

DESIGN REVIEW COMMITTEE
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET

June 8, 2016

Ben Borchert 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: Dan Gavinski, Maria Rosholt, Chairman Ben Borchert, Jacqueline Morse

Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Ald. Brian Holzem, Bill Anderson, Mike Brandt, Dick Preissel, Michelle from Outlet of the Dells, Jason Hollowell, couple from Chicken ShackEd Legge from the *Dells Events*.

2. Motion by Gavinski, seconded by Morse to approve the minutes of the May 18, 2016 meeting. Motion carried.
3. a. Paintball signs on the side of an existing awning presented for approval. Borchert asked Chris if the sign above the awning is considered a roof sign. Chris T said no but it is grandfathered in so it is essentially legal. This sign is separate. They can't have a blade sign because of the size of their awning so they are allowed to put a sign on the side. Gavinski asked if this sign needs to be same size & look to a blade sign then. The total signage allowed is 144 sq ft. Chris did not check that but thinks it falls under that amount. Borchert brought up the maintenance of the canopy. The paint is peeling and looks bad. He'd like that repaired before approving the signs. Mr Anderson objected and did not seem to understand that the committee was discussing and trying to establish what had been decided in relation to a side canopy sign. Gavinski & Morse both tried to explain the DRC role to Mr Anderson and asked him to moderate his voice. Mr Anderson left the meeting. Holzem said he remembers that the DRC agreed to permit signs on the side of canopies when a blade sign won't fit underneath. It was the DRC intention to limit the signs to a blade sign look and size. The language needs to reflect this. Motion by Gavinski to approve as long as the sign is the same size and look of a blade sign and the canopy gets repainted the same color first. Any other color needs approval, second by Morse. Motion carried.
b. Chris T presented a sign. Morse asked if we had decided to get away from signs with white backgrounds. It was only decided for downtown. Motion by Gavinski, second by Morse. Motion approved.
c. Electric Co to be told that the sign does not fall under the sign ordinance. They need to get railroad permission. Gavinski brought up sign size. It is not known for sure. Chris will ask for more information and bring it back to the DRC
d. Trolley stop sign: In public parking stall & at Homespun Heart front stall. Michelle from the mall does not want to put any paint on the parking stall ground if it is not necessary. City & parking board have approved the trolley stop. How does this fall under DRC? It is a public/private concern. Gavinski is concerned about the spacing/room at Homespun Heart. Michelle thinks they were planning to pull straight in and pull straight out. They could qualify for an exemption since it is a public/private space. Motion by Gavinski, second by Morse. Motion approved.
4. Outdoor Seating: None.
5. Maintenance/repair to Yuval Wear. Dick wants to replace the wood substrate on the upper section with vinyl siding. That is against the present standards. There are a number of materials suggested in the standards. Borchert asked Mr Preissel to work with Chris T to find a suitable material for the work. Corrugated metal is also not an option since it can only be used as an accent. Motion by Gavinski to have Chris T make a final decision that complies with the ordinance, second by Morse. Motion carried. Borchert offered to take a look first so Chris could have someone else look at the choice.
b. Chicken & Shrimp shack: They went ahead and started painting the façade with no permit. It is currently painted with red & green stripes. Morse asked if they could pull from the burgundy in the brick colors and darken the greens so it blends with the building. They said yes. Motion by Gavinski, to change to burgundy and darken the green – Chris T to get color samples and show to Morse first, second by Morse. Motion carried.

- c. Steffes True Value: Maintenance on wall, repaint front but remove paint on the side to expose bricks. Repaint logo on sign below. Morse asked about the white background. They are not changing the sign just repainting. Motion by Morse, second Borchert to approve. Motion carried.
6. Discussion on the Keg outdoor area. The pallet fence leaves much to be desired. They do not look good or appear safe. It is not what we saw or approved. We need more detail on future drawings from now on. It is a learning process and we will make changes/adjustments as we need. Jason Hollowell thinks it will cause Chris T problems to demand a lot of details up front.
 7. Items for referral: None
 8. Next meeting: Wed., June 22, 2016 10 am
 9. Motion by Gavinski, second by Morse to adjourn. Motion carried and the meeting was adjourned at 11:15 am.

Juli Mor