

# CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, MAY 16, 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	
AGENDA	
1	Call to order and attendance
2	Discussion / Decision of the May 2, 2018 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a)
4	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any (a) La Petite Creperie – 116 ½ Broadway i. Table and Chair ii. Umbrella – request to match exiting awning (b) San Antonio Fence
5	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a)
6	Discussion / Decision on Proposed Façade Improvement Grant projects, if any (a) Keg – 716 Oak
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 (May 30)
	<p>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.</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 – TBD</p> <p style="text-align: right;">DISTRIBUTED MAY 11, 2018</p>

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

**APRIL 18, 2018**

Acting Chairperson Dan Gavinski called the meeting to order at 10:00 a.m. Notice of the meeting was provided to the *Dells Events*, WNNO Radio and posted in accordance with State Statutes.

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

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Brian Holzem, Tara Draper, Jason Jackson (Harmony Construction), Veronica Martinez (San Antonio), Belen Markovich-Wisconsin Dells Events.

2. Motion by Borchert and seconded by Morse to approve the April 18, 2018 meeting minutes. Motion carried unanimously.

**3. Sign Applications**

- a. River Mural: Although the council approved the location of the mural at 301 Broadway until December 31, 2019, the committee discussed other locations as well as getting input from the artist, Joey Leute on another site. Motion by Gavinski to table the river mural, seconded by Rosholt. Motion carried unanimously.
- b. River Dawg: Morse motioned to approve the portable wood sign if the poster is sized appropriately inside the frame. Rosholt seconded, motion carried unanimously.

**4. Outdoor Seating/Dining Applications**

- a. Helland Riverfront: Discussion on layouts of the outdoor vending and entertainment area presented to the committee. There was concern over the definition, difference and dimensions of food carts, trucks and trailers. Rosholt motioned to approve the overall concept based on renderings, contingent upon DRC approval of all specific furnishings and design details prior to installation. In particular, the DRC shall review the final stage design and ensure the umbrellas and other furnishings compliment aesthetics in place for the 0-100 downtown block. Seconded by Borchert, motion carried unanimously.  
Helland Riverfront/Food Vending Unit: Rosholt motioned to approve temporary food carts through December 1, 2018 based on size and other recommendations preapproved by the Design Review Committee. All carts shall be reviewed by the DRC and approved/denied on a case by case basis prior to installation on the site. Seconded by Borchert, motion carried unanimously.
- b. 742 Eddy Street:
  - i. Rosholt motioned to approve concept of outdoor seating, Morse seconded, motion unanimously approved. Borchert motioned to approve presented table and chair furnishings for said outdoor seating. Rosholt seconded, motion unanimously approved.

- ii. Discussion on fencing request. Borchner motioned to table approval of fence and sun-screen until a final design could be provided that ultimately ties in with the city's theme and fence being implemented on opposite side of the street

**6. Building/Site Plan Applications**

- a. 742 Eddy Street: Motion by Borchner to approve service window as presented by Luis Martinez and Harmony Construction. DeFosse seconded, motion carried unanimously.
- b. 716 Oak Street: Morse motioned to table approval on painting north wall of the "Old Time Sports" building until samples are provided, seconded by Borchner, motion carried unanimously.

**7. Façade Improvement Grant Projects**

- a. 38 Broadway: Rosholt motioned to approve an overall improvement of 38 Broadway as presented, Borchner seconded, motion carried unanimously.

**8. Proposed Changes to Design Standards**

- a. Tollaksen presented the standards for an Outdoor Food Service Vending Unit allowed as of now by the City of Wisconsin Dells, for information only. No action.

9. Items for Future Meeting - None

10. Next Meeting is set for Wednesday, May 16, 2018.

11. Motion to adjourn by Rosholt, seconded by Morse. Motion unanimously carried and meeting adjourned at 11:35 a.m.

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Stephanie Gunderson

Staff Comment  
La Petite Creperie  
Sidewalk Cafe  
DRC 05/16/18

The City has received an application from La Petite Creperie to set up a Sidewalk Café in front of their existing Walk-up service window in an existing window at 116 ½ Broadway. The applicant sells food and beverages from the Walk-up window building to people standing on the sidewalk. However, the applicant has no seating for patrons to consume the items. There is a 8ftx7ft area in the red sidewalk terrace area directly in front of their booth where they would like to place a table and some chairs. Any approval should carry the contingency that the applicant remain diligent in keeping the area well maintained and ensuring the table and chairs stay in the red concrete terrace and do not encroach on the sidewalk. The seating also must maintain a 2 ft set back from the back of the curb.

