

CITY OF WISCONSIN DELLS**DESIGN REVIEW COMMITTEE MEETING MINUTES****October 16, 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 Ben Borchner.

Others: Stephanie Gunderson, Bob Steinweg, Jim Moritz, Jr., VR Universe, Tom Turbett, Rainbow Signs, Zac Zastava, Diane Zastava, Bridgette Trumble Galley, Tory Wolfram, Sarah Wolfram, Tara Anchor, Darcy Bloom, Made with Love, Shirley Tollaksen and Mayor Ed Wojnicz.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Schultz to approve October 2, 2019 meeting minutes. Motion carried unanimously.
- 3. Sign Applications**
 - a. 316 Broadway – Made with Love – Bloom brought samples of the lettering and paint to be used on the existing signs. Would like to keep with store branding and compliment existing trim and awning. A future proposal to replace awning is planned. Borchner stated that although signs are not part of the façade improvement grant that the business received, it should make sure to comply with any grant rules. Gavinski motioned to approve the wall and blade sign, Borchner seconded, motion carried unanimously.
 - b. 217 Broadway – Old Abe’s – Blade Sign - Borchner motioned to approve new blade sign as proposed. Schultz seconded; motion carried unanimously.
 - c. River Terrace – River Terrace applied for a banner sign to be used October 17 – 21 to advertise their Harvest Festival on October 19. Borchner motioned to approve the temporary banner, Gavinski seconded, Schultz abstained. Motion carried unanimously.
- 4. Building/Site Plan Applications**
 - a. 321 Broadway – VR Universe – Glass Door – Gavinski motioned to approve new glass doors and sidelights as proposed, keeping the left side door as is for ADA accessibility and contingent on complying with city codes with the oversight of Tollaksen. Schultz seconded; motion carried unanimously.

- b. 209 Broadway – Uptown Trading Post – The committee again stressed the need to bring the windows at the top of the store front back in line with other buildings downtown. It has been a concern of the city and the committee for some time. Mr. Steinweg conveyed that a few indoor projects are hindering his ability to pay for a replacement window on the now boarded up area or any other windows. He would like to move forward with his painting proposal using colors that are in line with the H.H. Bennett Museum. He noted that he has their paint formulas so he is able to match. The committee asked to see paint samples in person and a rendering of what the store front will look like. Mr. Steinweg could not produce. DeFosse again offered to help him and provide a rendering at the next meeting. Committee encouraged Steinweg to also figure out a way to budget and replace boarded up window. Gavinski motioned to table, Borcher seconded, motion carried unanimously.

5. Façade Improvement Grant Projects

- a. 114 Broadway – Sole – Proposal to replace the windows, install siding of entire façade, install gooseneck lights and a metal cut letter sign was provided by Sole. The committee agreed that this was a great improvement. Schultz suggested using a smart siding versus a real stained wood on the façade citing her experience as an example that real wood does not hold up well to sun and weathering. Gavinski motioned to approve this concept, including signage, as long as a sample of the decided upon façade component, real wood or smart siding, be provided to the committee and Tollaksen. Schultz seconded; motion carried unanimously.

6. Proposed Updates to Sign Ordinance

- a. DeFosse motioned to table Item #6 until Tollaksen's return. Borcher 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 30, 2019.

10. Motion to adjourn by Borcher, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 10:45 a.m.

Stephanie Gunderson

Myrt & Lucy's Chat n Chew
701 Broadway
Sign Application
DRC 121819

The City has received an application for a new sign face at 701 Broadway, the current Ginos Pizza and bar. The ownership is changing and the signs need to be updated to the new business name.

As an existing back lit sign, the main consideration is conformance with the current lighting standards, which requires the background to be opaque.

The standards state, if a sign is internally lit, the light should only push through "lettering and symbols".

It appears the black rendering represents the night view, with the black representing the opaque area of the sign.

The applicant appears to have indicated that they may like to go with a black background.

