

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, DECEMBER 7, 2016 Time: 10:00AM Location: MUNICIPAL BUILDING -300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS				
ALDER MOR - CHAIR	BEN BORCHER	DAN GAVINSKI	MARIA ROSHOLT	JACQUELINE MORSE
AGENDA				
1	Call to order and attendance			
2	Discussion / Decision of the November 9 Meeting Minutes			
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any			
4	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any			
5	Discussion / Decision on Building/site plan application(s) submitted for review, if any			
6	Discussion / Decision on Design Standard and Ordinance Updates			
7	Discussion / Decision on small cell antenna			
8	Items for referral to future meeting			
9	Set date and time of future meeting (December 21)			
10	Adjournment			
11				
12				
	<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. 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>			
	CHAIRPERSON – DAR MOR		DISTRIBUTED DECEMBER 2, 2016	

DRC/BID JOINT MEETING
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
November 9, 2016

Ald. Mor called the meeting to order at 10:00 AM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes

1. Present: Chairman Ald. Dar Mor, Maria Rosholt, Ben Borchert,
Absent: Dan Gavinski, Jacqueline Morse
Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Ald. Brian Holzem, Sign Rep for Maurer's Market, and Ed Legge from the *Dells Events*.
2. Motion to approve the Minutes from Sept 28, 2016 meeting by Rosholt, second by Borchert. Motion carried.
3. Motion to approve the Minutes from July 20, 2016 meeting by Rosholt, second by Borchert. Motion carried.
4. Sign Applications: Perkins – Motion by Borchert, second by Rosholt to approve. Motion carried.
Spring Brook – Ald Mor abstain. Since this is a routine application it can be okayed by the committee and Chris T.
Maurer's Market – This is not the same as the last application they presented. It was changed to bring into compliance, there is no façade change, just the sign above doors. All other signs will be gone. Chris T asked if it was backlit. The background must be opaque and the rep for Maurer's Market agreed to that. The sign in the parking lot is also backlit and since it is a pole sign that is grandfathered (because there is no change just a business name change) it is acceptable. The window signs need to be cleaned up and removed and made legal. Motion to approve by Borchert, contingent on the window signs being removed and make sure the flag is legal also with a second by Rosholt. Motion carried.
Edytka's Polish Restaurant-No motion.
5. Outdoor Seating/Dining Applications: None
6. Building/Site Plan Applications: None
7. Future Items: Mor will circulate a list, Rosholt will do the same.
8. Next meeting: Chris T and Ald Mor will decide which Wed of the month to meet.
9. Motion by Rosholt, second by Borchert to adjourn. Motion carried and the meeting was adjourned at 10:15 am.

Juli Mor

Staff Comment
Sign Applications
DRC 12/07/16

Item 3) Mt. Olympus main entrance sign.

This application includes moving the main entrance sign for Mt. Olympus north to the location of what is now the main entrance to Mt. Olympus. This application also includes making some temporary changes to the sign structure to accommodate a temporary message change for the Ice Castle.

The new location for this sign meets the 100 ft pole sign separation requirement. It is noted that as an on-premise sign and the only pole sign on the premise, this sign is exempt from the separation requirement.

