

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description: JOINT MEETING OF CITY PLAN COMMISSION & LEGISLATIVE COMMITTEE
Date: MONDAY, JUNE 8, 2015 **Time:** 6:45PM **Location:** MUNICIPAL BUILDING - 300 LA CROSSE ST., WISCONSIN DELLS, WI

PLAN COMMISSION MEMBERS	
Mayor Brian Landers-Chair	Ald. Mike Freel
Chris Tollaksen, Bldg. Inspector	Tifani Jones
Fire Chief Scott Walsh	Dan Anchor
Chris Lechnir	Jeff Delmore
LEGISLATIVE COMMITTEE MEMBERS	
Ald. Mike Freel - Chair	Ald. Ed Fox
Mayor Brian Landers	Ald. Ed Wojnicz
AGENDA ITEMS:	
1	CALL MEETING TO ORDER AND ATTENDANCE
2	PUBLIC HEARING ON DRAFT ORDINANCE TO CREATE ZONING CODE ARTICLE 3 DIVISION 5 (SECTIONS 19.260-29.267) IN ORDER TO CREATE A DOWNTOWN DESIGN REVIEW COMMITTEE
3	DISCUSSION ON ITEM #2 (DOWNTOWN DESIGN REVIEW COMMITTEE – APPROVED BY BID) a) DECISION OF PLAN COMMISSION b) DECISION OF LEGISLATIVE COMMITTEE
4	PUBLIC HEARING ON DRAFT ORDINANCE TO AMENDMENT TO THE SIGN CODE ORDINANCE CHAPTER 22 TO GRANT NEW DOWNTOWN DESIGN REVIEW COMMITTEE APPROVAL AUTHORITY OF SIGN IN C-2 COMMERCIAL DOWNTOWN ZONING DISTRICT.
5	DISCUSSION ON ITEM #4 (PROPOSED ORDINANCE TO AMENDMENT TO THE SIGN CODE ORDINANCE CHAPTER 22) a) DECISION OF PLAN COMMISSION b) DECISION OF LEGISLATIVE COMMITTEE
6	DISCUSSION ON PROPOSED ORDINANCE TO CREATE A 6-MONTH MORATORIUM ON THE ISSUANCE OF CHAPTER 22 PERMITS (APPROVED BY BID COMMITTEE) a) DECISION OF PLAN COMMISSION b) DECISION OF LEGISLATIVE COMMITTEE
7	ADJOURNMENT
DISTRIBUTED & POSTED JUNE 5, 2015	
<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>	

ORDINANCE NO. _____
(Downtown Review Committee)

The City of Wisconsin Dells, Columbia, Sauk, Juneau and Adams Counties, Wisconsin, does hereby ordain as follows:

SECTION I: PURPOSE

The purpose of the ordinance is to create a Downtown Design Review Committee.

SECTION II: PROVISIONS CREATED

Municipal Code Sections 19.260 through 19.299 are created.

SECTION III: PROVISIONS AS CREATED

19.260 Establishment

A Downtown Design review committee is established to undertake the responsibilities herein defined and as allowed by state law.

19.261 Authority

- (1) **Generally.** The Downtown Design review committee shall serve in an advisory role to the building official, plan commission and common council.
- (2) **Jurisdiction.** The Downtown Design review committee shall review all projects that involve signage, construction, and/or maintenance in the C-2 Commercial downtown Zoning District.
- (3) **Right to enter property.** The Downtown Design review committee, along with its individual members and consultants, may enter upon land which is the subject of a pending conditional use application it has authority to act on.
- (4) **Conditional use applications.** The Downtown Design review committee shall review, hear, and make recommendations to the plan commission on those conditional use applications it has authority to act on.
- (5) **Standards.** The Downtown Design review committee shall have the power and authority to enact Design Standards to assist in reviewing a development application it has authority to act on.
- (6) **Comprehensive plan amendments.** The Downtown Design review committee may recommend changes to the city's comprehensive plan which are intended to safeguard the quality and character of the Zoning Districts within its jurisdiction. .
- (7) **Code amendments.** The Downtown Design review committee may develop recommended changes to this code and/or the sign code which are intended to safeguard the quality and character of the Zoning Districts within its jurisdiction. .

19.262 Composition and appointment of members

The committee shall consist of five (5) voting members. Voting members shall include: the Public Works Committee Chair; the Business Improvement District Committee Chair, or designee; the Community Development Authority Chair, or designee; and two (2) C-2 District real property owners or tenants (to be appointed by the Mayor).

19.263 Officers

The Public Works Committee Chair shall serve as chair of the Downtown Design review committee.

