

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, JUNE 28, 2017 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 June 14 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) Aloha (b) Misiu food (c) Creperie (d) LEAF Mural (e) RAD Mural (f)
4	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a) Colotian (b) Great Harvest
5	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any (a) Yolo
6	Discussion / Decision on Façade Improvement Grant Projects (a) Dells Bells (b) Aloha (c)
7	Discussion / Decision on Design Standards/Ordinance Updates
8	Items for referral to future meeting
9	Set date and time of future meeting (July 12)
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.</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>
	CHAIRPERSON – DAR MOR
	DISTRIBUTED JUNE 23, 2017

Item 3(a)

Aloha Blade sign
DRC 062817

The City has received a Blade sign design for the Aloha shop.

The Sign company would like to hang the sign from the awning structure rather than mount the custom arm to the building. See explanation from the sign company below.

The code requires Awnings to have an 8' clearance from the sidewalk, and the architecture of the building seemed to provide a space ~9'4" high for the awning to site. The original sign design was 9" in height, in part to maintain a maximum clearance from the bottom of the sign to the sidewalk. The code requires blade signs to be a minimum of 12" in height and maintain an 8' clearance from the sidewalk. A revised design was submitted to meet the code as written. Both designs have been included for the Committees consideration.

Chris Tollaksen
City of Wisconsin Dells

Chris,

As you can see, this design strays slightly from the chapter and verse provided in the city architectural plan.

The circumstances of the variation were beyond Gawronski Signs control, and I choose not to investigate nor discuss who or why. The end result however is as correct as I could have hoped to see. The design elements of the building have been embraced, the colors and textures are appealing, the execution was very tasteful, however the building wasn't built originally to conform to the measurements allowed for in the new ordinance.

In arguing this point, should arguing be necessary, this building does not contain the lines or structure to utilize either a 10' under awning height or an arm from which to mount the "blade" or projecting sign. Doing so would require extensive alterations to original, historically correct elements of the building. Furthermore, the installation of the Blade sign utilizing the existing awning structure is the best solution to keep the sign high enough to be both visible and safely above walk traffic. See drawing.

I think all parties involved have done a great job with the project and I sincerely hope that the review committee sees this project as having a positive outcome and adaptation of the intended rules.

After all, the best rejuvenation of a 100 plus year old downtown district should embrace the periods of time in which the buildings were constructed. They weren't all built the same year by the same contractor. If they were they may all have been painted blue and white, or whatever color was on sale....

Dave Gawronski
Gawronski Signs

It could, but that is 3" lower, bringing the sidewalk clearance height down to approx. 8'5", Not dangerous by any means, but tempting for "jump up and slap". We have not begun producing, so still time to change.





Item 3(b)

Misiu Food
DRC 062817

The City has received a Hanging sign and A-frame sign design for misiu food at 305 Broadway Unit 4.

The hanging sign is a copy change to an existing sign. This sign does not hang over the public sidewalk. When the original sign was installed, signs that were not over the public property were not held to the same standards as signs that did project over the public sidewalk. There were several similar signs installed for the other units in this building.

As a general rule, the standards do not allow the pre-dominate background color of a sign to be fluorescent. It is a recommendation that signs use subdued and darker colors. The applicant agreed to subdue the red background color if requested by the committee.

The applicant submitted a similar design for a portable sign. However, only the signage was submitted and not the portable sign frame. The applicant stated that a custom made wood frame is being made for this sign.

The signage submitted is the full 6 sq ft allowed for a portable sign, so it is assumed none of the frame is intended to be visible.

Chris Tollaksen
City of Wisconsin Dells

36"



Misiu Food

Ice Cream • Hot Dogs • Gofry • Nachos
Elote • Cheese Curds • Polish Sausage
Milk Shakes • Cheese Fries • Chili

Try our food Challenge

*Eat it in
30 minutes and
it's FREE*

**30" Polish Sausage
2 lbs. French Fries
20 oz. Water**



24"

SIGN WORKS
P.O. BOX 412
LAKE DELTON, WI 53940
(608) 254-7649

Updated hanging sign



92"

24"



Hanging sign to update

Creperie Signs
DRC 062817

Item 3(c)

The Creperie has opened and installed some signage to their building. One of the signs is a traditional menu board and the other is for a menu item. The signs are each approximately 2.25 sq ft and 1.5 sq ft respectively. Menu boards are considered Incidental signs if they are less than 4 sq ft. Businesses are allowed 3 incidental signs.

