

# CITY OF WISCONSIN DELLS MEETING AGENDA - Updated

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, JUNE 20, 2018 Time: 10:00AM Location: MUNICIPAL BUILDING - 300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS	
ALDER DEFOSSÉ	BEN BORCHER
DAN GAVINSKI	MARIA ROSHOLT
JACQUELINE MORSE	
<b>AGENDA</b>	
1	Call to order and attendance
2	Discussion / Decision of the May 30, 2018 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) Portable Sign – Myrt & Lucy’s – 414 Broadway (b) Wall Sign – Palm & Psychic Readings - 301 Broadway (c) Mural – 11 Broadway (d) River Gifts – 731 Oak (added to update)
4	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any (a) Riverfront – 17 – 29 Broadway
5	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) Escape Room façade – 325 Broadway (b) Keg façade – 732 Oak (added to update)
6	Discussion / Decision on Proposed Façade Improvement Grant projects, if any (a)
7	Discussion / Decision on Proposed changes to the Design Standards, if any (a)
8	Items for referral to future meeting
9	Set date and time of future meeting (July 11)
	<p><b>Open Meetings Notice:</b> 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.</p> <p>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.</p>
	<p>CHAIRPERSON – JESSE DEFOSSÉ</p> <p style="text-align: right;">DISTRIBUTED JUNE 18, 2018</p>



**CITY OF WISCONSIN DELLS**  
**DESIGN REVIEW COMMITTEE MEETING MINUTES**

**May 30, 2018**

Chairperson Jesse DeFosse called the meeting to order at 10:05 a.m. Notice of the meeting was provided to the *Dells Events*, WNNO Radio and posted in accordance with State Statutes.

Present: Dan Gavinski, Maria Rosholt and Alderman Jesse DeFosse.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Veronica Martinez from San Antonio's Restaurant and Eric Helland.

1. Motion by Rosholt and seconded by Gavinski to approve the May 16, 2018 meeting minutes. Motion carried unanimously.
2. **Sign Applications**
  - a. MACS 208 Broadway: Rosholt motioned to approve the blade sign, which was part of MACS' original design plan, could be moved closer to the front entrance. Gavinski seconded, motion carried unanimously.
3. **Outdoor Seating/Dining Applications**
  - a. San Antonio Fence: Gavinski motioned to approve the fence design concept with the understanding that they would work with Rosholt and Tollaksen on tweaks to make it more polished and it would be stained by Memorial Day 2019. DeFosse seconded, motion carried unanimously.
  - b. Helland Riverfront: Discussion on riverfront improvements with Eric Helland regarding what would be needed to approve furniture for outdoor seating, etc. Committee requested pictures of the planned furniture. No action.
5. Building/Site Plan Applications - None
6. Façade Improvement Grant Projects -None
7. Proposed Changes to Design Standards – None
8. Items for Future Meetings – None
9. Next Meeting is set for Wednesday, June 13, 2018.
10. Motion to adjourn by Gavinski, seconded by Rosholt. Motion unanimously carried and meeting adjourned at 10:25 a.m.

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Stephanie Gunderson

Myrt & Lucy's  
414 Broadway  
Portable Sign  
DRC 062018

**PORTABLE SIGN**

The City has received an application for a new portable sign at Myrt & Lucy's Chat n Chew located at 414 Broadway. The applicant has what 2' wide x 3' tall sign that is mounted on a somewhat unique plastic stand, which does hold the 3ft high sign up off the ground. The standards state "The height of the portable sign shall be no more than three (3) feet for sandwich boards and four (4) feet for pedestal signs, and they should be constructed of durable materials, such as wood or metal.

This business has space for a portable sign both on private property in front of their entry doors and on the red concrete terrace area. The applicant understands the sign is to be located either on private property or on the red concrete terrace, and not in the gray pedestrian walking area.

Chris Tollaksen  
City of Wisconsin Dells

# SIGNS



## A.D.A. Signs by Vollrath®

The Americans with Disabilities Act (ADA) requires public facilities to install signage to assist the visually impaired. Braille/Tactile signs meet these specifications. 6" x 9" signs are black with white lettering and have an adhesive back.