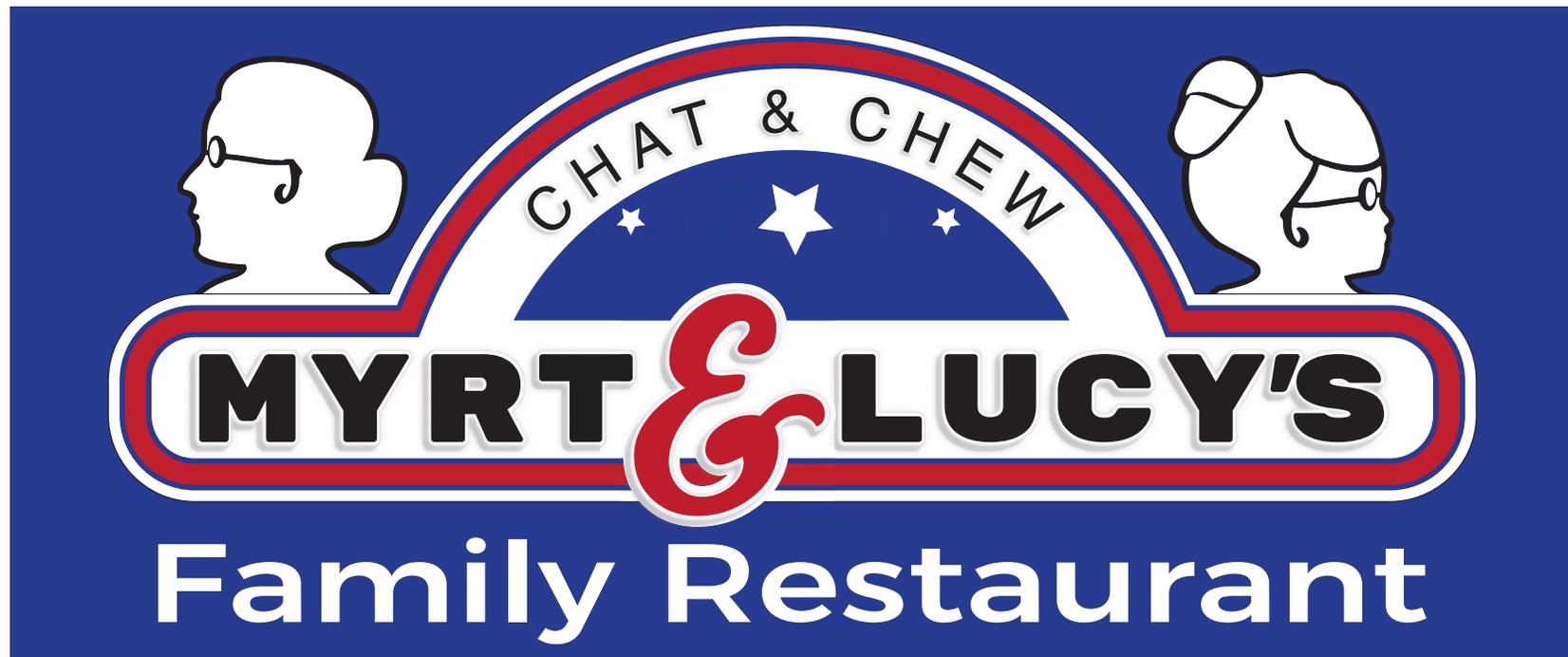
Otherwise the applicant has stated they prefer the blue background (black at night).
A red option was also presented.