The Creperie has also submitted a request for a portable sign. They submitted the signage with photos of crepes and Panini, and a proposed aluminum frame in which to place the signage.

Chris Tollaksen
City of Wisconsin Dells



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entrepreneurs, network and more.

June 22-24

Maritime Expo Center
www.smallbizexpo.web

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CREPES**



GRAND OPENING



**GOURMET
PANINI**

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**HELP
WANTED**

PANINIS

Menu

<i>French Crepes</i>	<i>Floury Crepes</i>
<ul style="list-style-type: none"> Waffle Bagels 6.99 Berry Cheesecake 6.99 Quinoa 6.99 Philly 6.99 	<ul style="list-style-type: none"> Hon O' Cheese 5.99 Egg O' Cheese 6.99 Smoked Turkey 6.99 Daily Special! (only on the menu)
<i>Paninis</i>	<i>Others</i>
<ul style="list-style-type: none"> Turkey Bacon 6.99 Hon O' Sausi Mith 5.99 Veggie Mith 5.99 BBQ Turkey 6.99 	<ul style="list-style-type: none"> Ice Cream 1.99 Donut 1.00

hawan's
FINEST
SHAVE ICE



LA PETITE CREPERIE

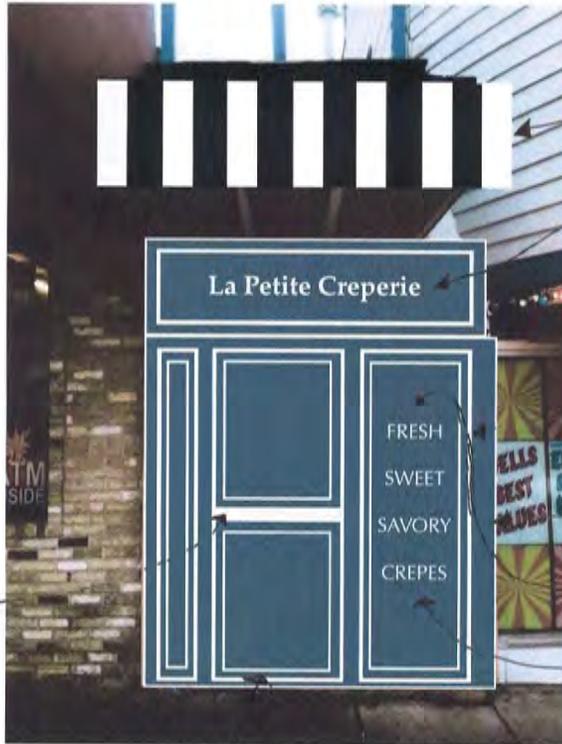
Original design



PAINT TO MATCH ↗



WOOD COUNTER



DUTCH DOOR WITH MOLDING



BLACK & WHITE STRIPPED AWNING



RAISED LETTERS OR PAINTED WHITE.

WALL MOLDING (SHOWN IN WHITE) PAINTED SAME BLUE AS WALL.



