

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

**April 3, 2019**

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

Present: Alderman Jesse DeFosse, Maria Rosholt, Dan Gavinski, Ben Borchert and Jacqueline Morse.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Kyler Royston, Brian Holzem, Andy Somers, Graphic House, Reyva Olvares, Veronica Martinez, Shanalee Carden, Drew Carden, Hope Bauman, Jordan Heesch and Jerry Wolfram.

1. Call to order at 10:05 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve both February 20 and March 20, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
  - a. 225 Broadway – Wichoacana Ice Cream
    - i. Awning Sign - The sign meets dimensional standards, Gavinski motioned to approve the design, Morse seconded. Motion carried unanimously.
    - ii. Hanging Sign - This sign is considered a blade sign. The proposed design is aluminum with vinyl lettering on the existing bracket. DRC standards state no contact information allowed and aesthetics must compliment other businesses' blade signs on the building. Rosholt motioned to approved with the contingencies that "Wis Dells" be removed, the background color be a darker cream and a 2<sup>nd</sup> rendering be provided to Morse for final approval. Morse seconded; motion carried unanimously.
  - b. 744 Eddy Street – Bella Goose
    - i. Wall Sign – This wall sign meets all dimensional standards. Morse motioned to approve the design, Gavinski seconded, motion carried unanimously.
    - ii. Window Signs- The window signs meet all dimensional standards. Borchert motioned to approve the design, Rosholt seconded, motion carried unanimously.
    - iii. Blade Sign- Discussion on the location of the blade sign, to be moved farther from the entrance so as to not be blocked by other businesses' blade signs on the same building. Borchert motioned to approve the sign as long as they try to stay with the City specified blade design. Rosholt seconded; motioned carried unanimously.

- c. 731 Oak Street – Coffee Shop
  - i. Wall Sign above the entrance – They are proposing to replace the plastic panel with a solid background and apply vinyl lettering. The sign is within the maximum 75% signage allowed on an awning face. Gavinski motioned to approve the design contingent on the internal back lighting not be used, a thin black border be added around the sign and an updated rendering showing the border be provided to Morse for final approval. Rosholt seconded; motion carried unanimously.
  - ii. Wall Sign on the Alley side – Motion by Morse to approve the wall sign contingent on the yellow background not be used nor the internal back lighting. Borcher seconded; motion carried unanimously.
  
- d. 513 Broadway – Asgard Axe Throwing
  - i. Wall Sign – Gavinski motioned to approve the change in copy on the existing sign panel and internal lighting could be used. Committee preferred the design with the target and hatchet next to the business name but final decision will be left to the owner. Borcher seconded; motion carried unanimously.
  - ii. Window Sign – No rendering submitted for meeting to be reviewed by committee.
  
- e. Makowski
  - i. 1015 River Road – The Vue - The proposed new Wall Sign at this location uses channel letters that will be internally lit on its raceway. It has been requested that the sign’s square footage be brought in from approximately 306.5 sq. ft. to the ordinance limit of 300 sq. ft. Morse motioned to approve design; Rosholt seconded. Motion was carried unanimously.
  - ii. 2040 Wisconsin Dells Parkway – Hot Rocks – The new pole sign will replace an Electronic Message sign in front of the BP Gas Station at this address. The existing sign was inventoried in 2013 and is exempt from the 200-foot separation requirement and allowed to use the previous spacing rule of 100 feet. It also meets height requirements for on premise sign. Borcher motioned to approve the application. Rosholt seconded; motion carried unanimously.
  
- f. 27 Broadway – Riverfront Terrace – Committee discussed proposals for small, lit signs from inside their space, portable sign and two separate signs to promote two distinct food service areas. The Riverfront has a unique circumstance of having a rather long lineal street frontage totaling around 180 feet, which could allow them up to 300 sq. ft. of signage. The existing pole sign is around 150 sq. ft. allowing for another 150 sq. ft. of signage to be used. De Fosse motioned to approve all proposed signs with the following language. Signage on the food trailer is dimensionally sound and contingent upon its location not blocking the view of the mural from the public right of way. The small lit signs advertising “pizza”, “music” and “beer” are within the dimensional guidelines. The portable signage will be used during Farmers Market hours and a rigid sign may be

placed on the fence up to a week before for promotion of the Night Market, limit to one sign. Two separate portable signs are allowed for regular use by the Riverfront to highlight the upstairs and downstairs food service areas. It was confirmed that the food trailer will be within the fire code regulations of a 10-foot clearance from any structures and will use ventless cooking methods. Rosholt seconded and the motion was carried unanimously.

**4. Building/Site Plan Applications**

- a. 27 Broadway – River Terrace- Gavinski motioned to approve two pergolas along the the river on the lower area of the Terrace which would keep the openness but efficiently provide some necessary shade. Should 3 be needed, the Riverfront must come back to the committee with new rendering for approval. Rosholt seconded; motion carried unanimously. Committee acknowledged that vendors at the temporary Farmers and/or Night markets may set-up tents with logos and signage on them, for temporary use during the market only. None of the permanent umbrellas or other furnishings used by the Riverfront are to have logos or signage.

**5. Outdoor Seating/Dining Applications**

- a. 27 Broadway – River Terrace- The Riverfront is requesting more outdoor dining furniture and a food cart. Rosholt motioned to approve the design of the food cart and the examples of the tables and chairs provided contingent on actual furniture to be used approved by Morse and the food cart design remain consistent with established Terrace colors and logo. Gavinski seconded; motion carried unanimously.

**6. Façade Improvement Grant Projects**

- a. 325 Broadway – Escape Room and Paintball Facades– Committee tabled for future discussion when owners could attend and provide new renderings after receiving suggestions from committee on Design standards and guidelines.

7. Items for Future Meetings – None

8. Next Meeting is set for Wednesday, April 17, 2019.

9. Motion to adjourn by Rosholt, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 11:25 a.m.

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Stephanie Gunderson