

JOINT MEETING
CITY PLAN COMMISSION/LEGISLATIVE COMMITTEE
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
JUNE 8, 2015

Mayor Landers called the meeting to order at 7:13 PM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes.

1. Plan Comm. *Present:* Mayor Brian Landers, City Planner/Zoning Administrator Chris Tollaksen, Fire Chief Scott Walsh, Dan Anchor, Chris Lechnir, Jeff Delmore, and Tifani Jones
 Absent: Ald. Freel
Legislative *Present:* Mayor Landers, Ald. Ed Fox, Ald. Ed Wojnicz,
 Absent: Ald. Freel
Others: Asst. City Attorney Joseph Hasler, PW Director David Holzem, DPW Office Clerk Monica Dorow-Leis, City Clerk Nancy R. Holzem, Ald. Fox, Ald. Wojnicz, Police Chief Jody Ward, Fred Hebert, Nihat Almas, Corey Kissack, Wayne Schult, Kristin Oines, and Ed Legge from the *Dells Events*.

2. Mayor Landers declared the public hearing open for anyone to speak for or against the draft ordinance to create Zoning Code Article 3 Division 5 (Sections 19.260-29.267) in order to create a Downtown Design Review Committee. With no one speaking on the matter, Mayor Landers declared the public hearing closed.

3. Previously approved by BID was to create a draft for a Downtown Design Review Committee. The committee shall consist of five (5) voting members which shall include the Public Works Committee Chair (Dar Mor), BID Chair, or designee (Dan Gavinski), the Community Development Authority(CDA) Chair, or designee (Ben Borchert); and two (2) C-2 District real property owners or tenants appointed by the Mayor (Jackie Morse and Maria Rosholt). The first part is to create the design standards. Chris Tollaksen will be reporting to the committee and working with Mid-State Associates (MSA), who is already doing work on developing design standards for the downtown. Once the design standards are set, they would recommend any permanent changes to the ordinances, to the Legislative Committee. After the designs are set, they would be the approval committee for signs, canopies and construction projects in the downtown area. Motions to recommend to council approve the draft ordinance to create Zoning Code Article 3 Division 5 (Sections 19.260-29.267) in order to create a Downtown Design Review Committee.
 - a) Motion by Delmore and seconded by Walsh. Motion carried.
 - b) Motion by Ald. Fox and seconded by Ald. Wojnicz. Motion carriedMayor Landers said Ald. Mor hopes to have the design standards ready for council approval by October or November. Chris said currently if someone comes in for a sign permit, it would go through his office for approval without going any further. Now, potentially it could be reviewed by this committee.

4. Mayor Landers declared the public hearing open for anyone to speak for or against the draft ordinance to amendment to the sign code ordinance Chapter 22 to grant new Downtown Design Review Committee approval authority of signs in C-2 Commercial-downtown zoning district. With no one speaking on the matter, Mayor Landers declared the public hearing closed.

5. Chris said currently, if a sign were changed to a different business, they would not need a new permit. With the Design Review Committee, the business would not need a new permit, but the *design* would still need review. Granting the Downtown Design Review Committee approval authority of signs in C-2 Commercial-downtown district is to bring all signs, even changes to existing signs under the purview of the Design Review Committee. Landers used the example where a banner stapled to the side of a building that has “Grand Opening” on it, where there is no limitation on how long that banner can be there and Tollaksen use the example where the sign would have

“sale” or “bargain “slapped on a sign with no limitations on how long the banner can be there. Mayor Landers said the city needed to make some changes. Chris Tollaksen said awnings that project over the right of way are currently the only ones that get some sort of design review by the BID Committee. The main thing with creating the Design Review Committee is the review process would go from BID to this new committee. The second thing would be expanding the review from just signs that project over the public right of way to all signs in the C-2 Commercial-downtown district. Motions to recommend to council approve the proposed ordinance to amendment to the sign code ordinance Chapter 22.

- a) Motion by Delmore and seconded by Jones. Motion carried.
 - b) Motion by Wojnicz and seconded by Fox. Motion carried.
6. Mayor Landers said the proposed ordinance to create a 6-month moratorium putting everything on hold until the new standards are developed and then the recommendations from the Design Review Committee would go to Legislative, then to Common Council. The moratorium would prevent any new signs. Moratorium allows them to make changes, just not a new sign. There has never been any clear authority of enforcement or clear route of enforcement and no one to dedicate the time for enforcement downtown.
- a) Motion by Jones and seconded by Lechnir recommend to council approve the proposed ordinance to create a 6-month moratorium on the issuance of Chapter 22 permits. Motion carried 4-2 with Delmore and Walsh opposing.
 - b) Motion by Fox and seconded by Wojnicz recommend to council approve the proposed ordinance to create a 6-month moratorium on the issuance of Chapter 22 permits. Motion carried
7. Motion by Anchor and seconded by Walsh to adjourn. Motion carried and the meeting adjourned at 7:43 pm.

Monica Dorow-Leis
Public Works Office Clerk