

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

October 2, 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, Dan Gavinski, Allie Schultz, and Jacqueline Morse.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Bob Steinweg and Mayor Ed Wojnicz.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve September 18, 2019 meeting minutes. Motion carried unanimously.
3. Sign Applications - None
4. **Building/Site Plan Applications**
 - a. 209 Broadway – Uptown Trading Post – The committee discussed the need to bring the windows at the top of the store front back in line with the other buildings downtown and their aesthetic. Mr. Steinweg expressed trouble finding something that would withstand sun exposure and not cost over his budget. A black industrial or aluminum paint was suggested by Mr. Steinweg, with some white detailing on the existing paneling at the top of the windows and a green colored paint below the windows to compliment H.H. Bennett's sign next door. Morse suggested a color scheme that could improve the look of the outside but the committee agreed that Mr. Steinweg would need to return with a new rendering to be approved by the committee. Morse motioned to deny the proposal of black paint for window trim and middle boarded up window. Gavinski seconded, motion carried unanimously.
5. **Façade Improvement Grant Projects**
 - a. 209 Broadway – Uptown Trading Post – Mr. Steinweg proposed a request for a Façade Improvement Grant to replace the windows on the second story of the building, including the middle window which is boarded up at this time. The proposal included matching the height of the windows to the H.H. Bennett windows next door and using a vinyl brick panel to fill in above the windows and match the building. The middle window would not allow light in but resemble a real window. The committee urged Mr. Steinweg to consider restoring the windows to the original design which would fulfill the design review standards that are in place. Mr. Steinweg thought this to be too

expensive and wanted to keep with his proposal which the committee thought did not warrant grant money. Gavinski motioned to deny request for a Façade Improvement Grant, Morse seconded, motion carried unanimously.

6. Proposed Updates to Sign Ordinance

- a. Monument Sign – Tollaksen would like to update the definition to reflect that the base may be open as long as the sign is wider than it is tall.
- b. Portable Signs – Tollaksen would like the sign ordinance to allow for portable signs in pedestrian areas in C-1 Commercial -Neighborhood Zoning Districts.
- c. Projecting Signs – The standard is set at 4' 5" projection from the building. Tollaksen would like to state in the guidelines that on a case by case basis for business located off Broadway, the committee would have the ability to approve up to 6 feet projection. Notification would be provided to neighboring businesses, but approval not required.
- d. Roof Sign – Tollaksen is recommending a slight change to the definition of a roof sign, to also state that an on-premise sign on the edge of the roof be considered a wall sign.
- e. DRC authority to grant variance to Sign Ordinance – Tollaksen offered three options for the DRC to issue a waiver from the Design Standards. Option 1 utilizes the current process with no fee or public hearing. Option 2 calls for a small fee of \$225 and one week public notice. Option 3 uses the Variance Process laid out in the Zoning Code which charges \$525 fee and one-week public notice. The committee thought Option 2, \$225 fee, one-week notice and notification letters sent to neighbors would be their recommendation.

Gavinski motioned to approve Item #6 as directed by committee with final verbiage provided to members before going to legislation. Schultz seconded; motion carried unanimously.

7. Proposed Updates to Design Standards – None

8. Items for referral to future meeting – None

9. Next Meeting is set for Wednesday, October 16, 2019.

10. Motion to adjourn by Morse, seconded by Schultz. Motion unanimously carried and meeting adjourned at 10:50 a.m.

Stephanie Gunderson

Made with Love
316 Broadway
Wall Sign & Blade Sign
DRC 101619

The City has received an application for two (2) new sign at 316 Broadway. This has been the Aloha Hawaiian Shop, but is changing to the Made With Love shop.

The first sign is the wall sign. The applicant would like to paint the sign a lighter shade of blue and installed raised acrylic letters with the name of their business. The second sign is the Blade sign that hangs under the awning. This would be a matching style that would be printed on a vinyl sticker and installed on the existing board.

As these are re-facing of existing signs to update the business name, the main item of consideration by the DRC would be the colors and materials. As this façade was updated with the use of the façade improvement grant and so it seems extra scrutiny on the color scheme is justified.

The applicant is proposing a lighter shade of blue, and will bring paint samples into the meeting.

It is noted that long term the applicant would like to replace the awning with a matching blue and white striped fabric material.