- 4349056 Women/Accessible \$17.69
- 5349055 Men/Accessible \$17.69



## Contemporary Signs by Vollrath®

Readable and universal with image-aided messaging. White on black plastic. Adhesive back. 3" x 9".

- 4349023 Men \$7.39
- 9349028 Women \$7.39
- 6349021 Restrooms \$7.39
- 5349022 No Smoking \$7.39
- 3349024 Employees Only \$7.39
- 8349052 Employees Must Wash Hands Before Returning to Work \$7.39



A

## The Rocker Sign by Aarco Products

Display important information and updates with this double-sided, side-walk sign. Letterboard includes set of 354 characters with 3.8" of visible height. Back non-write-on surface includes 6-pack of neon wet erase markers.

- A 7710668 Black Neon, 36"H x 24"W \$140.99
- 7710627 Letterboard, 36"H x 24"W. \$164.99
- B 9692724 Frameless Letterboard, 36"H x 24"W. \$155.99

Ships from NY.



## Outdoor Enclosed Aluminum Bulletin Board by Aarco Products

Aluminum frame for indoor/outdoor use, made of custom extruded parts engineered to provide accurate, durable, and handsome cabinets. All corners are neatly mitered and assembled with heavy-duty reinforcements and fasteners.

- 7709793 24"H x 12"W \$166.99
- 7710007 36"H x 12"W \$192.99

Ships from NY.



## Main Street Style Bulletin Board by Aarco Products

Indoor/outdoor enclosed bulletin board for any restaurant environment. Includes black frame the translucent header with gray vinyl interior. Concealed mounting header is customizable.

- 7709991 24" x 12" \$166.99
- 7710445 36" x 12" \$192.99
- 7710437 48" x 12" \$259.99

Ships from NY.



## LED Signs

Use up to 90% less power than fluorescent or constant-on message signs. Includes black frame the translucent header with gray vinyl interior. Concealed mounting header is customizable.





**Myrt and Lucy's**  
**Chat & Chew**  
FAMILY RESTAURANT

414

OPEN

MYRT  
LUCY

**MYRT  
LUCY**



Palm & Psychic Readings  
301 Broadway  
Wall Sign  
DRC 062018

The City has received an application for a wall sign at "Wally World" 301 Broadway. The applicant has what 2' wide x 6' tall sign that they would like to mount to the side of the building west side of the building. The sign would be placed adjacent to an existing 2' x 8' wall sign. The combined signage would be less than the 60 sq ft maximum.

A business is allowed a wall sign for each 50 ft of frontage. This is a separate business inside a larger complex that has 95 ft of frontage along Oak St and 70 ft of frontage along Broadway.

It appears the large "Wally World" sign was approved as a roof sign.

Chris Tollaksen  
City of Wisconsin Dells

★ RIDES ★ AN  
★ VIRTUAL RE  
and THE

THE BEST PLACE  
TO GET YOUR  
PALS & PSYCHIC  
READINGS



847-397-7113

ARCADE

FUEL  
LIKE THE  
BADGERS

W

Q

ER

# WALLY WORLD

RIDES ★ ARCADE GAMES ★  
VIRTUAL REALITY SIMULATOR ★  
and THE GYROTRON !!!



