interest.

Standards

1. Day-glo or fluorescent colors are **prohibited**.
2. Bright colors are **prohibited** for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
3. **Prohibited** building materials include gravel aggregate materials, vinyl siding, **manufactured stone veneer**, and polished stone.
4. **Metal panel/siding systems** (e.g., **corrugated/ribbed panels**) and other panelized products **shall** only be used as an accent building material along Broadway Avenue, on cross streets to Broadway Avenue up to mid-block alley, or facing the river/riverwalk.
5. Excluding areas restricted in **Standard 4**, metal panel/siding systems and other panelized products **shall not** cover more than fifty (50) percent of the facade.
6. **EIFS, metal panel/siding systems** and other panelized products are **prohibited** at the base of the building where susceptible to damage (a minimum of three (3) feet above grade).
7. A picture and a sample of each exterior material and a facade illustration that indicates colors and materials **shall** be submitted with the Design Checklist.

Recommendations

- A. Muted tones are **preferred** for the primary facade color, such as the color palettes shown on the left.
- B. **Preferred** exterior finish materials include kiln-fired brick, terra cotta, wood siding / details, fiber cement siding, **engineered wood** siding (e.g., LP smartside, TruWood), and high-quality natural cut stone or brick veneer.
- C. Where allowed, metal siding/panels are **encouraged** to be horizontally-oriented and use panels with deep/mega rib spacing (e.g., 7.2 panel) with a concealed fasteners system.
- D. **EIFS** is **discouraged** as a principle facade material.



NOT PERMITTED (from top left to bottom right): aggregate material, vinyl siding, manufactured stone veneer, and polished stone.



NOT PERMITTED The above materials are not permitted as the primary building material on facades facing Broadway Avenue, cross streets of Broadway (up to alley) or river/riverwalk (from left to right): **corrugated metal, ribbed metal** and other panelized metal products.



Use of metal products as an accent material above the base of the building is allowed; however, use as a primary facade material is prohibited.



APPROPRIATE Example of preferred colors for the primary facade, meeting Recommendation "A".

HISTORIC BUILDING



TOO CUTE

214

Existing



TOO CUTE



Proposed

Staff Comment

La Petite Creperie

Sidewalk Café – Second Table

DRC 07/10/19

The City has received an application from La Petite Creperie to set up another table at their Sidewalk Café in front of their existing Walk-up service window in an existing window at 116 ½ Broadway. The applicant sells food and beverages from the Walk-up window building to people standing on the sidewalk. However, the applicant has no seating for patrons to consume the items. In 2018 they received approval to use a 8ftx7ft area in the red sidewalk terrace area directly in front of their booth to place a table and some chairs. The applicant installed some planters on either side of the table and chairs, and place the sign that was approved last year in the red concrete terrace, to delineate the seating area.

They would like to add a second table and chairs, which would be in front of the paintball business next door. They have submitted written approval from the owner of the paintball business (Bill Anderson).

Any approval should carry the contingency that the applicant remain diligent in keeping the area well maintained and ensuring the table and chairs stay in the red concrete terrace and do not encroach on the sidewalk. The seating also must maintain a 2 ft set back from the back of the curb.

Contingencies of approval:

1. The seating area is well maintained.
2. The tables and chairs do not encroach on the gray sidewalk.
3. The tables and chairs maintain a 2 ft set-back off the back of the curb.