Chris Tollaksen
City of Wisconsin Dells

Existing





Made With Love
Gift Shop

316

316

LAZER TAG
HUGE ARCADE
3D MINI GOLF

STRONG BAR

Made With Love

Gift Shop

316

316

316

Buy One
GET ONE
FREE

Buy One GET ONE
50% OFF

Buy One
GET ONE
FREE

Buy One GET ONE
50% OFF

Made With Love
Gift Shop



25
No Left Turn



Certificate of Appropriateness

City of Wisconsin Dells: Downtown Design Review Application for Certificate of Appropriateness

Address of Property:

316 Broadway WI Dells 53965

Property Owner Name:

Shirley Tollaksen

Property Owner Address:

Street

Municipality

State

Property Owner Phone Number: (Home/Mobile):

e-mail address

Made with Love LLC@outlook.com

Have you reviewed the Downtown Wisconsin Dells Design Standards?

Yes

No

Is the structure more than 50 years old?

Yes

No

Scope of project to include: (Please check appropriate items.)

New Construction

Siding

Signage

Building Addition

Landscaping / Fencing

Exterior Lighting

Façade Restoration

Parking / Rear Access

Other: _____

Awning/Canopy/Shutters

Doors, Windows, & Entrances

Roofing

Exterior Painting

Briefly explain the proposed work: (Attach extra sheets if necessary.)

wood sign that is there is being repainted blue & having acrylic letters that are

Last Modified: January 4, 2016

spaced out about an inch from the wood for 3D effect.

CERTIFICATE OF APPROPRIATENESS

Certificate of Appropriateness

City of Wisconsin Dells: Downtown Design Review Application for Certificate of Appropriateness

Please submit the following information:

- One historical (if available) and one modern photograph of building
- Eight (8) copies of plans of proposed work, including color and/or material samples if appropriate.
- A completed downtown design standards checklist

Estimated total cost/budget for proposed project:

300-500

Do you have any questions or concerns?

I understand the criteria for this application, approval and reviews by the Design Review Committee and agree to be subject to the Downtown Design Standards for the above described work in accordance with City ordinances.

Signed: _____

DBloom

Date: _____

10-11-19

Property Owner

FOR OFFICE USE ONLY

Application Number: _____

Received By: _____

Date of Meeting: _____

Approved or Denied?: _____

Date Received: _____

Conditions of Approval or Reasons for Denial:

Old Abe's Old Time Photo Studio
217 Broadway
Blade Sign
DRC 101619

The City has received an application for a new Blade sign at 217 Broadway. This is the Old Abe's Old Time Photo Studio.

There is currently a 48" wide x 6.5" tall sign hanging under the awning for this business.

The new sign would be a High Density urethane and painted background with vinyl letters. Rainbow signs will try to bring in a sample of the material to the meeting.

The proposed new sign would be 48" wide x 14" tall sign in the same location. They added height would go up and the clearance from the sidewalk would remain the same.

The current standards for Blade signs is a maximum 36" wide (max 24" tall). Generally, when a sign is increased in size it is brought in line with the existing standards.

The new sign would be a High Density urethane and painted background with vinyl letters. Rainbow signs will try to bring in a sample of the material to the meeting.

