

**BID Committee
January 28, 2015**

**Attending: Jesse DeFosse; chairperson
Justin Draper; BID
Dan Gavinski; BID
Kyler Royston; BID
Kevin Ricks; BID
Kelli Trumble; BID
Mark Sweet; BID
Chris Tollaksen; Public Works**

**Phil Helley
Brian Holzem
Corey Kissack
Jason Cuevas; Dells Events**

**Meeting called to order by Chairperson Jesse DeFosse.
Motion made by Justin Draper to approve January 7 minutes. Second by Kevin Ricks.
Approved.**

OUTDOOR DISPLAYS REVIEW / STANDARDS:

Chris Tollaksen explained that since much of the design standards impacts land use that any ordinance changes should still be placed in the city's zoning code. The one major change would be that approval of any licenses for outdoor displays would now come from BID (Design Review Committee) instead of the Planning Commission.

Discussion points covered in regard to outdoor displays:

- 1. The facade front of buildings often impact directly on the public right of way. In 2014, one display per 8 feet of frontage was allowed. That was done only for one year, to be reviewed for the future.**
- 2. Brian Holzem felt that suggested proposals to also legislate and/or restrict use of displays in entryways would be wrong. The entryways are private property and as such BID would be making it more difficult for certain businesses to be successful. Also noted were storefronts with sliding doors where the entryway is totally inside the store. Should BID get involved with how those areas are used as well?**
- 3. Kelli Trumble noted that the revitalization goal seeks better facade improvements and outdoor displays would be part of that ambiance.**
- 4. Enforcement of any changes will be challenging.**
- 5. Use of signs or banners inside a store's windows may need to also be considered if it impacts the aesthetic look of the facade front from the sidewalk or street. Concerns were voiced about BID establishing rules for how a business chooses to promote itself from inside the store. The Police Department raised this window sign issue a couple years ago from a safety perspective of visibility, but no action was ever taken.**
- 6. Dan Gavinski suggested that the standard for approval of a design license be a simple majority vote, but that a higher standard be set for disapproval (super majority vote).**
- 7. Kevin Ricks suggested that property owners should be involved with the goal to incorporate the display and design standards set by the Review Committee into commercial leases.**

8. Communication with all affected businesses will be essential to dealing with issues that will inevitably arise.

Chris was directed to try to finalize wording on the ordinance changes and other display recommendations for approval at the next BID meeting. The plan would be to submit an ordinance for Council consideration on February 18.

DESIGN REVIEW AND STANDARDS:

Discussion points covered as follows:

- 1. New and remodeling projects subject to Design Review by BID are intended as exterior building projects, not interior projects.**
- 2. What type of projects need to be reviewed by BID? It was felt because the aesthetic look of the entire overlay district is paramount that it is important for BID to be involved with any exterior project which would be a departure from the look of the existing structure.**
- 3. Communication to all affected businesses as standards are determined is important to prevent people from doing their own thing independent of the overall downtown plan. Fair but firm enforcement of the guidelines needs to occur.**

Kelli made a motion that all new projects including paint color changes on exterior facades in the C-2 Commercial Downtown Zoning District must pass design review by the BID Committee prior to the issuance of any Building Permit. In addition, any exterior remodeling project to exceed \$1,000 will be subject to design review by BID prior to issuance of any Building Permit. Motion second by Kevin. Approved unanimously.

SIGN ORDINANCE REVIEW AND STANDARDS:

Chris highlighted suggestions made in the Brooks plan which were reviewed by BID in prior meetings.

- 1. BLADE SIGNS : 24" height. No lower than 7 feet from sidewalk. Placement 14" - 18" from the facade. No backlit blade signs. Encouragement of facade mounted spot lights to light the signs. Four words or less. Avoid outline or script text.**

It was noted that there are some buildings that will have difficulty to comply with some of the suggestions due to physical conditions at their location. It was suggested that in those situations use of canopy or awning structure be considered for placement of a blade sign providing the look of the sign is consistent with the others. It was agreed that unique situations need to be reviewed case by case and that any ordinance changes give BID that type of flexibility.

Jesse said BID will need to determine the final design of the blade sign soon which will make it easier to identify some of these special situations for blade sign placement.

2. SANDWICH BOARDS : Jesse noted the stated preference is for sandwich boards to match the look of the blade signs. As proposed, only restaurants would be able to use these signs and they would not be allowed to remain in place overnight.

Discussion points made:

- A. What is considered a restaurant? It was felt candy, fudge and ice cream shops should be considered eligible.**
- B. Sandwich boards need to be positioned at least 8 feet from the facade to allow for comfortable sidewalk clearance.**
- C. Boards should not be used for discounting. They should be used to promote daily specials, new flavors or menu items, etc.**
- D. A glut of sandwich boards is not the intent. Therefore, only "restaurants" will be permitted to display these signs. The definition of what constitutes an eligible business will be made at a future meeting.**
- E. It was felt the size recommendation made by Roger Brooks was too large. A final decision on size of sandwich boards will be set at a future meeting.**
- F. It was felt there should be only one sandwich board allowed per business.**

BILLBOARDS:

The Brooks plan advocated for not allowing billboards downtown. Chris noted that ordinances in place make it virtually impossible for an off premises business to erect a new billboard downtown.

Jesse proposed that BID might need to assume approval of billboard content.

Dan suggested that BID might need to discuss the use of LED signs downtown which currently are only permitted on premises with a conditional use permit, approved by the Planning Commission.

DELLS RIVER ARTS DISTRICT:

In conjunction with adoption of the Brand Promise by BID at the last meeting, the committee was asked to adopt as a theme "Dells River Arts District". This action is intended to guide future decisions for revitalization. Kelli emphasized it would not be used as a marketing tool to the public at large until plans are at a stage where the promise of a River Arts District can be delivered.

Dan moved to adopt the "River Arts District" as the theme. Second by Justin. Approved unanimously.

ENTERTAINMENT NETWORK:

John Lincoln was unable to meet his sales goal and plans to have an in-room entertainment network in 2015 have been cancelled.

NEXT MEETING:

The next meeting will be Wednesday, February 11 at 9:00AM. Agenda will continue work on Outdoor displays, Design Review standards, Sign ordinance standards, Oak Street plaza, 200 block facade development, downtown WiFi system.

Phil Helley suggested BID look into establishing a New Business Welcome Committee.

Motion to adjourn by Dan. Second by Kevin. Approved.