The applicant install some planters on either side of the table and chairs, and place the sign had approved last year in the red concrete terrace, to delineate the seating area. The applicant took some photos with one of the City's 42" tables to ensure it would fit in the area. The applicant would purchase a 35" table, so there should be enough room. With a 35" table, the seating should utilize an approximately 6ft x 6 ft area.

The standards require umbrellas in the café zones to match the designated block color. The photos were taken using an umbrella with the 200 block sunbrella color. The applicant has already replaced the awning at the location with a sunbrella fabric awning recommended by the DRC. The applicant would like to request the ability to have a matching sunbrella fabric used on the umbrella to tie it to their existing awning.

Contingencies of approval:

1. The seating area is well maintained.
2. The tables and chairs do not encroach on the gray sidewalk.
3. The tables and chairs maintain a 2 ft set-back off the back of the curb.

Prepared by: Chris Tollaksen



Paintball store

La Petite Creperie

Souvenir Store

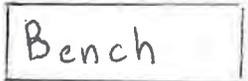


Broadway st  
← sidewalk →

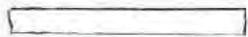
Red space  
← →



8ft



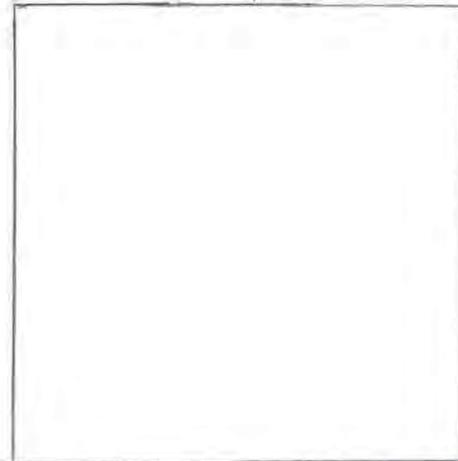
7ft



Paintball Store

La Petite Crêperie

Souvenir Store



BENCH

BENCH

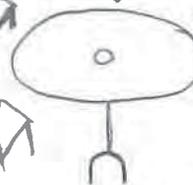
Sign

Menu

Menu

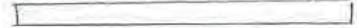


35" diameter



Menu

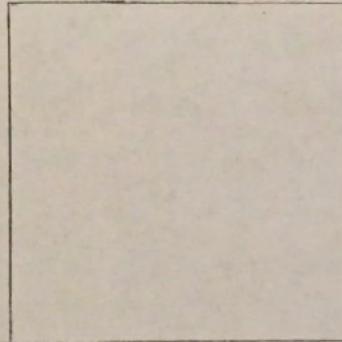
BENCH



Paintball Store

La Petite Crêperie

Souvenir Store



BENCH

BENCH

Sign

Vendor

Vendor

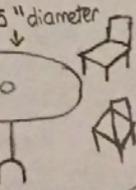
6ft

35" diameter

Vendor

BENCH

5ft





**PAINTBALL SHOOTING RANGE**

**TBALL SHOOTING RANGE**

ATM NO AGE LIMIT FREE INSIDE

**NO AGE LIMIT FREE JOINTS ROUND**

*La Petite Crêperie*

PANINIS CREPES

**DELLS BEST VALUES ENTIRE STORE \$4.99**

116

**WORLD DELLS**

**ENTIRE STORE \$4.99 EXTRA 10% OFF**

HELP WANTED 10hr



**PAINTBALL SHOOTING RANGE**  
**ROUNDS**  
• \$5 • 50  
• \$7 • 80  
• \$10 • 120  
WIN A FREE ROUND WITH BONUS BALL

HAUNTED MANSION  
WISCONSIN DELLS  
FUDGE



NO  
PARKING  
HERE TO  
CORNER  
←



ENTIRE STORE

NO  
\$4

Shop

Restaurant  
Chairs

Restaurant  
Bar Stools

Restaurant  
Tables

Restaurant Table  
and Chair Sets

Restaurant  
Booths

Patio & Outdoor  
Furniture

Restaurant  
E



 Order Status

 Shopping Cart (0)