Chris Tollaksen
City of Wisconsin Dells



OLD ABE'S
OLD TIME PORTRAITS

VR Universe
321 Broadway
New Glass Door
DRC 101419

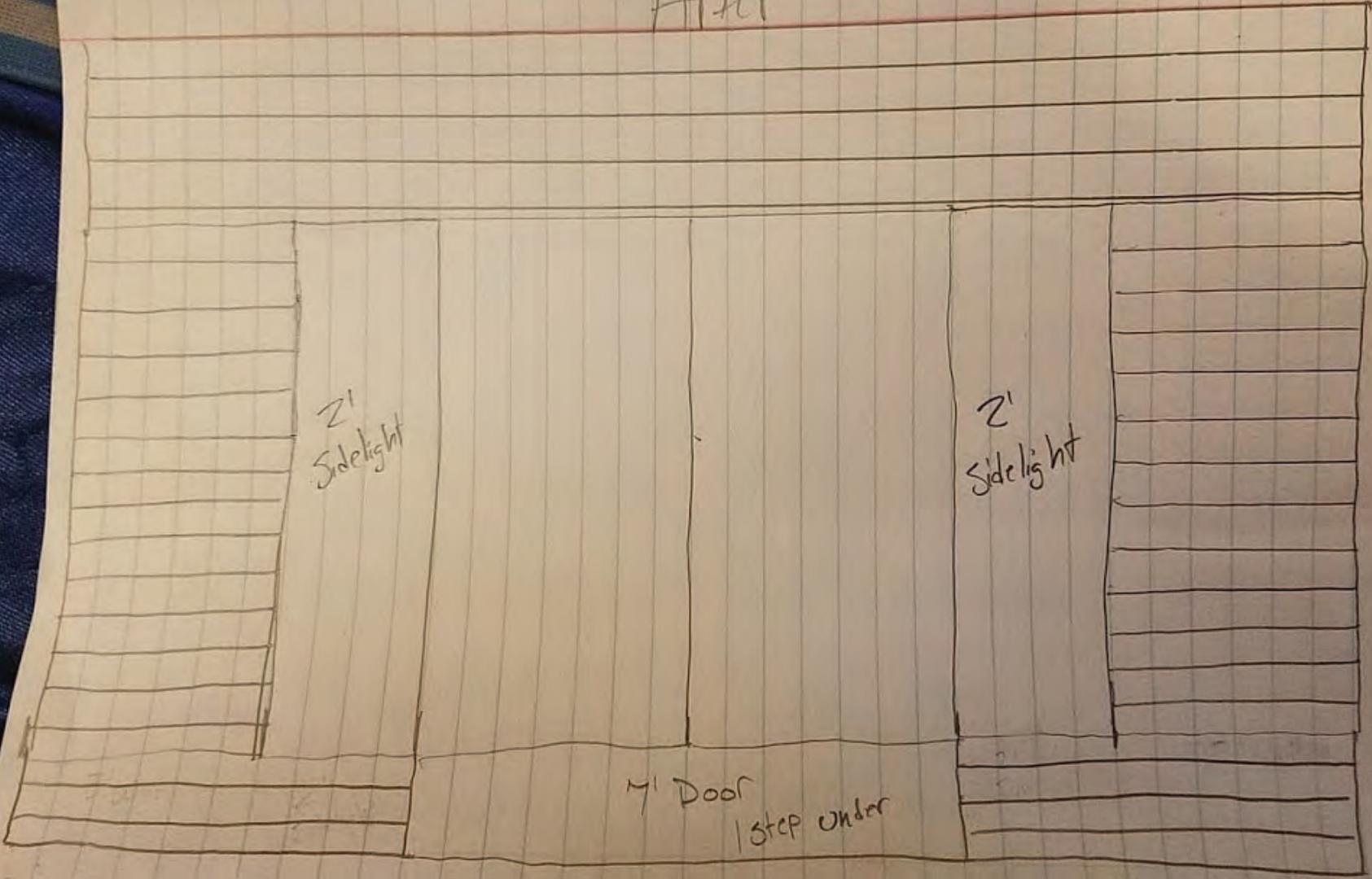
The City has received an application for a new Glass Door and sidelights at 321 Broadway. This is the location of the VR Universe.

The plan is to install a 7' wide double door entrance will go in the middle of the existing windows. Sidelights will be installed to maintain the existing amount of clear glass.

It is understood that the door will have a black aluminum frame.

Chris Tollaksen
City of Wisconsin Dells

After



Proposed



UNIVERSE

VIRTUAL REALITY ARCADE



Existing

DELLS REALTY

REAL ESTATE



300
BLOCK
WAY

VR UNIVERSE
VIRTUAL REALITY ARCADE

VR UNIVERSE
VIRTUAL REALITY ARCADE

PAINT BALL
TARGET SHOOTING

PAINTBALL
SHOOTING RANGE

ROUNDS *	
5	50
8	80
10	120

*MIN. 2 HOURS PLAY PER HOUR

PAINTBALL OPEN 2 BLOCKS
DOWN ON THE LEFT





Existing - to remain

Certificate of Appropriateness

City of Wisconsin Dells: Downtown Design Review Application for Certificate of Appropriateness

Address of Property:

321 Broadway

Property Owner Name:

James + Tina Moritz

Property Owner Address:

51743 Herweg Rd Wis Dells WI
Street Municipality State

Property Owner Phone Number: (Home/Mobile):

608 434 8458 d4444@hotmail.com

Have you reviewed the Downtown Wisconsin Dells Design Standards?

Yes No

Is the building on the National Register of Historic Places?

Yes No

Scope of project to include: (Please check appropriate items.)

- | | | |
|---|---|--|
| <input type="checkbox"/> New Construction | <input type="checkbox"/> Siding | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Building Addition | <input type="checkbox"/> Landscaping / Fencing | <input type="checkbox"/> Exterior Lighting |
| <input type="checkbox"/> Façade Restoration | <input type="checkbox"/> Parking / Rear Access | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Awning/Canopy/Shutters | <input checked="" type="checkbox"/> Doors, Windows, & Entrances | _____ |
| <input type="checkbox"/> Roofing | <input type="checkbox"/> Exterior Painting | _____ |

Briefly explain the proposed work: (Attach extra sheets if necessary.)

Take out front windows and replace with 2-side lights + a double door

Last Modified: January 4, 2016

Page 1 of 2

CERTIFICATE OF APPROPRIATENESS

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- A completed downtown design standards checklist

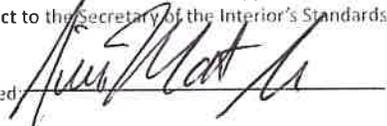
Estimated total cost/budget for proposed project:

\$2500

Do you have any questions or concerns?