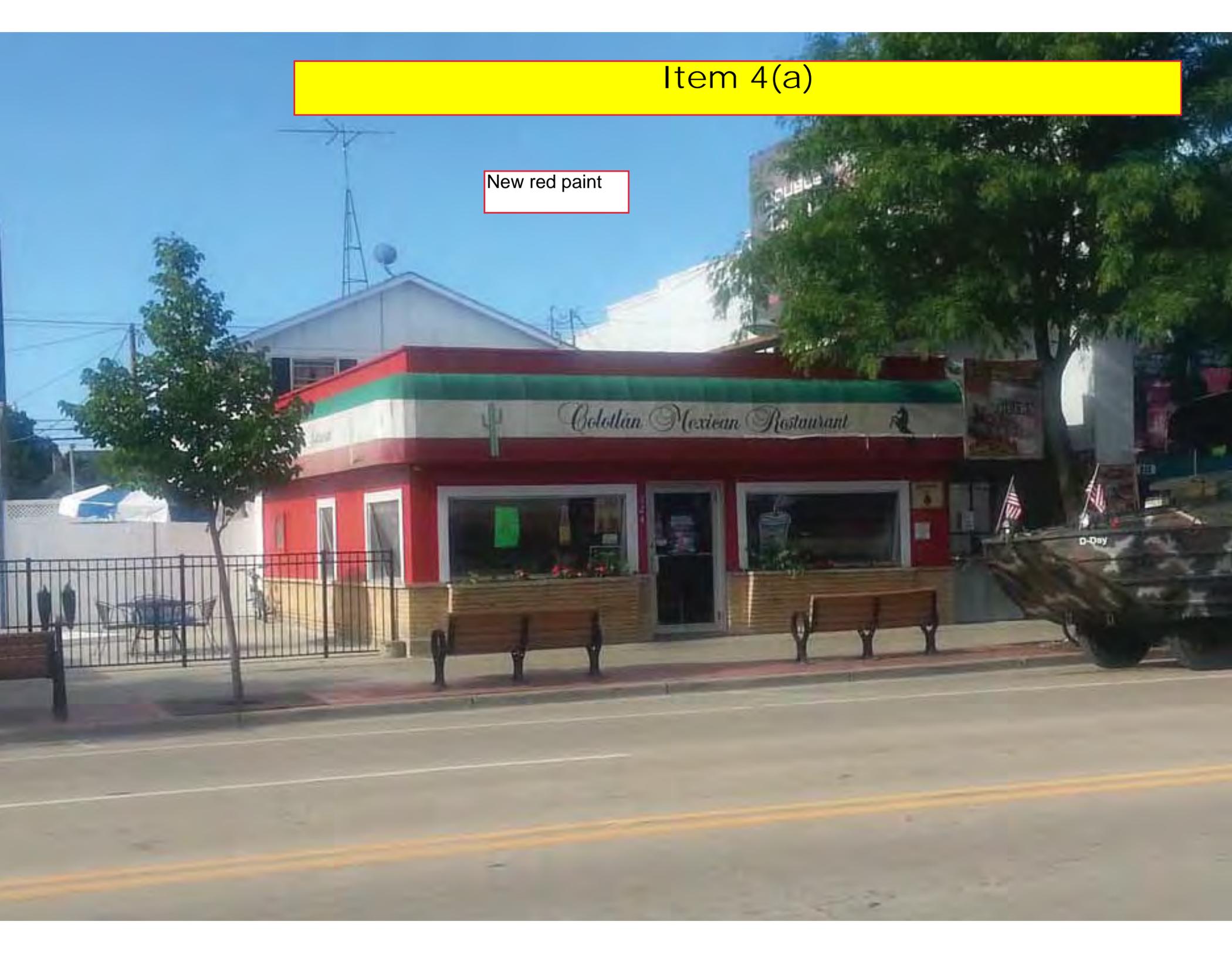
LIKE THE LIGHT!

DESCRIPTIVE WORDS WITHIN THIS PANEL OR YOU MAY WANT TO ADD RECTANGULAR CHALKBOARD FOR MENU?



Item 4(a)

New red paint



326 State Hwy 13



Exit Street View

Original



© 2017 Google

© 2017 Google

Google Earth

43°37'39.20" N 89°46'21.62" W elev 923 ft eye alt 924 ft

Report a problem

Item 4(b)

New brick



807 Elm St



Exit Street View

Original



© 2017 Google
© 2017 Google

Google Earth

43°37'40.48" N 89°46'20.55" W elev 926 ft eye alt 925 ft

[Report a problem](#)

Item 5(a)

Yolo Cafe
DRC 062817

The Yolo café had gotten approval from the DRC for outdoor seating back in April. However, they were denied their Privilege agreement at PW as it was not clear what their business model was, and if it included food sales.

They have clarified that they intend to serve beverages and sandwiches, and will not offer Hookahs outside.

They have submitted new pictures of their proposed outdoor seating, including the outdoor couches.

Chris Tollaksen
City of Wisconsin Dells

New pictures



Download from



Original

Fence cover options for the terrace, umbrellas, table and chair options.