d Chair Sets - **35.25" Round Black Indoor-Outdoor**



## 35.25" Round Black Indoor-Outdoor Steel Patio Table Set with 4 Round Back Chairs

**Color** Black

**Material** Metal, Steel

**Seat Material** Metal

**Back Material** Metal

**Frame Material** Metal

**Table Top  
Material** Metal

**Table Shape** Round

**Style** Contemporary

**Back Style** Round

**Base Style** 4 Leg

**Suitable For  
Commercial Use** Yes

Approved BID  
4/13/2016

DRC  
Copy



# DISTRICT BLOCK COLOR PROGRAM

**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN



Red: PMS 7580c



SUNBRELLA COLOR  
Terracotta

Light Green: PMS 398c



SUNBRELLA COLOR  
Ginkgo

Light Aqua: PMS 639c



SUNBRELLA COLOR  
Persian Green

Orange: PMS 138c



SUNBRELLA COLOR  
Tuscan

Green: PMS 575c



SUNBRELLA COLOR  
Palm

Light blue: PMS 7706c

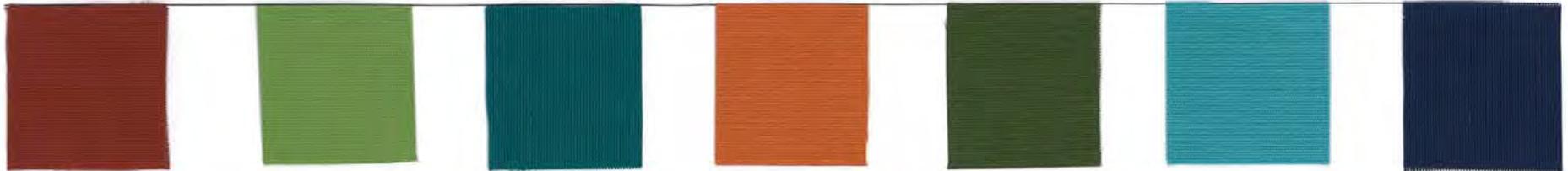


SUNBRELLA COLOR  
Aruba

Dark blue: PMS 7465c



SUNBRELLA COLOR  
Marine Blue



Staff Comment  
Façade Improvement  
DRC 05/16/18

Keg – 716 Oak.

The City has received an application from Keith Koehler to improve the façade of the old All Time Sports building he recently purchased at 714 Oak. The proposal includes removing the existing wood paneling covering the lower portion of the Oak St. façade, exposing the upper floor window on the Oak St. façade that is currently covered by a sign, installing one new large black clad window to replace the row of 3 windows on the Oak St. façade, installing new glass doors on the north face of the building, installing new awnings above the windows and doors on both sides of the building, repainting the entire building, and removing the existing roof top sign on the building.

These changes would move this business closer in line with the Design Standards, specifically: the Standards do not allow signs to be mounted in front of windows; the Standards prefer exposed brick to wood paneling, the painted brick, the Standards prefer horizontal expression lines to transition between the first floor and upper floors, the standards prefer windows and glass doors to solid walls, the standards prefer the colors on the secondary façade to match the primary façade, the roof top sign does is exactly the type of installation the new standards would like removed.