I understand the criteria for this application, approval and reviews by the Design Review Committee and agree to be subject to the Secretary of the Interior's Standards for the above described work in accordance with City ordinances.

Signed:


Property Owner

Date:

10/3/19

FOR OFFICE USE ONLY

Application Number: _____

Received By: _____

Date of Meeting: _____

Approved or Denied?: _____

Date Received: _____

Conditions of Approval or Reasons for Denial:

Uptown Trading Post
209 Broadway
Painting
DRC 101619

The City had received a two (2) proposals from Bob Steinweg for changes to the exterior of the Uptown Trading Post at 209 Broadway.

Both proposals were denied by the DRC at the 100219 meeting.

Mr. Steinweg was given guidance on a path to an acceptable proposal.

It is expected that a new proposal will be presented at the meeting.

Chris Tollaksen
City of Wisconsin Dells

Sole
114 Broadway
Façade Improvement Grant
DRC 101619

The City has received an application for a Façade Improvement Grant for a new store at 114 Broadway.

The plan is to replace the windows (at the same size) with a new metal cased windows, replace the siding on the entire façade, install gooseneck lights for a proposed new Stainless Steel metal cut letter sign.

The new siding will be stained wood and the applicant intends to bring in samples to the meeting.

This is a relatively unique building, as this façade exists as a portion of a larger building that was split into separate businesses many years ago. In general, the proposed façade appears to be in line with the Design Standards, and a move in a positive direction.

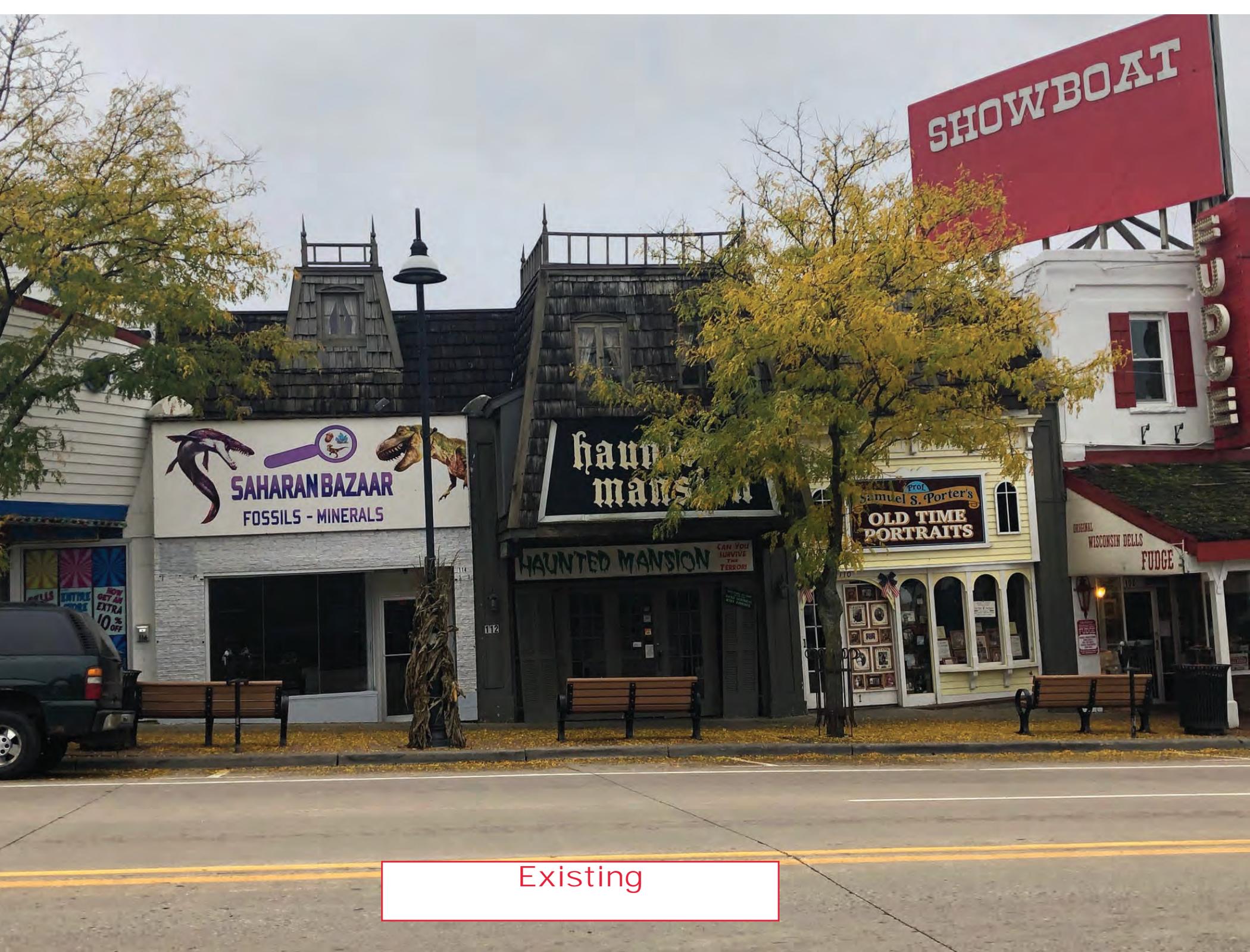
It appears that there could be some discussion about the following design Lettering Standard:

5. The color tones between a sign's lettering/ symbols and background **shall** have sufficient contrast to make the sign clearly legible. Light letters on a dark background or dark letters on a light background have the highest legibility.

As a request for façade improvement grant assistance, it appears there may be some consideration to the follow design Lettering Recommendation:

- D. Overly-ornate and trendy typefaces that are hard-to-read are discouraged.

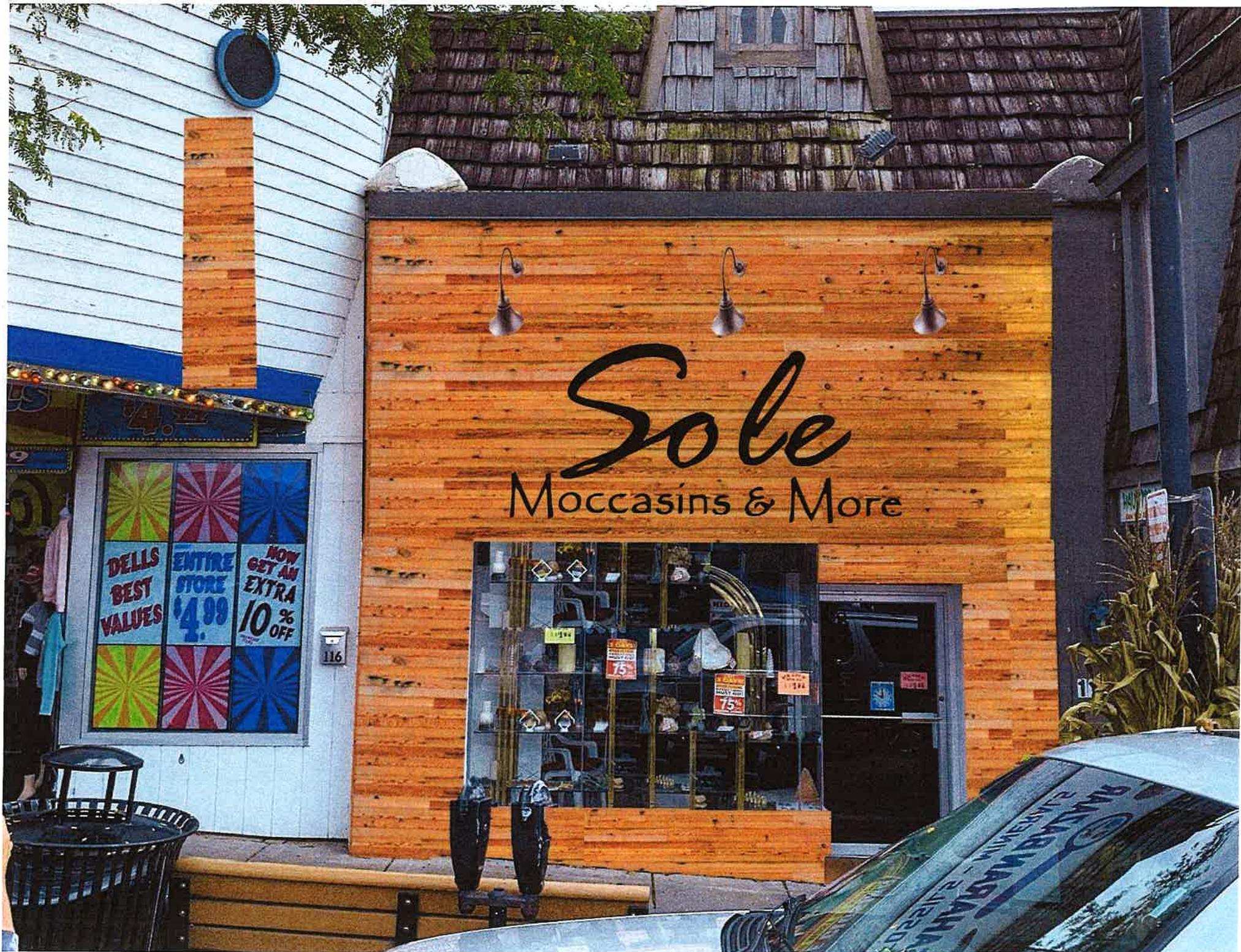
Chris Tollaksen
City of Wisconsin Dells



Existing



Proposed



Sole

Moccasins & More

BELLS
BEST
VALUES

ENTIRE
STORE
\$4.99