Prepared by: Chris Tollaksen



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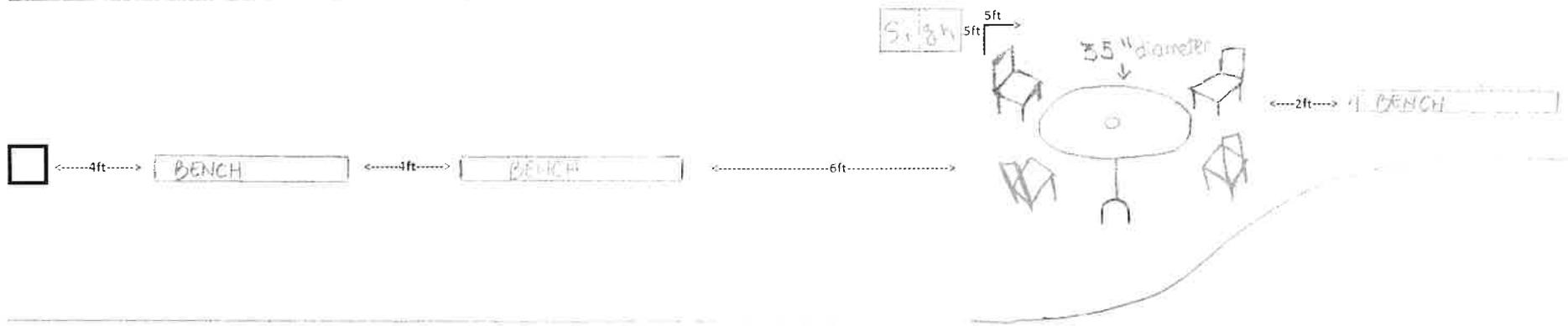
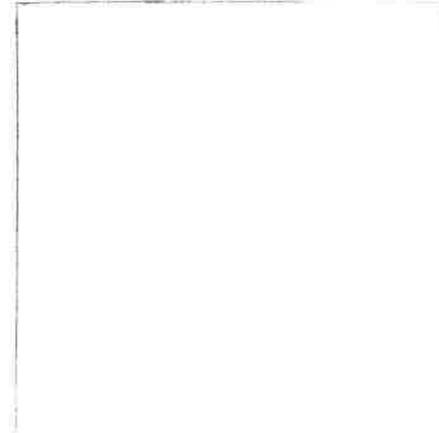
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Existing 1 table layout

Paintball Store

La Petite Crêperie

Souvenir Store

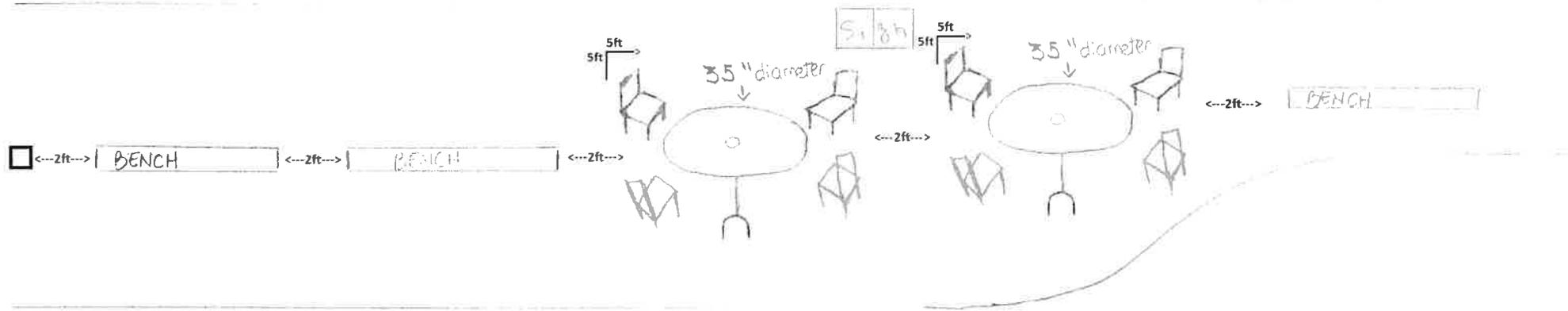
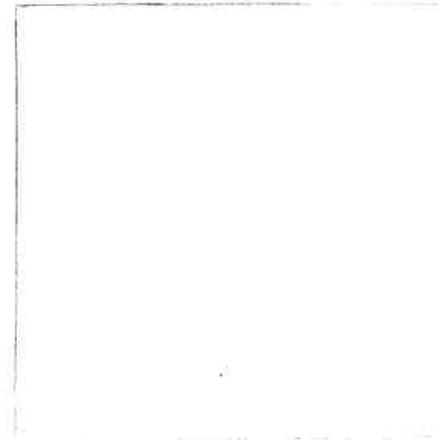


Proposed - 2 table layout

Paintball Store

La Petite Crêperie

Souvenir Store



Mutual Agreement

I William Anderson, the owner of "Paint Ball Shooting Range" (118 Broadway, Wisconsin Dells, WI 53965) mutually agree to authorize the business "La Petite Creperie" (116 ½ Broadway, Wisconsin Dells, WI 53965) to place a table with chairs on the red space in front of my business as displayed in the chart. Shall they assume responsibility of cleaning the area surrounding it.

Name: Volodymyr Vylka Signature: [Signature] Date: 6/29/19

Name: William Anderson Signature: _____ Date: 6/29/19

William O Anderson