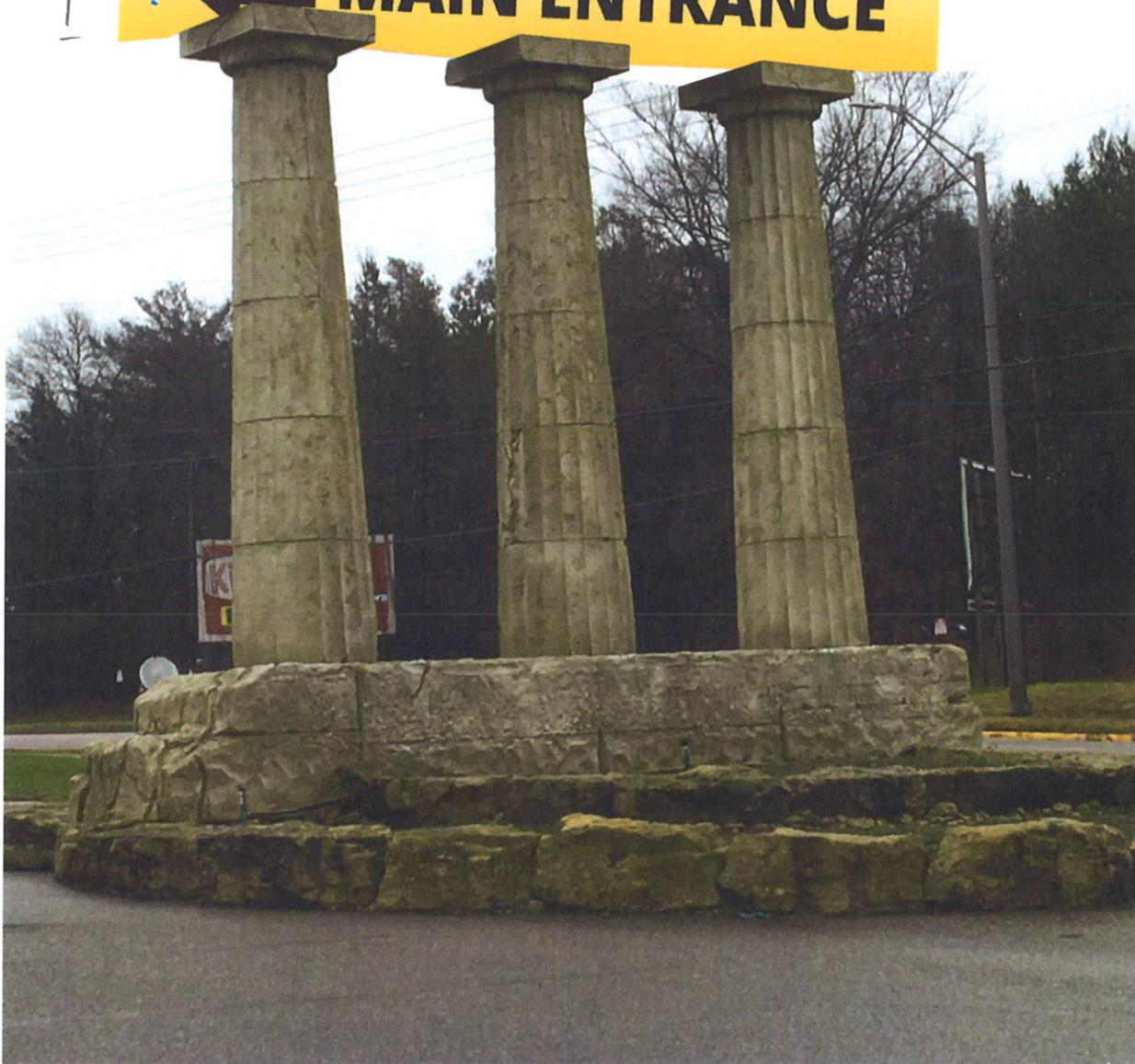
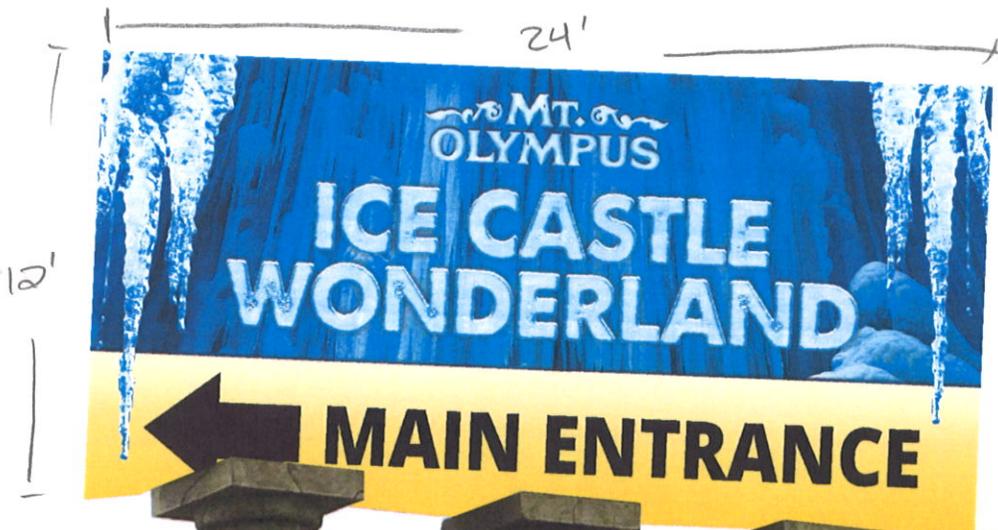
The temporary changes to the sign structure are within the 300 sq ft maximum message size requirements in the sign ordinance.

