



**DRC/BID JOINT MEETING  
CITY OF WISCONSIN DELLS  
MUNICIPAL BUILDING-300 LACROSSE STREET**

**June 20, 2016**

Ald. Mor & Chairwoman Trumble called the meeting to order at 9:02 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, Dan Gavinski, Maria Rosholt, Ben Borchert, Jacqueline Morse, Chairwoman Kelli Trumble, Mark Sweet, Ald Jesse DeFosse, Justin Draper

Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Ald. Brian Holzem, Ald Ed Fox, Mayor Brian Landers, BID Intern Becca Frederiksen, Ed Legge from the *Dells Events*.

2. Private Outdoor Furnishings: The recommendations by the BID Committee were outlined in a guideline sheet. It was noted that for furnishings that are proportionate to buildings Jackie Morse of the DRC can provide examples. Trumble emphasized that heavy duty commercial grade furnishings are being used. The decision not to allow picnic tables was discussed and agreed upon.
3. Trumble went over the definition of a food truck in WI with a document prepared by Becca BID intern. Chapter 9 Mobile Food Establishments from the WI Admin Code was attached as well. Culture Food Stands are different than regular food stands and are encouraged in the Farmers Market. Gavinski asked why we would want anything that is not taxed, Mor added there would need to be a fee. Holzem asked if they would need a permit also. Mor brought up having the look of a truck but make it permanent by attaching it to utilities to make it real property. DeFosse said he really likes food truck and thinks they are an exciting new trend in the restaurant world but does not feel they belong in Wisconsin Dells. Mayor Landers asked who has ownership of the food truck if it's attached and real property. Is it the property owners? Chris T thinks Sauk and Columbia handle this differently. Sweet asked if a food cart and food truck are considered the same thing. Mayor Landers thinks a food truck in front of brick & mortar businesses is not in our best interests, especially if it replaces upgrading the façade or doing other improvements to the business front. We need to start governing what people do with their businesses if we are looking to get an anchor business etc. Holzem said he is against food trucks in general and thinks we should support the store owners in their fixed locations. We want visitors to patronize existing stores. The DRC will handle applications for food carts on a case-by-case basis. A food cart on an owners property is more acceptable than an outside person coming in and placing a food cart on someone else's property. DRC can allow or deny these based on their individual merits. Chris T thinks they are okay if it is the property owners cart and they are making other improvements to their property. Mor said if the consensus is that we are not going to allow them in the future then how will we deal with the existing? Frozen Bear could be grandfathered since it is on their own property, Cheesecake would be a no since it's not on their property and it is not operated very often. Chris T just wanted to add that ZebraDog advised using the Bennett square. Draper made a motion to not allow food trucks in the C2 district, second by Rosholt, DeFosse added but permissible for special events since that is a different permit process. Motion carried.  
Food Carts Gavinski said they would be okay for a property owners that is selling product in his store out of a food truck. Mor suggested putting a moratorium on them right now and then get the design standards worked out. A. on property by owner of cart B. selling products already in the store C. Approval for entire business façade look. Motion by Trumble, second by Gavinski. Motion approved.
4. Culture Stands: These are different than food carts and are encouraged in the Farmers market. They are not cooking or making products, just selling them. It was asked if there is a committee that will vet the vendors and Trumble said yes there was a committee. Motion by Gavinski to allow as presented, second DeFosse. Motion carried.
5. Blade Sign Brackets: Quote from Dave's Welding. Right now this is the business owners expense but the question was asked since we are encouraging these, should we help? Trumble reminded us

that Zebradog is not advocating just adding blade signs but cleaning up existing signs and replacing them with Blade signs. The DRC will look at the whole façade when someone requests a blade sign so that there are not too many per business. The color is black oxide powder coat. Borchert made a motion for the business owner to purchase, second by DeFosse. Motion carried.