NOW GET AN
EXTRA
10%
OFF

116

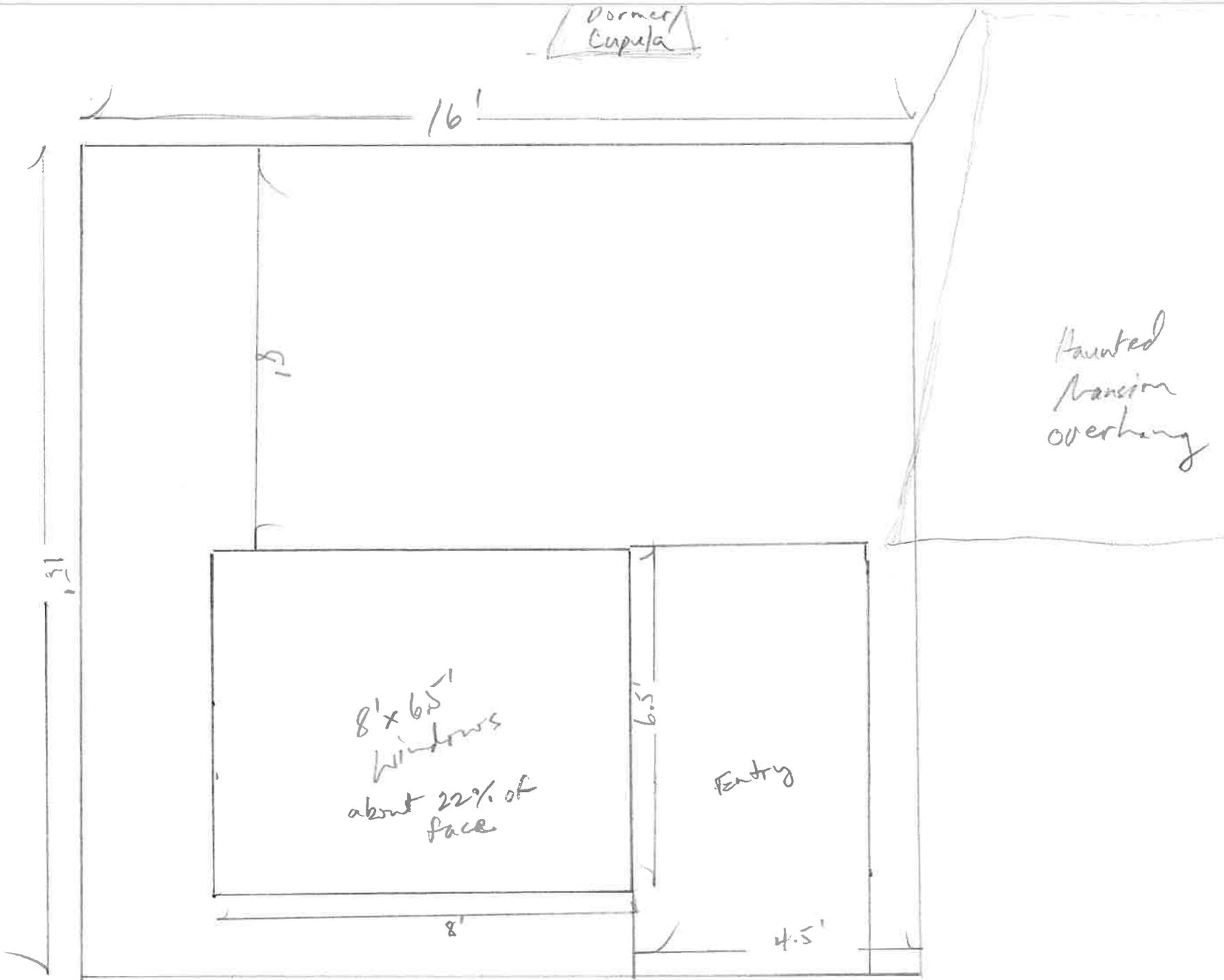
75% OFF

75% OFF

75% OFF

116

PILAKHAWASAWANA
PILAKHAWASAWANA
PILAKHAWASAWANA



Dormer
Cupola

16'

8'

15'

8' x 6.5'
Windows
about 22% of
face

6.5'

Entry

8'

4.5'

Painted
Iron
overhang



LED Decorative Gooseneck | E-WDG Series | 10-inch | Black or White

4.7 (3)

\$114.99 - \$159.99

WAS \$149.99 - \$159.99

Product Overview

Replaces 100-watt Incandescent. 20-watt LED Decorative Gooseneck with 10-inch straight shroud delivering 1600 lumens or angled shroud delivering 1300 lumens. 3000K, black or white, cULus Listed for wet locations, 5-year limited warranty.