19.264 Committee procedures

- (1) The Downtown Design review committee shall review all projects involving signage, construction and/or maintenance, including: all new building construction, any exterior alteration or additions to existing buildings, all new signage or decorations, changes to existing colors.
- (2) The Downtown Design review committee shall evaluate projects on a case by case basis to ensure the exterior architectural appeal and functional plan of the proposed project will not, within the discretionary judgment of the committee, be contrary to generally accepted design standards or to the underlying aesthetic values of the downtown business district.
- (3) If the Committee denies, modifies, or conditions an application, it shall give written notice of the action, reasons and rationale to the applicant and the building official.

19.265 Meeting minutes

The Downtown Design review committee shall keep minutes of its proceedings, showing the vote of each voting member upon each question, or, if absent or failing to vote, indicating such fact. Minutes once approved by the committee shall be filed with the city clerk and shall constitute a public record.

19.266 Schedule of meetings

Meetings shall be held at the call of the chairperson and at such other times as the Downtown Design review committee may determine.

19.267 Voting and quorum

- (1) **Requirements for quorum.** A quorum shall consist of 3 voting members.
- (2) **Requirements for voting.** A decision of the committee shall be by majority vote of the members present at a meeting in which a quorum is in attendance and voting.

19.268 to 19.269 reserved

SECTION IV: VALIDITY

Should any section, clause or provision of the ordinance be declared by the courts to be invalid, the same shall not affect the validity of the ordinance as a whole or any part thereof, other than the part so declared to be invalid.

SECTION V: CONFLICTING PROVISIONS REPEALED

All ordinances in conflict with any provisions of this ordinance are hereby repealed.

SECTION VI: EFFECTIVE DATE

This ordinance shall be in force from and after its introduction and publication as provided by statute.

SECTION VII:

This ordinance becomes a part of Wisconsin Dells Code, Chapter 19.

Brian L. Landers, Mayor

Nancy R. Holzem, City Clerk

INTRODUCED:
FIRST READING PASSED:
SECOND READING PASSED:
PUBLISHED:

ORDINANCE NO. _____
(Amends Sign Ordinance)

The City of Wisconsin Dells, Columbia, Sauk, Juneau and Adams Counties, Wisconsin, does hereby ordain as follows:

SECTION I: PURPOSE

The purpose of this ordinance is to amend the sign ordinance to incorporate the Downtown Design Review Committee.

SECTION II: PROVISIONS RENUMBERED, CREATED AND AMENDED

1. Municipal Code Sec. 22.04 is amended.
2. Municipal Code Sec. 22.07(1)(b) is renumbered to 22.07(1)(c).
3. Municipal Code Sec. 22.07(1)(b) is created.
4. Municipal Code Sec. 22.26(6) is amended.
5. Municipal Code Sec. 22.26(8) is amended

SECTION III: PROVISIONS AS RENUMBERED, CREATED AND AMENDED

22.04 Permit Required. Except as provided in sec. 22.13, it shall be unlawful for any person to erect, relocate or structurally alter, within the City of Wisconsin Dells, any sign or other advertising structure as defined in this ordinance, without first obtaining an erection permit from the Building Inspector and making payment of the fee required by sec. 22.08. All illuminated signs shall, in addition, be subject to the provisions of the Electrical Code and its requisite permit fees. No permit is required for repair, repainting or maintenance which does not entail structural change; or, for change of copy, message, or face panel. Change of copy, message or face panel is subject to review by the Downtown Design Review Committee.

22.07 Permit Issuance.

(1) Upon the filing of an application for an erection permit, the Building Inspector shall, not sooner than two (2) working days and not later than seven (7) working days:

(a) Examine the plans and specifications and the premises upon which the proposed structure shall be erected.

(b) Refer the sign to the Downtown Design Review Committee per Article 3 Division 5 of the Zoning Code (Ordinance Chapter 19)

(c) Issue a permit if the proposed structure complies with the requirements of this ordinance and all other laws and ordinances of the City of Wisconsin Dells.

(6) Inspection. Projecting structures shall be inspected every two (2) years by the ~~Director of Public Works~~ City Planner/Zoning Administrator or by a person designated by the ~~Director of Public Works~~ City Planner/Zoning Administrator to perform the inspection. Inspection fees shall be established by a resolution approved by the Common Council pursuant to Code sec. 22.05.

(8) Projecting Structure Approval.