Garden flowers and tree options



Gas heater options



Item 6(a)

Current





WELCOME
to Fabulous
DELLS BELLS
WEDDING
CHAPEL

11
←

RELAYED
LOADING
♿

411



WEDDING CHAPEL

WELCOME
to Fabulous
ELLS BELLS
WEDDING
CHAPEL

4
3

Original rendering



**Architectural Design
Consultants, Inc.**

Dells Bells Wedding Chapel
43 La Crosse Street Wisconsin Dells, WI



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Consultants, Inc.**

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**Dells Bells Wedding Chapel
43 La Crosse Street Wisconsin Dells, WI**

17-010 02-21-2017



**Architectural Design
Consultants, Inc.**

Dells Bells Wedding Chapel
43 La Crosse Street Wisconsin Dells, WI

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17-010 02-21-2017

Item 6(b)

Current



Chris Tollaksen

From: Shirley Tollaksen [sjtollaksen@gmail.com]
Sent: Friday, March 03, 2017 4:52 PM
To: Chris Tollaksen
Subject: Aloha Storefront

Sent from my iPad

Original Rendering

Begin forwarded message:

From: "Kyle Ohan" <kyle@gawronskisigns.com>
Date: March 3, 2017 at 4:15:45 PM CST
To: "Shirley Tollaksen" <sjtollaksen@gmail.com>
Subject: RE: Emailing - Pages from DRC AGENDA 030817.pdf



Chris Tollaksen

From: Kyle Ohan [kyle@gawronskisigns.com]
Sent: Friday, May 12, 2017 11:57 AM
To: 'Shirley Tollaksen'
Cc: Chris Tollaksen
Subject: Aloha hawaiian Shop

Updated Rendering

Chris/Shirley

Front of building with 3'x12' MDO sign/3 lights above



Kyle Ohan

Graphic Designer

608-524-4012

Gawronski Signs & Advertising

Section 22.12 Non-Conforming Signs & Structures

- (1) **Definition.** Any sign or projecting structure constructed in accordance with ordinances and other applicable laws in effect on the date of its construction, but which by reason of its type, size, height, location, design, material, method of illumination, number of signs, or construction is not in conformance with this Chapter shall be considered a legal non-conforming sign or projecting structure.
- (2) **Continuation/Loss of Status.** The lawful use of a nonconforming sign or projecting structure may continue unless one (1) or more of the following occurs:
 - (a) The sign or projecting structure is structurally altered in a way, except for normal maintenance or repair. (Change of message is considered normal maintenance.)
 - (b) When the sign or projecting structure is fifty (50) percent or more damaged by fire, flood, explosion, earthquake, war, riot or act of God.
 - (c) The sign or projecting structure is relocated.
 - (d) The sign or projecting structure fails to conform to Code Sec. 22.04 regarding maintenance and repair, abandonment, dangerous or defective.
 - ~~(e) If located on property that is sold, with the full ownership of the property being transferred, the nonconforming sign and/or projecting structure must be brought into conformance with the sign regulations of this article at the time of the transfer unless the business will continue to operate under the same name.~~
- (3) **Transfer of Ownership.** A nonconforming **on premises** sign on property which changes owners shall comply with this sign code unless the design and review committee, after notice and public hearing, determines that continuation of the nonconforming on premises sign will not have a deleterious effect on neighboring properties or be inconsistent with the redesign and rehabilitation of the business district. DRC shall consider, among other appropriate factors, whether the nonconforming on premises sign is located East of Cedar Street or is associated with a business which will not change its name or branding.
Note: This ordinance change only affects on premises signs, **not off premises signs**. Off premises signs are grandfathered and subject to the continuation/loss of status provision. Amortization is not favored under Wisconsin Law.
- ~~(43)~~ **Compliance.** Within thirty (30) days of occurrence of any of the above, the sign or projecting structure shall be brought in compliance with this Chapter with a new permit secured, or the sign or projecting structure shall be removed at the owner's expense.
- ~~(54)~~ **Maintenance and Repair.** Nothing in this Chapter shall relieve the owner or user of a legal non-conforming sign/projecting structure or the owner of the property in which the sign and/or projecting structure is located from the provisions of this Chapter regarding safety, maintenance and repair of the sign and/or projecting structure.