This sign is outside of the C-2 district and is not subject to any design standards.

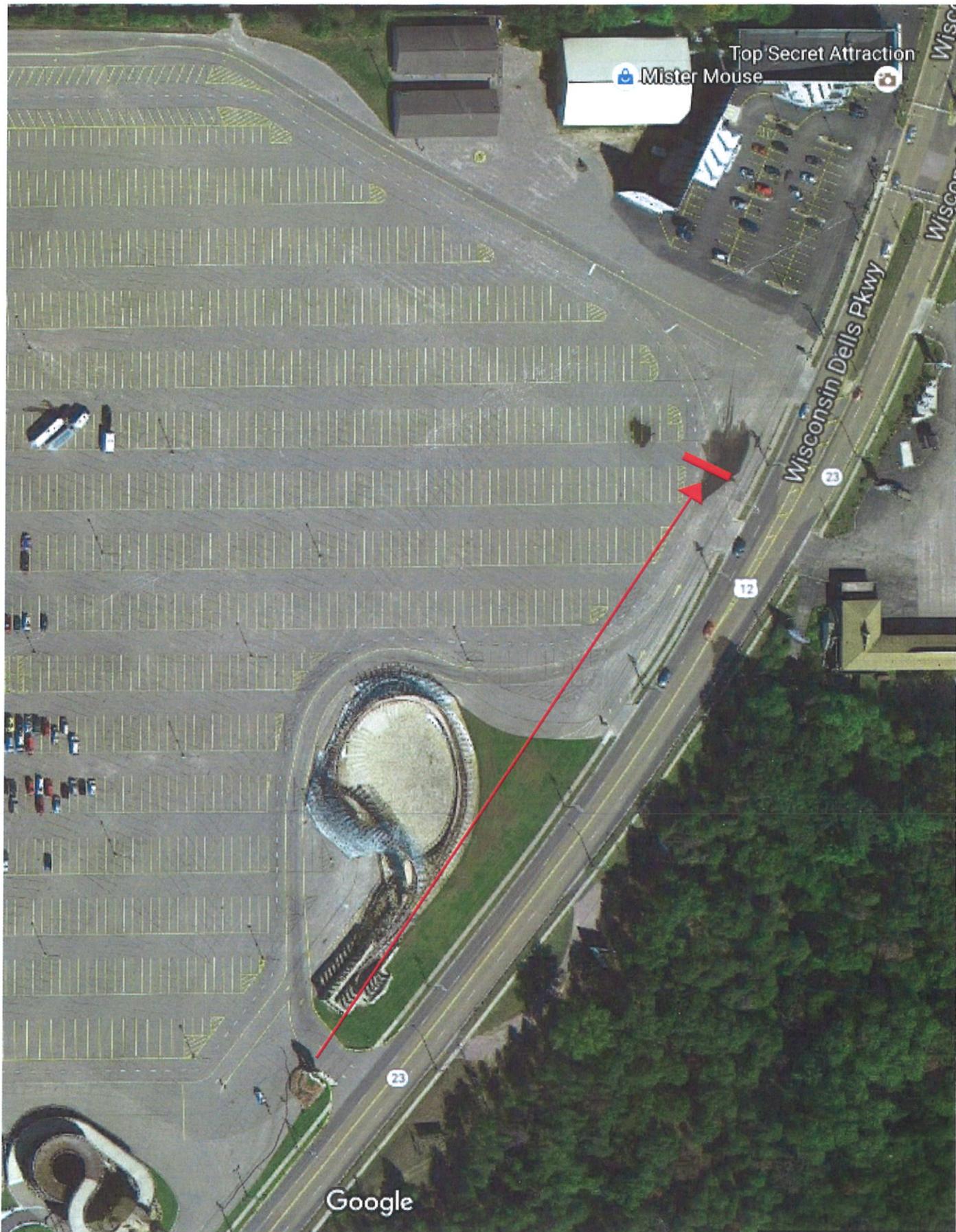
Recommend approval of the Mt. Olympus entrance sign.

