

**DESIGN REVIEW COMMITTEE**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING-300 LACROSSE STREET**  
**December 16, 2015**

Aldersperson Mor 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: Ald. Mor, Ben Borchert, Dan Gavinski, Maria Rosholt, Jacqueline Morse  
  
Others: City Planner/Zoning Administrator Chris Tollaksen, Attorney Joe Hasler, Juli Mor, Ald. Brian Holzem, Mark Sweet, Steve Tremlett of MSA and Ed Legge from the *Dells Events*.
2. Motion by Gavinski, seconded by Borchert to approve the minutes of the December 2, 2015 meeting. Motion carried.
3. Kickers presented two signs for approval. One was an on-premise ground sign that will change seasonally. Motion by Gavinski, seconded by Borchert to approve. Motion carried.  
The second sign presented was attached to a golf structure across the street. Motion by Borchert, seconded by Morse to approve. Motion carried.  
  
Chat N'Chew presented the sign for their wall front. Motion by Morse, seconded by Rosholt to approve. Motion carried.
4. Design Review Committee Mission Statement was revised by changing a few words and adding shopping to the list. Motion by Gavinski, seconded by Morse to approve. Motion carried.
5. Zebradog does not believe it is desirable or necessary to have a custom designed River Arts themed bracket as it is not a one size fits all applications, is not integral to the branding of the District and will be very expensive. Morse feels strongly that one bracket with the River Arts logo on it is the only way to go. There was discussion on how to accommodate different shape and sizes of signs with just one bracket arm. Rosholt believes that a curved sign can use a straight bracket and suggested 2 different sizes. A discussion followed of who will pay for the brackets, Bid or another city fund. Landers thinks there might be Economic Development funds for this. The sizes of the signs were decided at 2 X 3 max and 1 X 2 minimum.  
Zebradog agreed that vinyls should be matte if used. Also agreed that metal and glass awnings should not be discouraged.
6. The sign ordinance is down to 16 sections. The permit path was defined as Zoning Administrator to DRC. A no from them then Board of Appeals.  
Steve made some other changes based on new information. If a blade sign will not fit with the vertical height limits under an awning then the side of an awning may be used for a sign.  
Sect. 22.06: Super Graphics - Change from requiring a conditional use permit to have DRC review and recommend to City Council.  
Sect. 22.08: Legacy Signs – To get on the Legacy Sign inventory, it will need to be recommended to City Council. Add more language to define it as a conforming sign now. It will need to be kept repaired, etc.  
Sect. 22.10: Sign Illumination – b. light shielding into the sky will be deleted.
7. Sect 22.12 Non-Conforming Signs – If you structurally alter sign in any way it cannot go back up. There was discussion on what happens when a business is sold or the name changed.  
Sect 22.11 Abandoned Signs – Tabled for next meeting
8. See above

9. Next meeting is set for 10 am on Wednesday, January 6, 2015
10. Motion by Rosholt and seconded by Morse to adjourn. Motion carried and the meeting adjourned at 11:58 am.

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Juli Mor