Chris Tollaksen
City of Wisconsin Dells

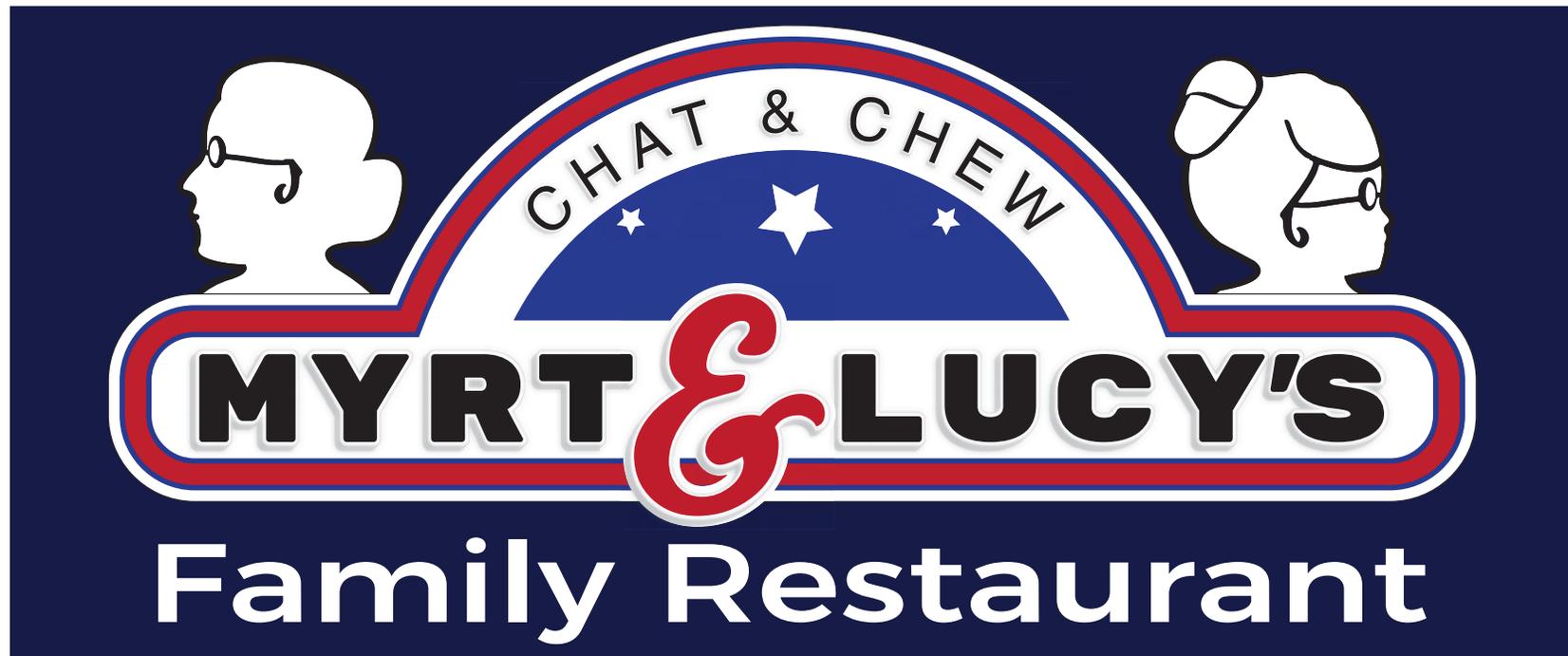
Night View - black area will not push thru backlighting



