

CITY OF WISCONSIN DELLS

OFFICE OF THE MAYOR
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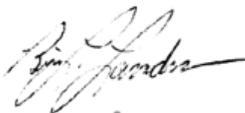
I made a promise that the downtown revitalization plan would not be another plan that sits on a shelf. In order to get this accomplished, I need a supporting cast in my council and business leaders that are visionaries and are equally committed, researched, and prepared to take the needed steps to put the plan in place.

In order for our downtown to flourish, we need to help existing businesses improve and bring new businesses to our downtown. To accomplish these goals we have committed to a \$40 million action plan, which was privately developed for our city. This investment, made possible by our area lodging providers and resorts, is at risk of being lost if our city continues to stall on creating sound standards and showing a commitment to change beyond words alone.

Attached with this release are photographs taken at random of issues that could be resolved through better enforcement and planning of Chapter 22 of our city code. In order to fix the code, a moratorium would be required so ample time is given for the committee to meet and address the concerns. The photos not only represent an ordinance that needs revision, but also the process that has led to the blight. Faded canopies, extreme color palates, canopies and signs of businesses that have not existed for years, blighted areas, vinyl banners used as permanent signs, empty billboards, facades that are in ruin or not conforming to the building's current use. The list goes on and on. These photographs were taken within a brief 30 minute walking tour by myself on the Thursday before Memorial Day weekend. My goal is not to embarrass anyone, but we can no longer turn a blind eye to the issues.

As we debate such things as committees, ordinances, and moratoriums.... all designed to get some standards and demonstrate our commitment to improvement, these photos will be a friendly reminder as to why this work is important and must be done. I have therefore placed these photos in the council chambers of city hall to provide a visual and motivational effect for those who sit on committees and have a responsibility to improve our city. We cannot allow the downtown revitalization to be another plan that sits on a shelf. We must be proactive in making our city more enjoyable destination for our guests, have a greater economic future, and so all residents of the Dells can be proud of our downtown.

Authored by



Mayor Brian Landers
City of Wisconsin Dells