Note: Approval will include the removal of the temporary Ice Castle message and replacing the Mt. Olympus sign message in the spring.

288 FT²







Top Secret Attraction
Mister Mouse

Wisconsin Dells Pkwy
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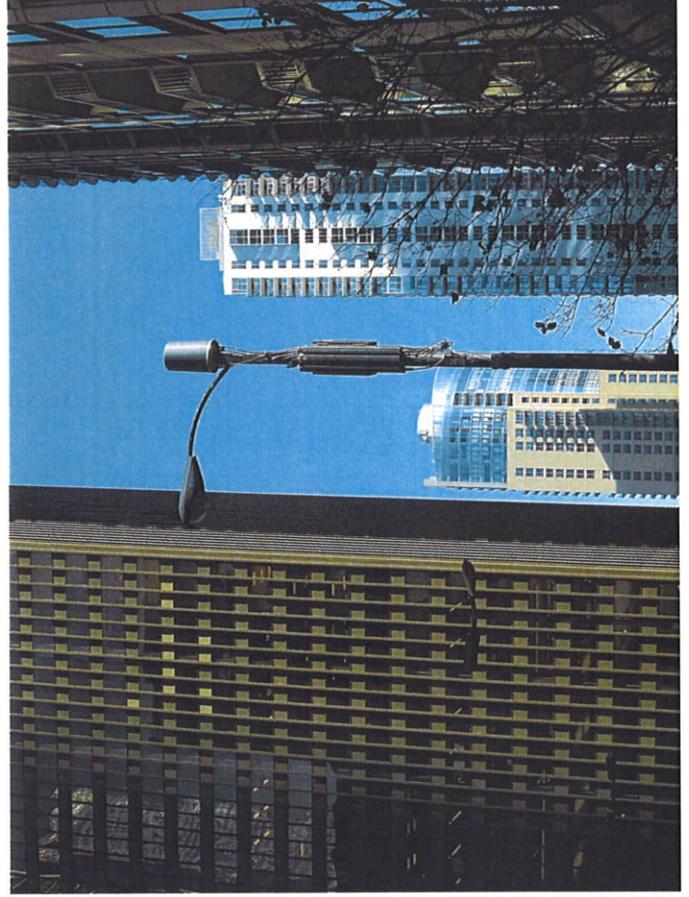
