

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

May 15, 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, Allie Schultz, Dan Gavinski, and Ben Borchner.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Kyler Royston, Fiorella Neira, Brenda Serstad, CBD and Bob Hufford, Mojo Music.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Borchner and seconded by Gavinski to approve May 1, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 225 Broadway - Wilchoacana – Discussion on the proposed window signage included that the signs meet the dimensional standards at approximately 18% coverage of the window and the bright pink color was okay to use in the lettering of the sign. It was questioned that this might be too bright as a background color for the signs that showed images of items for sale. Also, the two large drink decals on the doors were thought to be a little large and could be more proportional to the other signage. It is a new and unusual concept for downtown, so it was discussed that the signage may be necessary for proper promotion. DeFosse motioned to approve the presented signage above the door and on the windows without the pink background and not approve the large decals on the door. Gavinski seconded, motion carried unanimously. It was noted that the door decals may be approved in the future if the sizes are more proportional.
 - b. 817 Broadway – Mojo Music
 - i. This monument sign meets the dimensional standards at approximately 44 square feet of signage and a height of 7 feet. Two renderings were provided with stone bases. The first has a continuous, solid base while the other has two pedestals. The solid base appeared to be too large for the small sign. The top of the sign is an EFIS coat structure and the bottom base would have a brick veneer material. Borchner motioned to approve the sign rendering with the two pedestals design contingent on landscaping be done to connect the pedestals and the brick veneer have final approval from Schultz to tie to the building's brick. Schultz seconded; motion carried unanimously.

- ii. Committee confirmed that the LED sign within the larger monument sign met the standard of taking up 25% or less area. Variable message signs in the past have had to go through the CUP process for a fee. Upon approval of the design, the committee confirmed the business owner does not have to proceed with this process.
- c. 731 Eddy Street – Mama’s Garage – A rendering of an existing roof sign at this location was provided. This is simply a facelift on an existing frame. Both the sign on LaCrosse street and the sign above Mama’s Garage were considered by the committee to be wall signs. Gavinski motioned to approve both wall signs as presented. Borchert seconded, DeFosse abstained, motion carried unanimously.
- d. 27 Broadway – Riverfront Terrace – The proposed sign has channel letters that could be mounted to the roofline with a projection of 5 feet above the roofline and take up approximately 54 square feet, which is allowable then as a wall sign. The Riverfront Terrace has a permitted 230 square feet of signage and this additional signage would still keep them under the 300 square foot maximum. Borchert motioned to approve as presented, DeFosse seconded, Schultz abstained, motion carried unanimously.

4. Building/Site Plan Applications

- a. 27 Broadway – Riverfront Terrace – A proposed improvement in the desired direction of the committee was presented which included a stone/brick base, several windows and a separate top portion of the new restaurant to be associated with the Riverfront Terrace and “Terrace Market”. It was the committee’s opinion that the metal siding being used on the middle and upper levels was a more than acceptable accent to the building and a considerable façade improvement. Borchert motioned to approve the rendering as presented and Gavinski seconded. Schultz abstained; motion carried unanimously.
- b. 301 Broadway – CBD – The building located at this address was painted and has new signage of which neither was presented to the committee for approval. The committee provided the appropriate measures needed to be taken in order to do so with the business partner in meeting attendance. Design renderings and paint color swatches are to be provided and should be examples of paint and materials that compliment the shades of blue already used by the other surrounding buildings at this location. The committee will wait for a proper application to approve any changes.
- c. 613 Broadway – New Office Building – The committee discussed a new office building that received Site Plan approval contingent on the DRC’s approval of design. Gavinski motioned to approve the rendering which meets design standards for building materials, color usage, windows and roof pitch. The small address sign above the front entrance will be included. The “1809” sign above the small address sign will not and a

later application will be provided for new signage after the building façade is finished.
Borcher seconded; motion carried unanimously.

5. Outdoor Seating/Dining Applications – None
6. Façade Improvement Grant Projects – None
7. Items for Future Meetings – None
8. Next Meeting is set for Wednesday, May 29, 2019.
9. Motion to adjourn by Gavinski, seconded by Schultz. Motion unanimously carried and meeting adjourned at 10:45 a.m.

Stephanie Gunderson