- (a) This section shall govern the issuance of a permit to construct or erect a projecting structure.
- (b) Applications for permits to construct projecting structures shall be submitted pursuant to Code sec. 22.05.
- (c) The Building Inspector shall determine if the application is complete. Incomplete applications shall be returned to the applicant for resubmission.
- (d) Completed applications shall be referred to the BID- Downtown Design Review Committee. The BID Design Review Committee shall review applications for projecting structures within 30 days of the day on which a completed application is submitted. The BID Design Review Committee shall approve or disapprove applications based upon design and construction criteria to be promulgated by the BID Design Review Committee.
- (e) Decisions of the BID-Design Review Committee may be appealed to the Board of Appeals.
- (f) Projecting structures in the STH right-of-way are subject to WisDot approval. All projecting structures may be subject to other agency approvals.

SECTION IV: VALIDITY

Should any section, clause or provision of the ordinance be declared by the courts to be invalid, the same shall not affect the validity of the ordinance as a whole or any part thereof, other than the part so declared to be invalid.

SECTION V: CONFLICTING PROVISIONS REPEALED

All ordinances in conflict with any provisions of this ordinance are hereby repealed.

SECTION VI: EFFECTIVE DATE

This ordinance shall be in force from and after its introduction and publication as provided by statute.

SECTION VII:

This ordinance becomes a part of Wisconsin Dells Code, Chapter 22.

Brian L. Landers, Mayor

Nancy R. Holzem, City Clerk

INTRODUCED:
FIRST READING PASSED:
SECOND READING PASSED:
PUBLISHED:

City of Wisconsin Dells

ORDINANCE NO. _____

The City of Wisconsin Dells, Adams, Columbia, Juneau and Sauk Counties, Wisconsin, does hereby ordain as follows:

SECTION I: PURPOSE

This ordinance establishes a six (6) month moratorium on the issuance of Chapter 22 (sign code) permits in the C-2 District (Downtown Commercial). The purpose of the moratorium is to maintain the status quo and prevent creation or enlargement of nonconforming uses pending a complete review.

SECTION II: PROVISION CREATED

Wisconsin Dells Code sec. 22.075 is created.

SECTION III: PROVISION AS CREATED:**22.075 C-2 Moratorium**

- (1) The Building Inspector shall not accept, process or issue permits for new, expanded or enlarged signs or other advertising structures in the C-2 district.
- (2) This moratorium shall expire December 31, 2015 unless terminated sooner or extended.
- (3) The purpose of this ordinance is to maintain the status quo pending the completion, report and recommendations of a downtown design review project.
- (4) This ordinance does not apply to the normal repair and maintenance of signs or Advertising structures

SECTION IV: VALIDITY

Should any section, clause or provision of the ordinance be declared by the courts to be invalid, the same shall not affect the validity of the ordinance as a whole or any part thereof, other than the part so declared to be invalid.

June 8, 2015

SECTION V: CONFLICTING PROVISIONS REPEALED

All ordinances in conflict with any provisions of this ordinance are hereby repealed.

SECTION VI: EFFECTIVE DATE

This ordinance shall be in force from and after its introduction and publication and as provided by statute.

SECTION VII: PART OF CODE

This ordinance becomes a part of Wisconsin Dells Code, Chapter 22.

Brian L. Landers, Mayor

Nancy R. Holzem, Clerk

INTRODUCED: _____
PUBLISHED: _____
PASSED: _____

June 8, 2015

**BID Committee
May 27, 2015**

Attending: Kelli Trumble; chairwoman	Eric Helland
Justin Draper; BID	Phil Helley
Jesse DeFosse; BID	Jim Decker
Dan Gavinski; BID	Jeremy Ringdahl
Kyler Royston; BID	Bob Steinweg
Mark Sweet; BID	Adam Makowski
Mayor Brian Landers	Ed Fox
City Attorney Joe Hasler	Ed Legge; Dells Events
Chris Tollaksen; Public Works	
Lisa Beck; Visitors Bureau	

Meeting called to order by Chairwoman Kelli Trumble.

**Justin Draper moved to approve the minutes of April 9, April 29 and May 13 meetings.
Second by Jesse DeFosse. Approved.**

DESIGN REVIEW COMMITTEE:

Mayor Landers plans to propose to the City Council the establishment of a new city committee whose responsibility will be to determine design standards for the downtown. It will need to look at current standards so as to create more uniform standards in the future. At present the Mayor referenced many of the current standards as arbitrary and not well defined. It is only now that the Police Department has an officer devoted to the enforcement of current standards which up to now has allowed for many problem areas to develop with no actions being taken.

The composition of the proposed committee would include representation from the BID Committee, Public Works Committee, Community Development Authority, City Planner Chris Tollaksen, and a citizen at large from the business community.

The Mayor has also proposed a one year moratorium on the erection of new signs in the downtown to give the proposed Design Review Committee time to develop new standards with an eye toward spurring economic development. The City Council at its last meeting turned down the proposal unanimously.