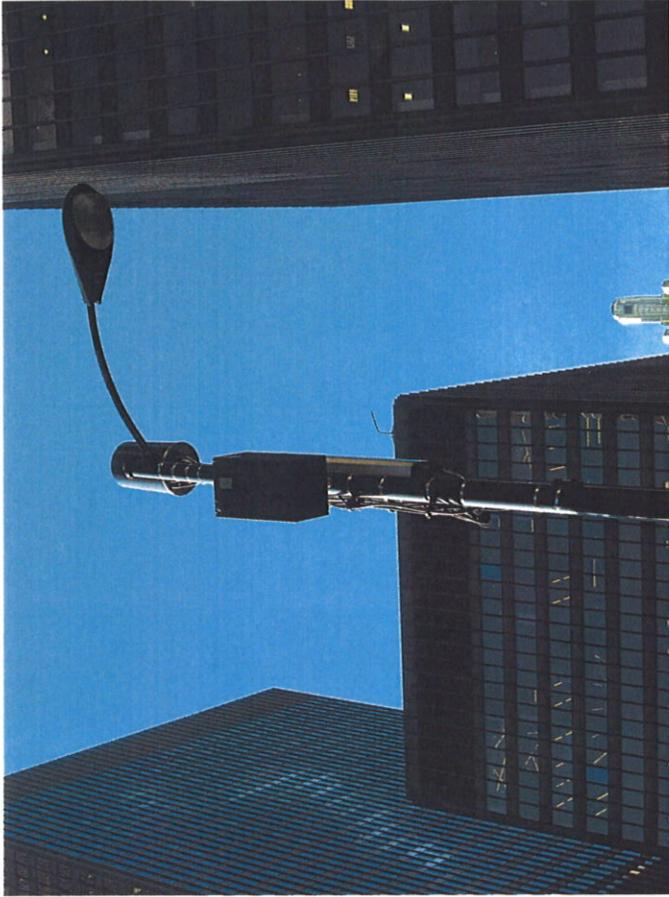
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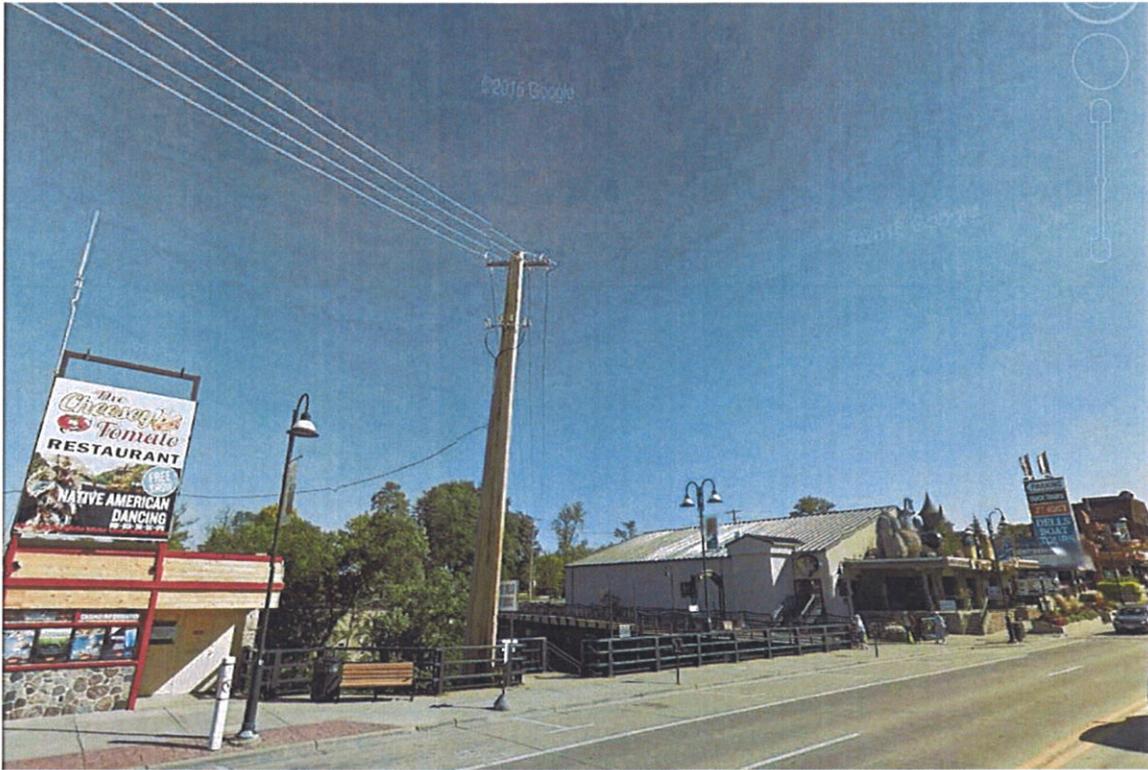
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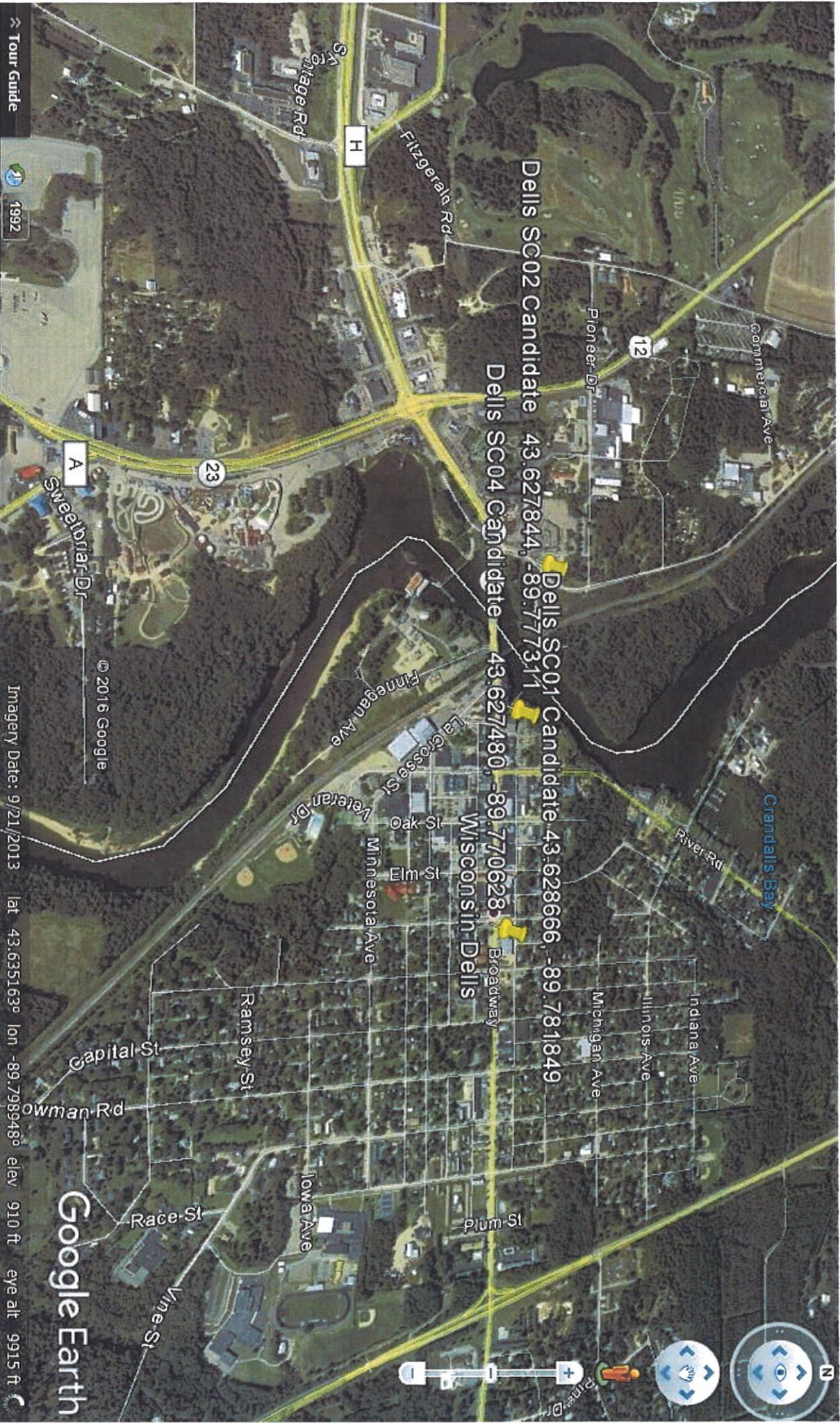
Google