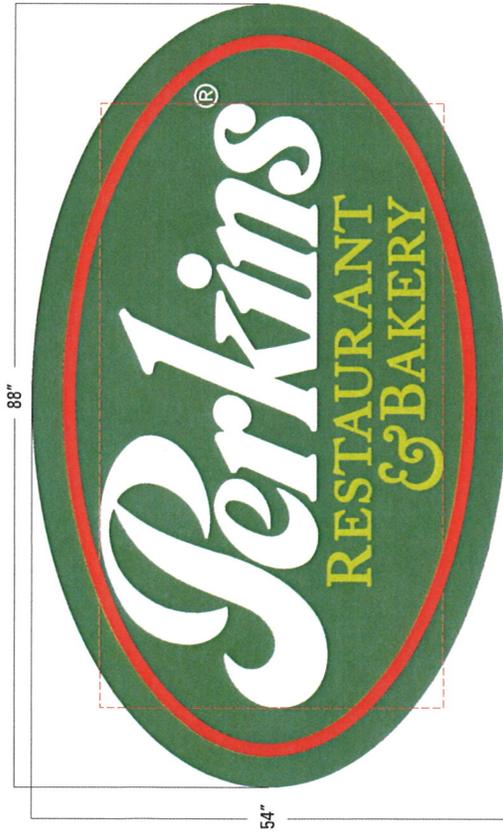
6. None
7. Motion by Draper, second by Trumble to adjourn. Motion carried and the meeting was adjourned at 10:30 am.

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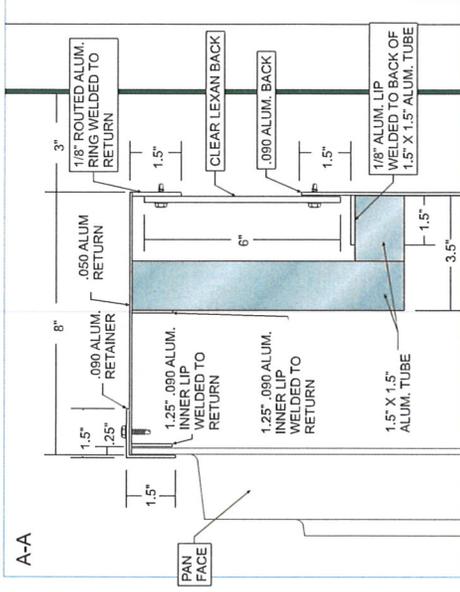
Juli Mor

Wall Sign

Front View



ITEM 4a



BOXED Sq Ft (OVA HxW): 54" X 88" = 33 SQ FT  
 ACTUAL LETTER SQUARE FOOTAGE: 39" X 68" = 18.4 SQ FT

Specifications

- Face to be Clear Polycarbonate Painted Second Surface
- Retainers and Returns to be Painted Green PMS 343C
- Cabinet to be lit using LED
- Face to be 2" Pan-Formed
- "Perkins," "Restaurant & Bakery" and Red Ring to be embossed .5"



Isometric View

Colors & Finishes

A	Green - PMS 343C
B	Yellow - PMS 116C
C	Red - PMS 200C
D	White

Rev # 1 -
Rev # 2 -
Rev # 3 -
Rev # 4 -
Rev # 5 -
Rev # 6 -



Designer: JRB	Date: 10/12/15
Client: Perkins	
File Path: Z:\Restaurant\Perkins	

Signature: *Daniel Vogel 10/12/15*

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

- Proof Is Approved. Proceed With Production Of Order
- Proof Is Approved With Corrections. Make Corrections As Indicated And Proceed With Production Of Order



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# Side Elevation

A | 54" x 88" Wall Cabinet

Rev 1 - CM 10-4-16 Removed Channels Letters Added Wall Cabinet

Rev 2

Rev 3

Rev 4

Rev 5

Rev 6

Rev 7

Rev 8

Proposed Elevation



Existing Elevation



Designer: BAW	Date: 9-21-16	Option # 1 - BAW
Client: Perkins - Wisconsin Dells, WI		
File Path: Z:\restaurant\Perkins\WI\WisconsinDells		

- Proof Is Approved. Proceed With Production Of Order
- Proof Is Approved With Corrections. Make Corrections As Indicated And Proceed With Production Of Order