Jeese DeFosse felt that the moratorium was not necessary and that stricter enforcement of standards was needed. Mayor Landers felt that a moratorium could possibly encourage businesses in violation of standards to seek quick remedies. He preferred a softer approach before warnings or fines take effect. The moratorium could be rescinded if new standards are in place before one year.

Eric Helland questioned who the new Design Review committee would be accountable to and in response the Mayor said the City Council.

Ed Fox suggested the addition of a non business owner/citizen to the new committee as there are many citizens interested in seeing downtown improve.

Kelli stated that giving the new committee the ability to deal with sign issues which until now have been referred to the BID, will allow BID more time to devote to future economic development.

Dan Gavinski moved that BID endorse the Mayor's sign moratorium proposal for a six month period of time. Second by Justin Draper. If approved by the Council, the moratorium could go in effect in July. Motion passed 5 -1 with Jesse DeFosse casting the dissenting vote.

Justin made a motion to support the Mayor's proposal to develop a new Design Review Committee. Second by Jesse DeFosse. Eric suggested that city committees be consulted as needed before proposals go from the new committee to the City Council for action. Mayor Landers said the process will allow for thorough examination by interested parties. Motion passed unanimously.

JULY 4th CELEBRATION:

A redesign of the poster will be ready for the next BID meeting to review. Phil Helley offered services of Ad Lit to distribute poster to hotels,restaurants,etc. BID members will distribute posters to downtown businesses.

TASTE OF WISCONSIN DELLS:

Mark Sweet reported plans are set for this years festival with an increased budget for advertising. That being said, 2015 marks the continuation of a trend culminating in the lowest restaurant participation ever. The downward trend in participation seems attributed to two primary causes: inability to provide adequate staffing at two locations and a more recent reason given being that the economics did not determine the festival to be a worthwhile effort for some restaurants.

Mark suggested a new direction for consideration which would model the festival after the successful Wine Walk. Tickets would be sold for a price to be determined and people could go to the home restaurants who participate to taste samples. As tickets might be limited in numbers sold, Mark suggested vastly upgrading the entertainment aspect by having a music festival in the heart of downtown to draw larger numbers of people. Also recommended was more active participation of the restaurants in the implementation of this new direction.

Jesse suggested Mark work closely with the Bureau's Festival board to look at a joint effort. Justin thought that a themed food event on the River Walk with entertainment should be considered. Phil Helley suggested restaurants could set up outside their establishments. Jim Decker asked if Lake Delton restaurants could still participate since the Wine Walk model is a pedestrian event.

DELLS TROLLEY UPDATE:

Jeremy Ringdahl updated BID on slight route changes,planned graphics and logos. He hopes to commence operations as early as this weekend. JAG and the Woodside Sports Complex will have service. Jeremy is looking for more locations for downtown trolley stops. Kelli asked that he provide a more concrete plan of proposed stops which would also incorporate contacting business owners who might be affected by the possible removal of parking stalls to be replaced by trolley car stops. Any such proposal would have to go to the Parking Board for approval.

OAK STREET REVITALIZATION:

Pouring of the concrete on the street should take place before the end of the week. The temporary flower pots have been purchased and are being worked on. Everything is on target to be in place by mid June.

RIVER WALK RAIL PAINTING:

A section of rail near Dairy Queen and another section on Eddy Street have been identified in need of repainting. Cost estimates are not yet available. Still to be determined is whether this project's funds would come from BID or the Public Works budget. Kelli also reported Parks and Recreation Director Thad Meister is working with Fred Westerfeldt to freshen the mulch in some of the most visible areas downtown and on the River Walk.

" OPEN" FLAGS USAGE:

Though the intent of the "OPEN" flags usage was for the shoulder seasons, it seems there are businesses intending to display them in summer. Though in itself not considered to be a problem, an issue has arisen about more theft in the summer season and if the business or BID should pay for replacement of a stolen flag. More research on past BID decisions in this area may provide an answer to that question.

BUSINESS WELCOME PROGRAM:

Justin reported that even though a letter would be easier to produce that a better example of what should be done to recruit and welcome new businesses into our downtown could be found in Wausau. He advocated developing a website modeled after wausauriverdistrict.com and plans to contact Phil Helley and Ad Lit to work up a proposal.

AGENDA ITEMS: JUNE 10 MEETING

Suggested items for the next meeting will include the poster for July 4th Celebration, review of Taste of Wisconsin Dells, Update on Zebra Dog company early work on downtown design, Trolley car service update.

Dan moved for adjournment. Second by Kyler Royston. Approved.