Downtown Design Standard Review

1. Incidental signs
 - a. Count toward maximum 25% of window.
 - b. Do not include merchandise signs, e.g. realtor listings
 - c.
2. Projecting structure signs (Awnings and canopies)
 - a. Not allowed on side of awning
 - b. Currently signs are allowed on the side of canopies. Add language that they are required to meet sign and design standards of a blade sign.
 - c. Currently "shall not be made of shiny materials or have a shiny finish". Do we want to specify no vinyl?
 - d.
3. LED string lighting – not currently addressed in standards
 - a. Allow larger bulbs as in plaza or at high rock?
 - b. No Christmas lights in the summer
 - c. Christmas lights in trees
4. Window coverings in off season
 - a. Currently no regulations as they are not signs
 - b. Specify that opaque window coverings (over 50%?) must meet a design standard?
5. Off-premise signs outside of downtown
 - a. Increase regulation?
 - b. C-4 (majority of Wis. Dells Parkway) Currently there is a 100 ft separation requirement
 - c. C-1 (surrounding downtown) C-3 (other highway zones) Currently 500 ft separation req.
6. Design Standards outside of downtown
 - a. Signage or Architectural
7. Food trucks and carts
 - a. Joint meeting recommended food truck not allowed in C-2
 - b. Joint meeting recommended food carts be allowed with standards to be approved, including:
 - i. Cart is used on and by the property owner
 - ii. Cart is selling products already available in the store
 - iii. Approval of the entire business façade look
8. Outdoor retail non-food sales and services
 - a. Table and tent set-up
 - b. Currently requires CUP from Planning and Council







Dells SC02 Candidate 43.627844, -89.777311

Dells SC04 Candidate 43.627480, -89.770628

Dells SC01 Candidate 43.628666, -89.781849

Wisconsin Dells