ARC  
A  
D  
E

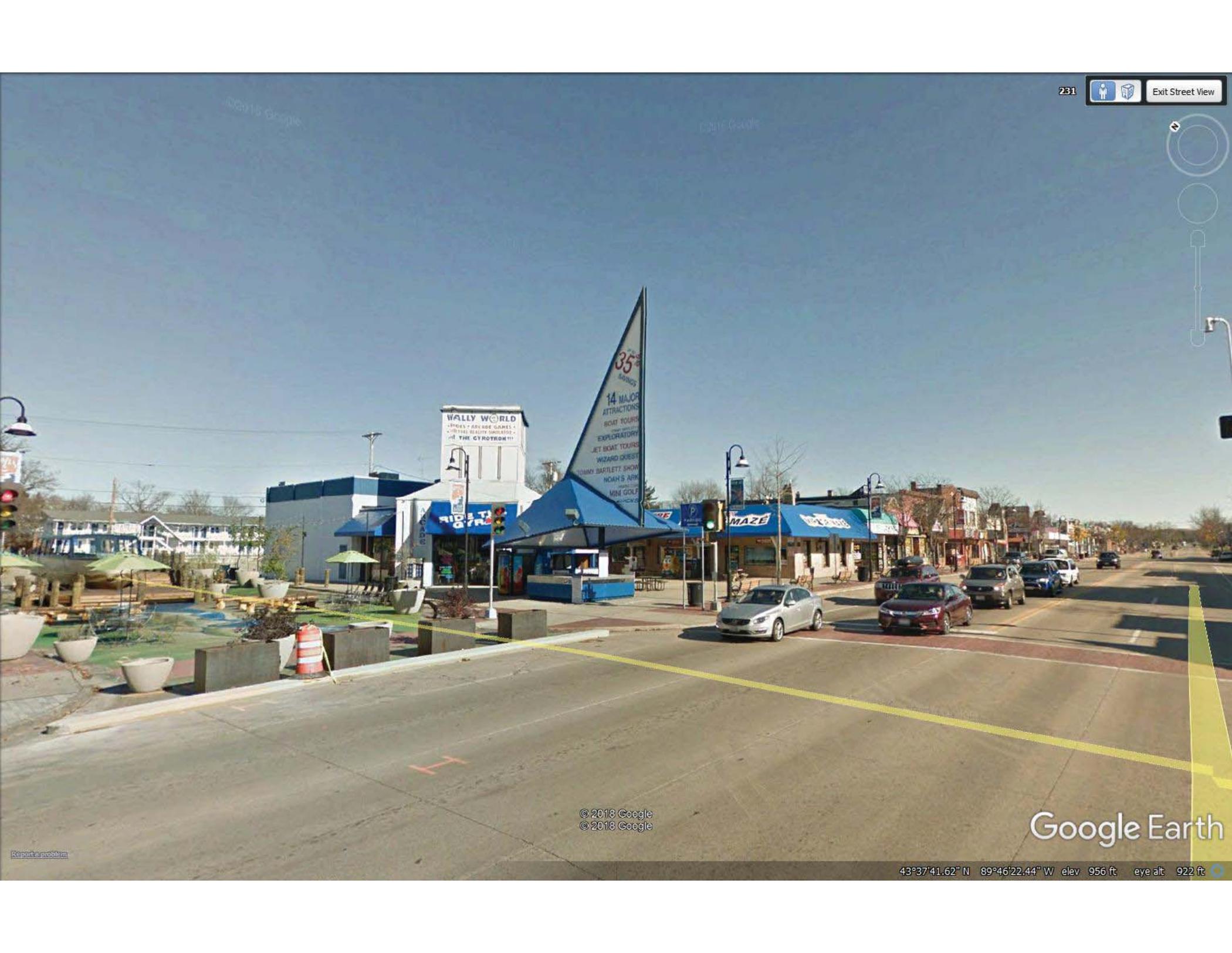
RIDE THE  
GYROTRON

RIDE THE  
Antique  
CarOUSEL



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WALLY WORLD  
ARCADES • ARCADE GAMES •  
VIRTUAL REALITY SIMULATORS •  
THE CYBORGEMINI

35% OFF  
14 MAJOR  
ATTRACTIONS  
BOAT TOURS  
EXPLORATORY  
JET BOAT TOURS  
WIZARD QUEST  
TOMMY BARTLETT SHOW  
NOAH'S ARK  
MINI GOLF

RIDE THE  
GYM

MAZE

MAZE

11 Broadway  
City Mural  
DRC 062018

The current proposal is to install the mural on the originally proposed DBC building wall. The mural will be moved as far south as possible, and the stage for the Riverfront will be moved north so as not to block the mural.

The mural will cover an existing door that used to provide access to the Riverfront second floor walkway that has been removed.

Chris Tollaksen  
City of Wisconsin Dells



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Google Earth

43°37'42.51" N 89°46'42.75" W elev 887 ft eye alt 896 ft

Report a problem



Report a problem

© 2018 Google

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Google Earth

43°37'42.51" N 89°46'42.75" W elev 887 ft eye alt 896 ft



**Architectural Design  
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View - 2

Riverview Boat Line  
Riverfront Plaza

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18-024 04-03-2018

River Gifts  
731 Oak  
Awning Sign & Wall Sign  
DRC 062018

The City has received an application for a business name awning sign and wall sign at 731 Oak St. There are existing signs for a business that is no longer in operation. The applicant would like to open a new, similar business and update the signs with the new business name.

