

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, July 8, 2020 Time: 9:30AM Location: MUNICIPAL BUILDING
Zoom meeting ID# 280 230 755

COMMITTEE MEMBERS	
ALDER DEFOSSE	BEN BORCHER
DAN GAVINSKI	ALLIE SCHULTZ
JACQUELINE MORSE	
AGENDA	
1	Call to order and attendance
2	Discussion / Decision on the June 17, 2020 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) Colotlan – Portable Sign – 324 Broadway (b) Carr Valley Cheese – Portable Sign – 420 Broadway (c) Chalet – Portable Sign – 740 Elm St (d) House of Jerky – Wall, Blade, & Window signs – 515 Broadway
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) House of Jerky – exterior decoration – 515 Broadway (b) Goody Goody Gum Drop – exterior decoration – 401 Broadway (c) Dells Mining Co – exterior decoration/vending machine – 427 Broadway (d) 212 Broadway – Façade
5	Discussion / Decision on Outdoor seating applications submitted for review, if any
6	Discussion / Decision on the Sign Ordinance and/or Design Standards
7	Items for referral to future meeting
8	Set date and time of future meeting (July 22)
9	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.
	This meeting is available on <u>Zoom</u> tele-meeting only: Zoom meeting ID: 280 230 755 You can connect with the free Zoom app on your computer or smart device, using the following link. https://us02web.zoom.us/j/280230755 Or you can call: (312) 626-6799 (enter meeting ID 280 230 755#, no participant ID, enter #) If possible, please notify the Zoning Administrator (ZA) prior to the meeting if you have questions or would to participate in the meeting. ZA Contact: Chris Tollaksen, (608) 253-2542, ctollaksen@dellscitygov.com
	CHAIRPERSON – JESSE DEFOSSE DISTRIBUTED JULY 2, 2020

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

June 17, 2020

Chris Tollaksen called the meeting to order at 9:30 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present: Alder Jesse DeFosse, Dan Gavinski, and Jackie Morse (via ZOOM).

Others: City Planner/Zoning Administrator Chris Tollaksen (chaired), Stephanie Gunderson, Brian Holzem, Jeff Morris and Mayor Ed Wojnicz.

1. Call to order at 9:30 a.m. Attendance noted.
2. Motion by Gavinski and seconded by DeFosse to approve June 3, 2020 meeting minutes. Motion carried unanimously.
3. Sign Applications - None
4. **Outdoor Seating**
 - a. 206 Broadway – Dells Distillery – Public Works placed tables and chairs from the city out in front of Dells Distillery on Monday June 1. The Distillery would like to continue using the table and chairs provided throughout the summer season and be able to serve food and beverage at them. Tollaksen noted that they would need to verify that Distillery could serve alcohol at the tables, this committee is just approving the tables and chairs in this location. A rental fee for the table and chairs, paid to the city, was discussed as well as a fee for rental of space to do so. Tollaksen has appropriate calculations to figure out total fees for use of public right of way usage and equipment rental. Outdoor seating has become popular in these times of COVID. The committee expressed urgency to accept terms and be flexible, however, more guidelines should be stated in design standards in the future, i.e. number of chairs at table, circle vs. square tables. The aesthetic was acceptable to the committee for the Distillery. DeFosse motioned to accept with the ability to tweak if needed. Gavinski seconded; motion carried unanimously.
5. **Building/site Plan**
 - a. 212 Broadway – Façade Improvement – Tabled, waiting for a quorum vote.
6. **Discussion/Decision on Façade Improvement Grants**
 - a. 27 Broadway – Riverfront – Gavinski motioned to approve the final design of the façade improvement, Morse seconded, motion carried unanimously. Gavinski recommended that the CDA add a requirement to the Façade Improvement Grant that the business must be required to be open to receive the allotted grant money.

7. Discussion/Decision on Sign Ordinance and/or Design Standards - None
8. Items for referral to future meeting – None
9. Next Meeting is set for Wednesday, July 8, 2020 at 9:30 a.m.
10. Motion to adjourn by DeFosse, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 10:00 a.m.

Stephanie Gunderson

Colotlan
324 Broadway
Portable Sign
DRC 07082020

The Colotlan restaurant has submitted a request to place a portable sign in front of their business at 324 Broadway.

This sign meets the size requirements for portable signs, and must be placed in the red concrete terrace area in front of the business.

The proposed sign is a chalkboard sign in a wood frame.

This new signage requires design approval.

A condition of all portable sign approvals should be that the sign must be maintained or replaced if it becomes overly weathered or deteriorated.

Chris Tollaksen
City of Wisconsin Dells



Carr alley Cheese
420 Broadway
Portable Sign
DRC 07082020

The Carr alley cheese shop restaurant has submitted a request to place a portable sign in front of their business at 420 Broadway.