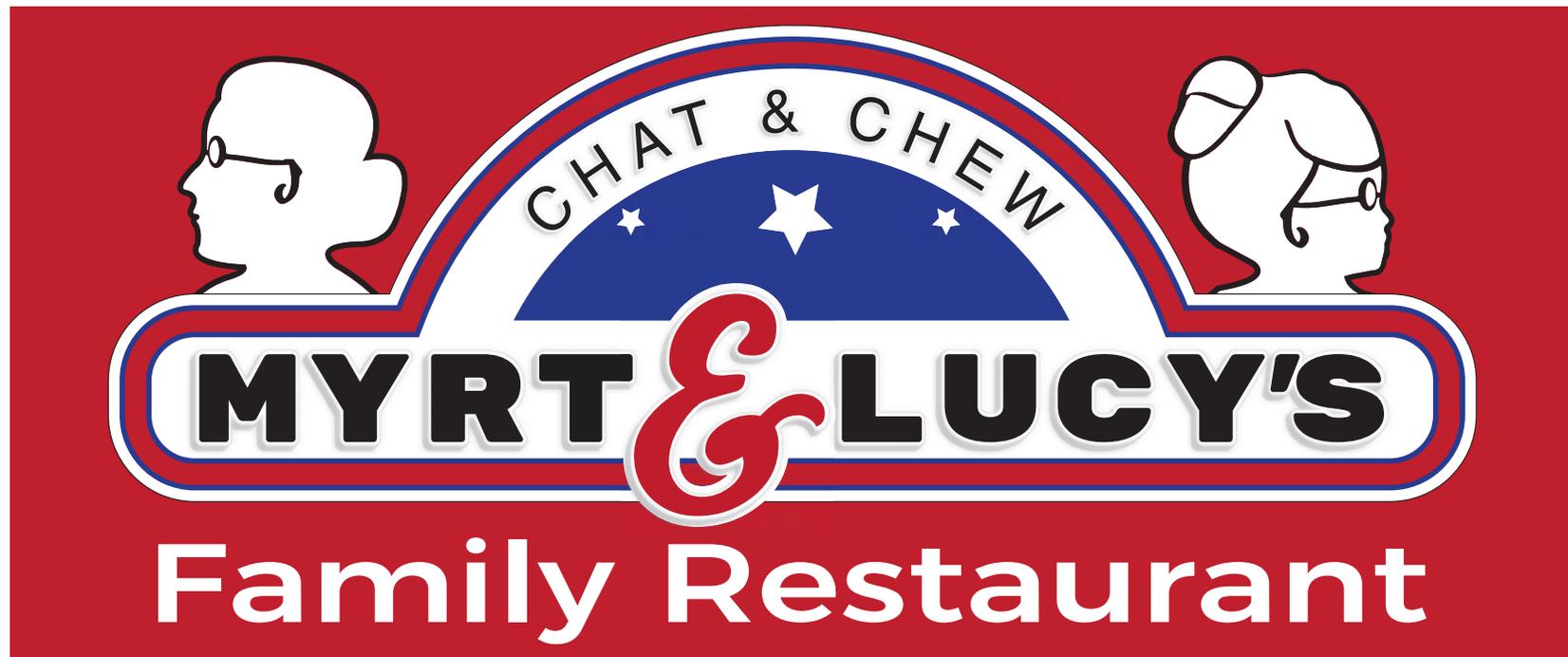
Black - applicants 1st color choice



Blue - applicants 2nd color choice



Blue - Night View



Red option



Red - night view

Asgard Axe & Tap
714 Oak
Sign Application
DRC 121819

The City has received an application for a new projecting sign at 714 Oak. The ownership is changing and the new owner want to install a new sign.

This is a projecting sign that wishes to utilize the proposed sign code update that allows the DRC to consider a sign that projects more than 4'6" over the public right of way. Clearly this business would like to obtain some visibility from the pedestrian traffic on Broadway. Projecting signs are normally allowed to project 4.5 feet over the public right of way. This building is set-back approximately 2.7 feet behind the public right of way, so a sign on this building could project over 7 feet from the building. .

The new sign ordinance allows the DRC to approve signs off of Broadway that project up to 6 feet over the public right of way. It is understood, the reason for the restriction on projecting signs is to prevent businesses from erecting signs that unreasonably block other businesses. In an effort to address this concern, property owners within 50 feet of the proposed sign shall be notified. It is also noted that the sign appears to significantly affect the view of the neighboring projecting sign from the south.

The Design Standards state that signs shall not obscure windows, glass panes, and corresponding trim.

This proposed sign will partially obstruct the windows on the front of this building. It appears the sign could be modified to fit under the window.