As updates to the existing signs, the new signage would have to comply with the current standards. As the existing signs are capable of being backlit, it is understood that the new signage would not be able to utilize the backlighting.

The currently standards do not allow awning signs to be back lit at all, and allow only the letters of a wall sign to be back lit.

The proposed awning signage appears be less than 75% of the flat profile.

The applicant has stated that they would remove the diamonds from the signage.

They will also remove signage from the old business from the wall sign immediately, but may not install the new signage on the wall sign right away.

Chris Tollaksen  
City of Wisconsin Dells

# **River Gifts**

**Jewelry, Antiques, and Crafts**

# **River Gifts**

**Jewelry, Antiques, and Crafts**



**River Gifts**  
Jewelry, Antiques, and Crafts

**River Gifts**  
Jewelry, Antiques, and Crafts  
**CASH FOR GOLD**

Century 21  
AFFILIATED

Century 21  
AFFILIATED

731  
What Time Do I Open





**NIGHT LIFE**  
Jewelry Boutique

**DIAMONDS IN THE BILLS**  
**CASH FOR GOLD**

**Century 21**  
AFFILIATED

**Century 21**  
AFFILIATED

731



17 - 29 Broadway  
Outdoor food and beverage service  
DRC 062018

The City has approved Outdoor food and beverage service at the Riverfront for 1 year with the condition that all furnishings be approved by the DRC.

It appears much of the infrastructure is being completed.

The new operators of the facility are putting together information to present at the meeting on June 20.

Chris Tollaksen  
City of Wisconsin Dells



**Architectural Design  
Consultants, Inc.**

View - 1

Riverview Boat Line  
Riverfront Plaza

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18-024 04-03-2018



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View - 3

Riverview Boat Line  
Riverfront Plaza

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18-024 04-03-2018



10  
NT  
OPENING  
JULY  
GREEN  
BEST WINE FOOD

River Deck

KANSAS



GHOST  
BOAT  
TICKETS

7/15  
RIVER  
DISTRICT

RIVERFRONT

OPENING JULY



Escape Room  
325 Broadway  
Facade  
DRC 062018

The City has received a rendering from the Elusive Escape Room attraction at 325 Broadway. The rendering reflects their proposal to cover first floor façade of their business with a dibond aluminum siding.

This business opened in August of 2017 when they remodeled a retail store into an attraction. When they removed the signage that surrounded the glass front of their business they found that much of the original block siding was damaged. Originally, they covered the damaged block with plywood, and the whole front of the building was painted to match.

When the Escape Room got approval for their wall sign, it was with the condition that the building front be addressed, including the old ticket booth. The rendering appears to indicate the ticket booth will be removed.

The standards look for a discernible “base” on a building façade, that can be anywhere from 2 ft high to the entire first floor. The proposed rendering appears to intend to match the existing color of the building. As an existing building this may be acceptable in theory, but it is not clear how an exact match will be achieved. This also raises the question of how the aluminum siding will tie back into the original building. As this project only involves the Escape room, the plan is only to address that side of the building. As it appears that the original building spans both the Escape room and the neighboring paintball business, it is not clear how the transition between the 2 buildings will be accomplished.

Chris Tollaksen  
City of Wisconsin Dells



DELLS  
ESCAPE ROOMS



OPEN

# PAINT BALL TARGET SHOOTING

DELLS  
ESCAPE ROOMS  
A Passion  
Production

323

**PAINTBALL  
SHOOTING RANGE**  
50 ROUNDS \$40 (W/ 100 & 1500 FT. GEAR INCLUDING GUN)  
**ROUNDS**  
\* 5 \* 50  
\* 8 \* 80  
\* 10 \* 120  
\* FREE BONUS  
\* BONUS BALL

PAINTBALL OPEN 2 BLOCKS  
DOWN ON THE LEFT ←





STOREWIDE SALE



732 Oak - Keg  
Building facade  
DRC 062018

The Keg has requested a proposed façade change be on the agenda.

They are working on a rendering and it will be distributed as soon as it is received.

Chris Tollaksen  
City of Wisconsin Dells