FEATURES

Housing:
Durable die-cast aluminum housing and shroud
White polyester powder-coat finish

Lens Assembly:
Tempered glass

Mounting:
Wall mounted to junction box
Adjustable knuckle allows shroud to pivot/tilt to meet multiple mounting configurations

cULus Listed:
Wet locations

RECOMMENDED USE

Storefronts
Restaurants
Building perimeters

⚠ WARNING: Cancer and Reproductive Harm - www.p65warnings.ca.gov

Specifications

POWER CONSUMPTION	20W LED	REPLACES (COMPARABLE TO)	100W Incandescent
DIMENSIONS	17-3/4"H x 10"W x 30-1/4"D	SHIPPING WEIGHT	5.00 (lbs.)
LIFESPAN	Estimated >100,000 hours of maintenance-free operation to L70 at 20°C (77°F)	OPERATING TEMPERATURE MINIMUM	40°C (- 40°F) - 45°C (113°F)
CERTIFICATIONS	cULus, 5 Year Limited Warranty, Wet Locations	TYPICAL MOUNTING HEIGHT	8 to 15 feet



Historical

Certificate of Appropriateness

City of Wisconsin Dells: Downtown Design Review Application for Certificate of Appropriateness

CERTIFICATE OF APPROPRIATENESS

Address of Property: 114 Broadway

Property Owner Name: Tory & Sarah Wolfram, LLC

Property Owner Address: 319 Broadway Wisconsin Dells WI
Street Municipality State

Property Owner Phone Number: (Home/Mobile): 608-697-1118 (Tory)

e-mail address: toryw@wisdellsrealty.com

Have you reviewed the Downtown Wisconsin Dells Design Standards?

Yes No

Is the structure more than 50 years old?

Yes No

Scope of project to include: (Please check appropriate items.)

- | | | |
|--|---|---|
| <input type="checkbox"/> New Construction | <input checked="" type="checkbox"/> Siding | <input checked="" type="checkbox"/> Signage |
| <input type="checkbox"/> Building Addition | <input type="checkbox"/> Landscaping / Fencing | <input checked="" type="checkbox"/> Exterior Lighting |
| <input checked="" type="checkbox"/> Façade Restoration | <input type="checkbox"/> Parking / Rear Access | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Awning/Canopy/Shutters | <input checked="" type="checkbox"/> Doors, Windows, & Entrances | _____ |
| <input type="checkbox"/> Roofing | <input type="checkbox"/> Exterior Painting | _____ |

Briefly explain the proposed work: (Attach extra sheets if necessary.) Front facade, windows, signage & lighting.

Certificate of Appropriateness

City of Wisconsin Dells: Downtown Design Review Application for Certificate of Appropriateness

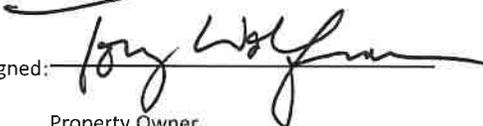
Please submit the following information:

- One historical (if available) and one modern photograph of building
- Eight (8) copies of plans of proposed work, including color and/or material samples if appropriate.
- A completed downtown design standards checklist

Estimated total cost/budget for proposed project: \$15,000

Do you have any questions or concerns?

I understand the criteria for this application, approval and reviews by the Design Review Committee and agree to be subject to the Downtown Design Standards for the above described work in accordance with City ordinances.

Signed:  Date: 10-10-2019
Property Owner

FOR OFFICE USE ONLY

Application Number: _____
Received By: _____
Date of Meeting: _____
Approved or Denied?: _____
Date Received: _____

Conditions of Approval or Reasons for Denial:

Section 22.02 Definitions

(18) Monument Sign: a detached, self-supporting sign mounted or incorporated into a solid base. **(In certain cases the base may have two (2) separate legs that are no taller than the width of the base, with approval of the DRC).**

(33) Roof Sign: any sign erected, constructed or maintained wholly upon or above the roof of any building with the principal support attached to the roof structure. **The Design Review Committee may consider signs technically attached to the roof of a structure a "Wall Sign" if such sign is within eighteen (18) inches of the building wall and projects no more than 5 feet above the roof line of the building**

Section 22.05 Exemptions

The following signs are exempt from the permit requirements of this ordinance:

(16) Sandwich boards, "A" frame and Pedestal Signs in the **C-1 or** C-2 District, following the downtown design standard and subject to review of the Design Review Committee (DRC).