This business had a state issued food license for the preparation of some of their products. This sign meets the size requirements for portable signs, and must be placed in the red concrete terrace area in front of the business.

The proposed sign is a chalkboard sign in a wood frame.

This new signage requires design approval.

A condition of all portable sign approvals should be that the sign must be maintained or replaced if it becomes overly weathered or deteriorated.

Chris Tollaksen
City of Wisconsin Dells



Chalet anes
740 ak St
Portable Sign
DRC 07082020

The Chalet anes restaurant has submitted a request to place a portable sign in front of their business at 740 ak St.

The Chalet currently is borrowing a portable sign that is inches taller than the 3 maximum. They intend to purchase a new sign that meets the size limits. They would like to continue using the borrowed sign until the new sign is delivered.

As a side street, this location does not appear to have a dedicated terrace area.

Given the construction occurring in the rest of the Chalet building this year, this does appear to be a bit of a special circumstance.

There is an expectation that this sidewalk could be changing significantly next year with the plaza construction.

It seems reasonable to allow the portable sign for the next couple of years, with the understanding that the City may require it to be placed in a particular location after all the construction is completed.

This new signage requires design approval.

A condition of all portable sign approvals should be that the sign must be maintained or replaced if it becomes overly weathered or deteriorated.

Chris Tollaksen
City of Wisconsin Dells



Roll over image to zoom in



Liry Products Freestanding Vintage Rustic Stained Distressed Torched Whitewashed Wood A-Frame Sidewalk Chalkboard Sign Sandwich Memo Message Double-Sided Bulletin Board Restaurants Boutiques Stores

by Liry Products

★★★★☆ 14 ratings

Price: **\$41.99** ✓prime & FREE Returns

Color: **Rustic Brown**



- **Freestanding Sign:** An elegant A-frame chalkboard sign in a dark stained natural finish wood frame, bringing rustic charm and natural simplicity to your home or store. Two top hinges keep the sandwich board steady, preventing it from opening up too far
- **Double-Sided Board:** This sidewalk sign features double-sided smooth, erasable chalkboard space, offering maximum visibility to any indoor or outdoor venue. The dark surface provides excellent contrast for white and colored chalk. Great with both traditional chalk and liquid chalk
- **Multipurpose Board:** Perfect for displaying menus, sales, and promotional messages for restaurants, boutiques, cafés, bars, stores, markets, and stands. Also great for home, office, parties, wedding receptions, and other festive occasions
- **Sturdy & Portable:** Made from high-quality wood and with reinforced hinges, this chalkboard sign is sturdy, stable, durable, and weather resistant. It's perfect for easy transport and storage. Simply lift and fold flat to carry it everywhere
- **Approximate Dimensions (in inches):** Overall board – 30.0 H x 20.0 W x 3.5 D; Writing surface – 22.0 H x 20.0 W

› See more product details

Sign proposed to be purchased

42" x 26"



Borrowed sign in use



House of Jerky
Broadway
Signage
DRC 07082020

The House of Jerky has updated the existing wall, blade, and window signs at Broadway with their new business signage.

The wall sign is a change of copy to an existing sign, and requires design approval only.

The blade sign is a new sign hanging from an existing Dells custom bracket. It is within the size standards, and require design approval only.

The window signs are inside the building. On the first floor in the storefront display window door area are less than the 2' maximum. There is not a limit to window signs inside the upper level windows.