The applicant believes modifying the sign or moving the sign so it does not obscure any window on the building is a unique hardship for this property.

The applicant has submitted a rendering of the sign that projects 8 ft from the building, which is 5.3 ft over the public right of way. The total height of the sign would be 6 ft. The sign would be at an angle on both sides, coming to a point in the middle, so the total dimension of the sign would be slightly longer than the projection of the sign. The proposed face dimension within a rectangle is: 101" x 72" = 50.6 sq ft. The maximum size of a projecting sign is 50 sq ft. Some accommodation is generally allowed for a non-rectangular sign, which appear to bring this sign well below the 50 sq ft maximum. Using a 3'x8' rectangle (25 sq ft) and a 3'x8' triangle (13 sq ft) you can calculate a sign size of 38 sq ft. It appears that reducing the sign to drop below the window would require dropping the sign 1.5 ft and decrease the size of the sign by approximately 12 sq ft.

This is clearly a unique sign and a rather large projection out the front of the building. General consideration must be made to how this sign looks and fits on this building.

It appears there are 3 main questions:

1. Is the Viking ship, at the proposed size an acceptable sign on this building?
2. Is there justification to consider the extra ~1 ft projection over the public right of way?
3. Is there justification to consider the blocking of the window?

Chris Tollaksen
City of Wisconsin Dells

Asgard
Proposed Sign – Owners Statement

714 Oak Street is a large older building that Asgard purchased to make our new axe throwing home.

We are having a very difficult time trying to keep our signage within city standards with the layout of the building, There are windows directly in the middle of the building also on the sides,

We were wanting to mount our new sign to the center of the building just above the awning. It makes the most sense for it to be centered.

We are not looking for a massive sign, we are within city guidelines with the windows being the issue. I have tried to imagine other mounting options i just see none that will look good and not take away from the uniqueness of the building, We could move it off to the side however I personally believe it will look stupid I am sure everyone would agree with me.

I had a thought we could have some really nice Asgard Art work displayed just above the sign to make it look like a back drop behind the boat,

Our goals are to make the building look more modern and we are planning to update. We already have a contractor for the repainting of the building. Also we have some planning for lighting on the exterior as well.

Please help us make this part of the downtown better by allowing us to make it better.
Thank you

Dennis Mitchell

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716



ROCK HOPES CHURCH

WELCOME
ROCK HOPES CHURCH
10 AM

714

1927



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Asgard Axe Throwing Sign Design Proposal

714 Oak Street

$101.3 \times 36 = 3643.2$
 $(1/2) \times 101.3 \times 36 = 1821.6$
Total = $5464.8 / 144 = 37.95$ sq ft

Sign dimension measurement



36"

36"