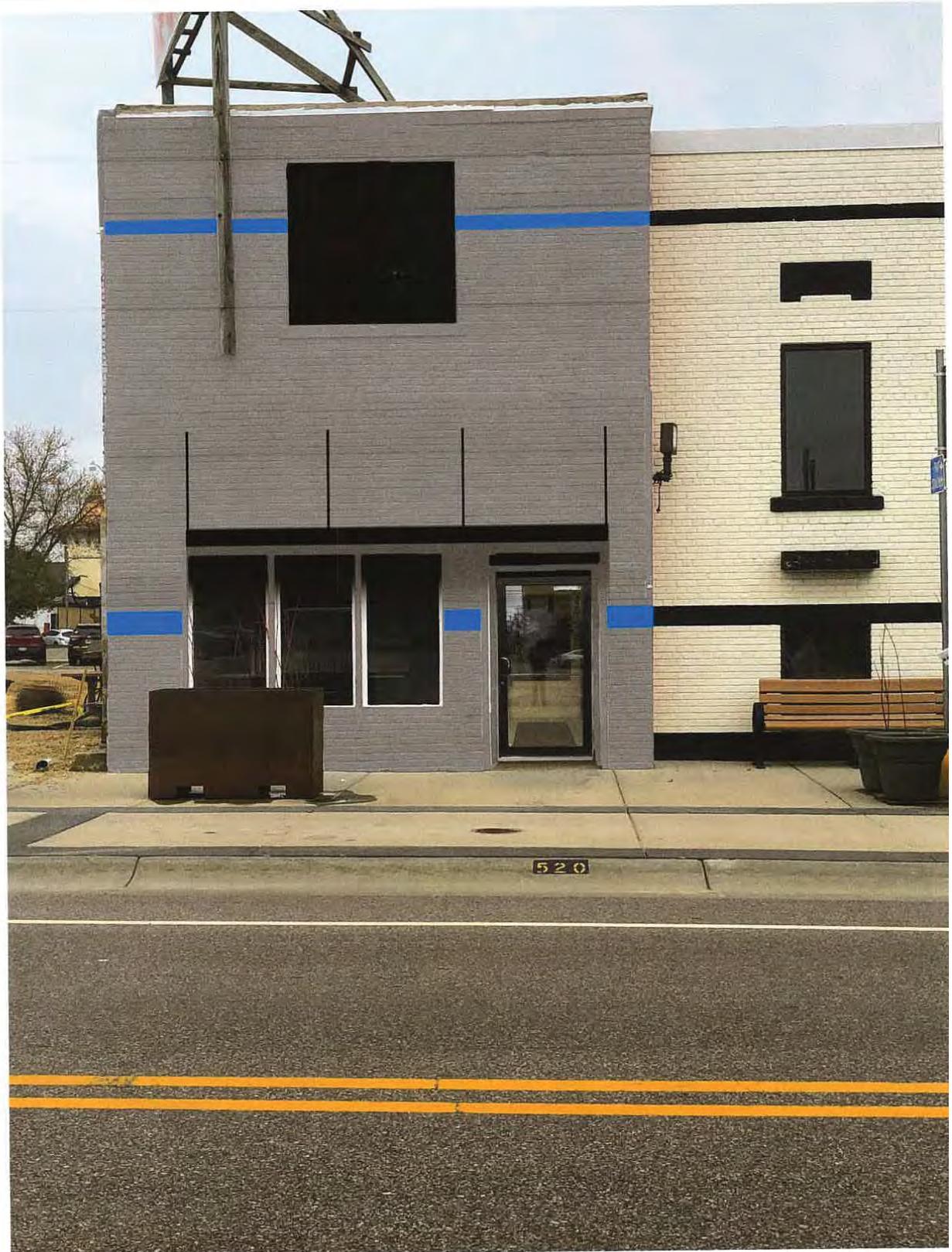
Some additional items for consideration include: (1) providing a discernible base, which could be in the form of continuing the lower horizontal expression line at grade level; (2) providing a positive visual termination at the top of the building, which could be in the form of a black cornice to tie into the black roofing that is required on the side of the building.

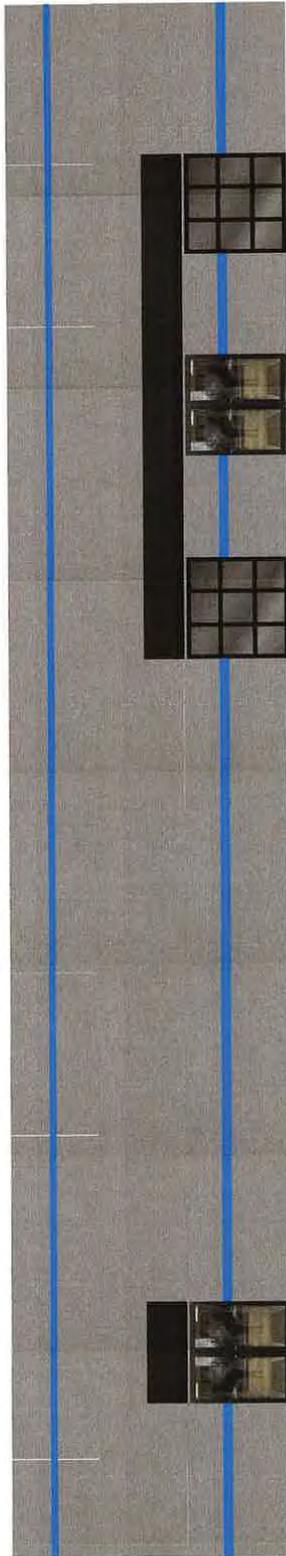
It is noted that the black roofing material comes down from the top of the side of the building to cover penetrations in the brick that were used as pockets to hold the roof rafters for the old building that was removed. If these pockets are not kept weather proofed the interior and exterior of the building could quickly degrade.