Chris Tollaksen
City of Wisconsin Dells





HOUSE OF
JERKY®









ouse of erky
Broadway
Decoration
DRC 07082020

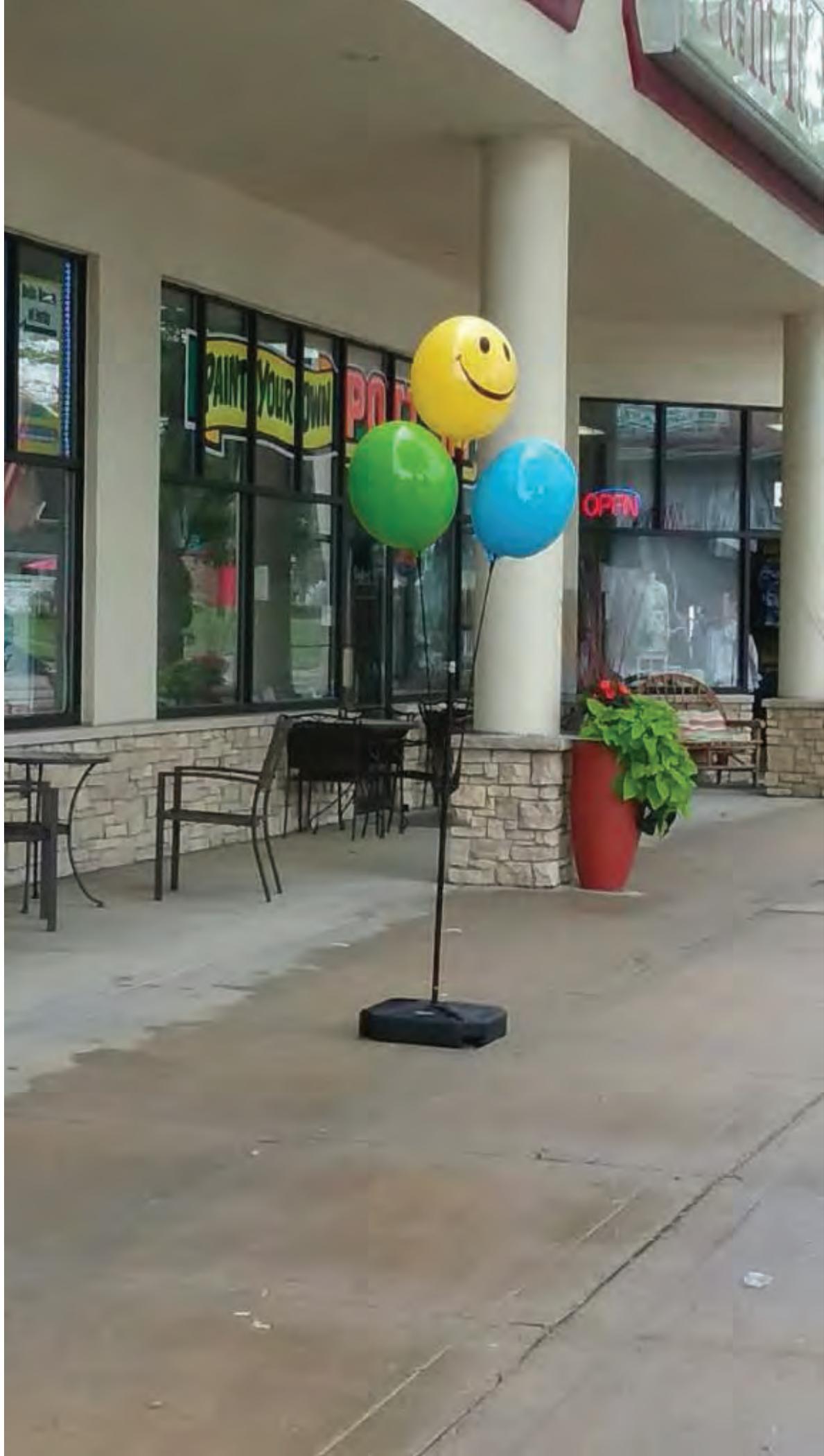
The City has noticed a free standing three narrow pole holder for clusters of three balls has been placed on private property outside of the ouse of erky at Broadway.

The City considers this a decoration and requires DRC approval.

The applicant has stated

This is taken in and out at the start and end of the day. Trying to grab shopper s attention to the 00 block stores

Chris Tollaksen
City of Wisconsin Dells



oody oody um Drop
40 Broadway
Decoration
DRC 07082020

The City has notice a elly Belly character has been placed on a bench on private property outside of the oody oody um Drop at 40 Broadway.

The City considers this a decoration and requires DRC approval.

The character has the words elly Belly painted on its stomach.
Traditionally, the City has not allowed words on items that are considered decoration only.

Chris Tollaksen
City of Wisconsin Dells

...IES SODA & ICE CREAM **HOMEMADE FUDGE**

**Goody Goody
Gum Drop**





Dells Dining Co
427 Broadway
Decoration Penny press vending machine
DRC 07082020

The City has noticed a free standing penny press vending machine has been placed on private property outside of the house of Jerky at Broadway.

The City considers this a decoration and requires DRC approval.

The applicant has stated

We have significantly reduced foot traffic in our area of downtown Wisconsin Dells. We feel this Characters Inc owned Penny Press would help and benefit to WD customers

Chris Tollaksen
City of Wisconsin Dells









212 Broadway
Façade Improvement
DRC 07/08/2020

The City has received a rendering for a restored façade at 212 Broadway, currently the home of Thompson's Full Bloom. The owner has removed the false façade that was on the building and intends to restore the façade in the same manner as the Macs next door, which appears to be have originally been the same building.

The design appears to meet all the standards, including: Restoring original façade material, restoring the original window openings, including horizontal expression lines, a discernible base, and a defined cornice.

Update was reviewed in January but formal approval could not be given for lack of a quorum.

The owner will come back for approval on any future signs.

Chris Tollaksen
City of Wisconsin Dells



OPEN

212

OPEN

MACARO

MAC'S

MAC'S

TE

COVER YOUR
EYES