Width: ~~38"~~ Height: 72" Approx Sq Ft: 25

$101.2" = 8.43$ ft



Distance from Overhang to Sidewalk: 10 ft

Asgard Axe Throwing Sign Design Proposal

714 Oak Street



Width: 88" Height: 72" Approx Sq Ft: 25

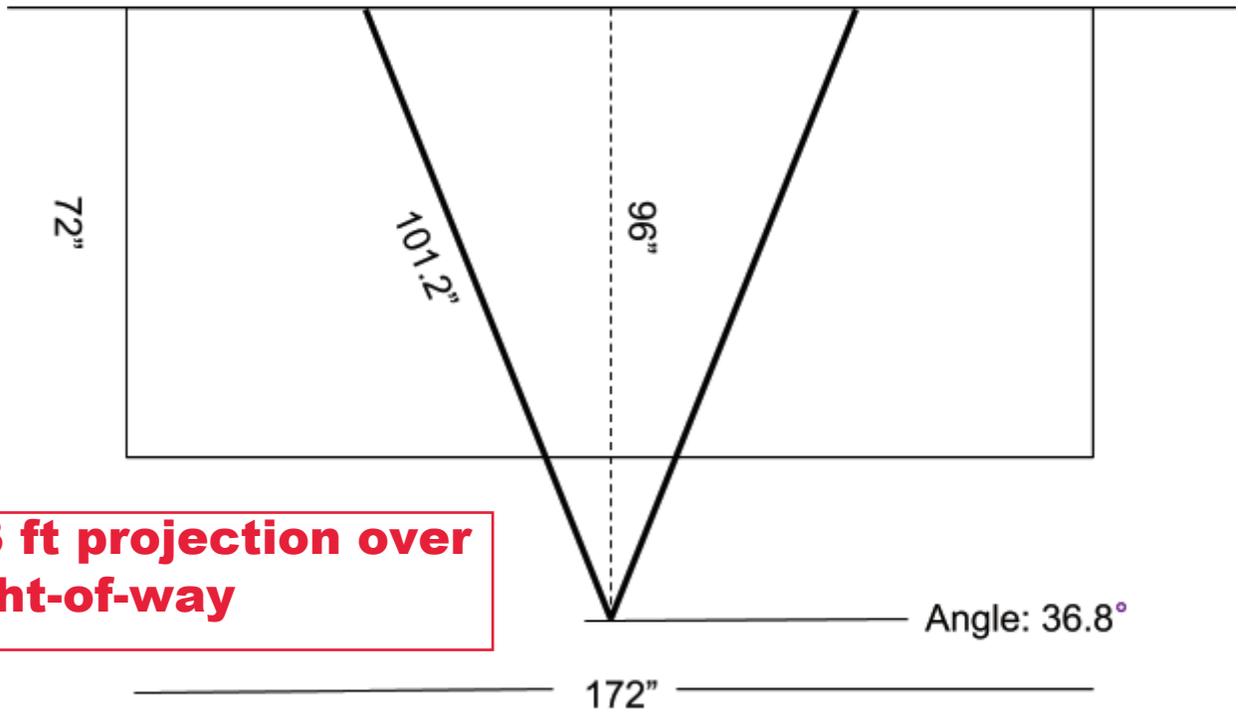


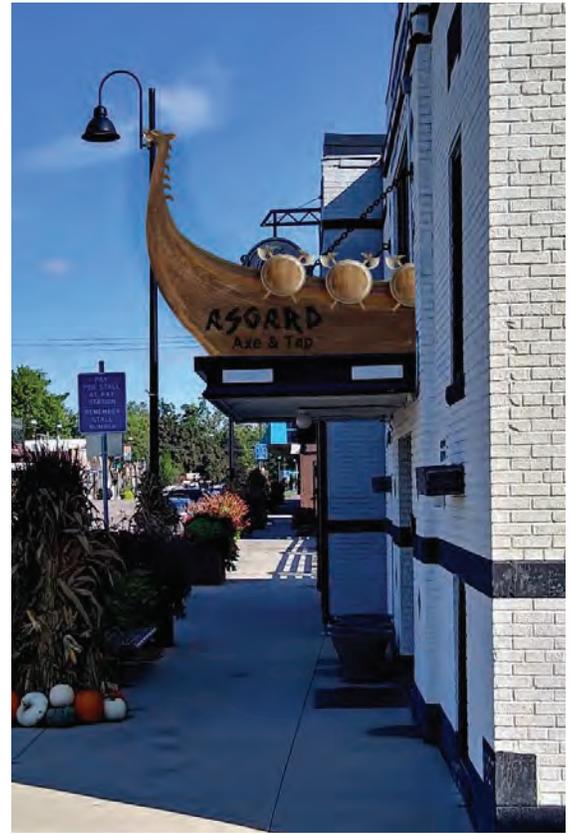
Distance from Overhang to Sidewalk: 10 ft



Top View

Front of Building





Rendering is the same. Measurements below indicate 4.1 ft projection over r-o-w. Ordinance compliant

Top View