Section 22.09 General Sign Regulations

(9) Portable Signs.

(a) Location. The sign shall be located within ten (10) feet of the business entrance, but shall not be placed in a location where the public paved area for passage is reduced to less than six (6) continuous feet in width or within twelve (12) feet of an intersection, driveway, public stairwell or crosswalk. Where possible, portable signs shall be located on private property.

C-1 and C-2 Zoning District. The Design Review Committee may approve signs on public property in the **C-1 and** C-2 Zoning District. Where possible the signs are to be located in the dedicated terrace area, which is delineated from the public walking path as colored and stamped concrete or pavers that separates the walking path from the vehicle lanes.

(b) Usage. The sign shall only be used during business hours.

(c) Material. The sign shall be made of a durable material such as wood or metal.

(10) Projecting Signs.

(a) Area Limitations. Projecting signs shall not exceed three hundred (300) square feet on each side, or as defined in Code Sec. 22.10, whichever is stricter.

(b) Projection over Public Property. Every projecting sign shall be placed at least ten (10) feet above the public sidewalk over which it is erected. No projecting sign shall project more than four (4) feet, six (6) inches into the public way.

Off-Broadway Exception: The Design Review Committee may allow a projecting sign that is NOT ON BROADWAY to project up to six

(6) feet into the public way. Following notification of property owners & business operators within 50 feet of the subject parcel, the Design Review Committee shall determine that such projection would not cause undue hardship to a neighboring business.

(c) Height. The highest point of a projecting sign shall be no more than ten (10) feet above the roof line of the building upon which the projecting sign is placed, or as defined in Code Sec. 22.10, whichever is stricter.

- (d) Content. Projecting signs shall promote or relate only to on- premises goods, services or activities.
- (e) Placement. Projecting signs shall be a minimum of forty (40) feet apart; except that each building or business may have a projecting sign.
- (f) Declaration of Policy. The erection of a projecting sign over the public right-of- way is declared to be a privilege granted by the City of Wisconsin Dells. There is no guarantee that all applications for projecting signs will be approved or that all designs will be permitted. Applications will be considered on a case by case basis and evaluated on their contribution to downtown Wisconsin Dells.

Section 22.03 Administration and Sign Permit Issuance

(6) Appeals.

(a) The Design Review Committee may approve a deviation from the strict application of any of the requirements of this ordinance following:

- i. Payment of the Public Hearing fee (\$225)
- ii. Publication of a Class 1 Public Notice.
- iii. Public hearing in front of the DRC,

- (b) Within thirty (30) days after denial of a sign permit by the zoning administrator per direction of the Design Review Committee, an appeal or request for variance may be filed with the Board of Appeals pursuant to Ord. sections. 1.04(2) and Chapter 19 Article 3 Division 2 (19.220-19.239)
- (c) The board, upon appeal from a decision by the zoning administrator, may decide any question involving the interpretation of any provision of this ordinance.
- (d) The board may vary or adapt the strict application of any of the requirements of this ordinance in the case of exceptionally irregular, narrow, shallow or steep lots, or other exceptional physical conditions, whereby such strict application would result in practical difficulty or unnecessary hardship that would deprive the owner of the reasonable use of the land or building involved, but in no other case. In granting any variance, the board shall prescribe any conditions that it deems to be necessary or desirable. However, no variance in the strict application of any provision of this ordinance shall be granted by the board unless it finds:

- (i) That there are special circumstances or conditions, fully described in the findings, applicable to the land or building for which the variance is sought, which circumstances or conditions are peculiar to such land or buildings and do not apply generally to land or buildings in the neighborhood, and that circumstances or conditions are such that the strict application of the provisions of this ordinance would deprive the applicant of the reasonable use of such land or building.
- (ii) That, for reasons fully set forth in the findings, the granting of the variance is for the reasonable use of the land or building and that the variance as granted by the board is the minimum variance that will accomplish this purpose.
- (iii) That the granting of the variance will be in harmony with the general purpose and intent of this ordinance and will not be injurious to the neighborhood or otherwise detrimental to the public welfare. In addition to considering the character and use of adjoining buildings and those in the vicinity, the board, in determining its finding, shall take into account the number of persons residing or working in such buildings or upon such land and traffic conditions in the vicinity.
- (iv) Except as specifically provided, no action by the board shall have the effect of permitting, in any district, uses prohibited in such district.