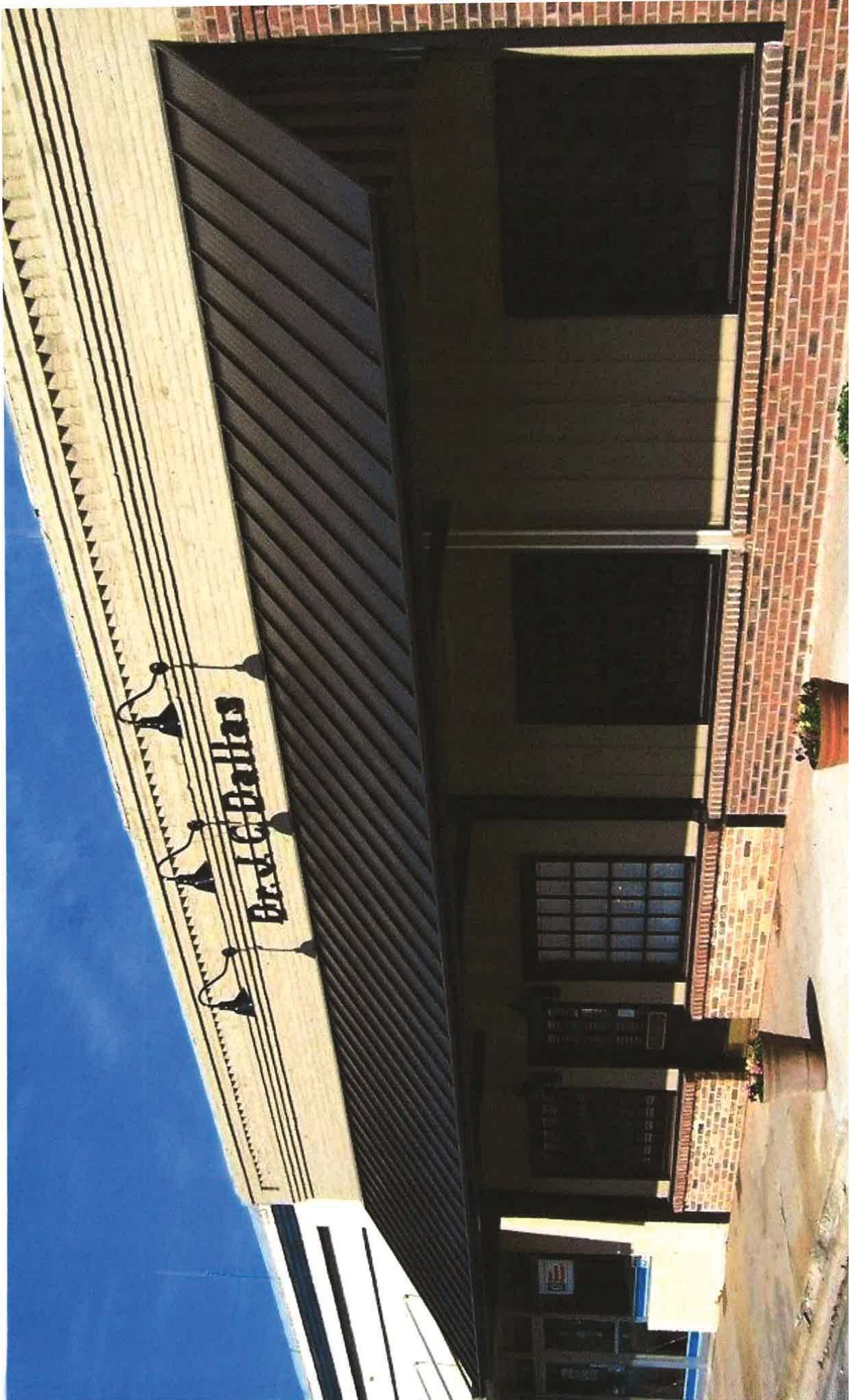
It is also noted that the roof top sign is tied into the existing rubber roof and the current plan is to re-roof the building in the fall. The roof top sign would be removed as part of the re-roofing project to prevent leaving holes in the roofing that could allow water to enter the building. If approved for a façade improvement grant, the applicant understands that the project would not be complete until the roof top sign is removed, and therefore will not be eligible for grant payments until the roof top sign is removed. Grant projects must be completed within 6 months, and the applicant stated he will meet that schedule.

The applicant has stated he intends to install a wall sign facing Oak St. near the corner of the building. It is an existing Keg sign that is no longer in use. The background of the sign had a blue hue to it. The blue horizontal expression lines on the building are meant to compliment that color.

Prepared by: Chris Tollaksen











ALL TIME SPORTS

GIFTS - AUTOGRAPHS  
ALL TIME SPORTS & GIFTS  
SPORTS CARDS - COLLECTIBLES



716



GIFTS - AUTOGRAPHS  
ALL TIME  
SPORTS  
& GIFTS  
SPORTS CARDS - COLLECTABLES



716



GIFTS - AUTOGRAPHS  
ALL TIME  
SPORTS  
& GIFTS  
SPORTS CARDS - COLLECTABLES



716









It might be hard to see but that gray is a bluish gray one with the gray building in the blue we feel that that will pull out and we will try th



e new

signs into that for the new business  
Sent from my iPhone