Signature: *Daniel Vogel 10/2/16*

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_



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PREVIOUS



feet  
meters

10

5

Google Earth

Google Earth

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**608-254-1470**

**New Home Construction**

**Remodeling Projects**

**Commercial Construction**

**Landscaping**

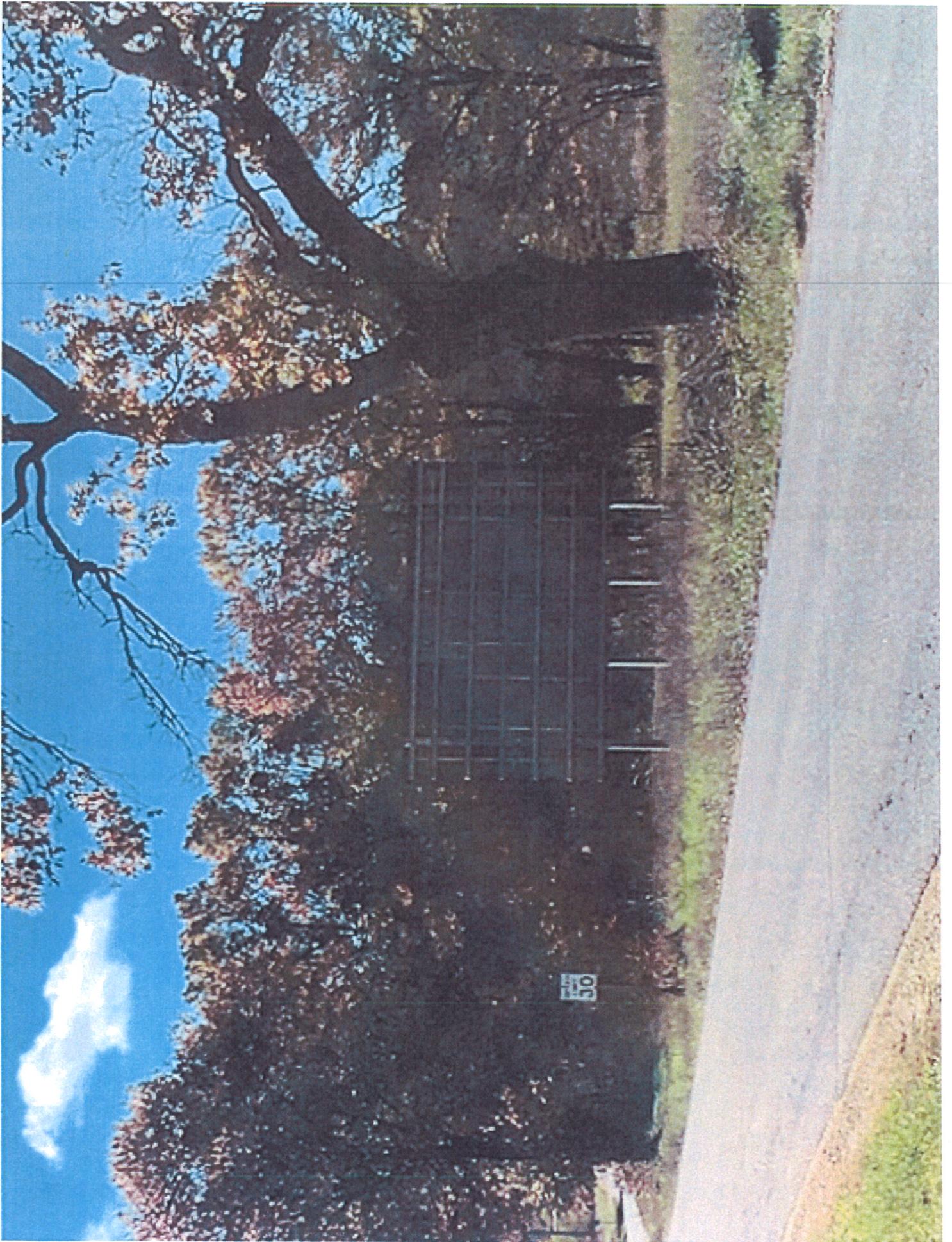
**Irrigation**

ITEM 4b



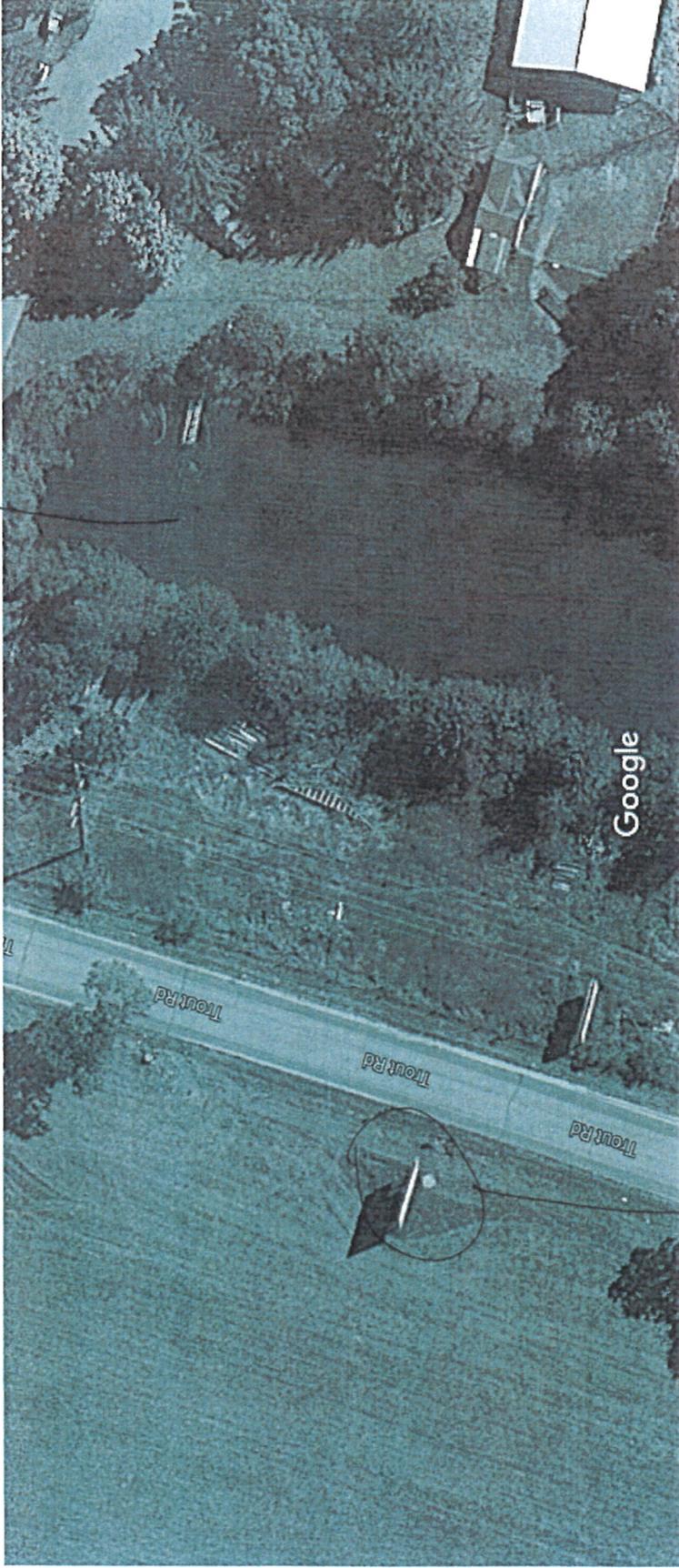
**240 Trout Rd • Wisconsin Dells, WI**

*12' x 20'*



Beaver Springs

Google Maps



Map data ©2016 Google 20 ft

Sign Location

ITEM 4c



Maurer's MARKET

34"

19'6"



Fine Wines

Maurer's MARKET

Dell Bakery

120'

WASHINGTON RD

WALKWAY



CURRENT



Google Earth

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feet  
meters

10  
4

Google Earth

CURRENT



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feet  
meters

10

4

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