

**CITY OF WISCONSIN DELLS**  
**DESIGN REVIEW COMMITTEE MEETING MINUTES**

**April 15, 2020**

Jesse DeFosse called the meeting to order on Zoom 9:30 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present Committee Members (all via Zoom): Alderman DeFosse, Dan Gavinski, Ben Borchert, Jackie Morse, and Allie Schultz.

Via teleconference: Allie Schultz.

Absent: Stephanie Gunderson

Others Present via Zoom: City Planner/Zoning Administrator Chris Tollaksen, Alder Ben Anderson, Alder Brian Holzem, Alder Terry Marshall, City Clerk Nancy Holzem, Dax Connely (Kwik Trip), and Brad Fry (Kwik Trip)

2. Motion by Borchert and seconded by Gavinski to approve March 18, 2020 meeting minutes. Motion carried unanimously.

**3. Sign Applications**

a. 1013 Broadway – Kwik Trip

- i. Motion by Gavinski to approve Directional, Canopy, and Building signs (items 3i, ii, and iii). Seconded by Morse. Motion carried unanimously
- ii. Approved per i
- iii. Approved per i.
- iv. Tollaksen explained the Monument Sign as presented was 25 ft high and the Ordinance and Standards limit the height to a maximum of 20 ft. DeFosse asked if this created a hardship for Kwik Trip. Dax from Kwik Trip commented that the 25 ft height is a standard they use, in part to match with the building height, but modifying it down to 20 ft was not a significant problem for Kwik Trip. Alder Gavinski asked if the sign being lowered would bring the bottom of the sign to close to the ground and create a hardship. Gavinski also asked about the neighboring sign that exceeds 20 ft in height, but was allowed to change owners (from Family Chef to Mama Z). Borchert commented that he was OK with allowing the existing sign to remain, but would like new signage to comply with the standard for consistency on new signs. Borchert added that it was up to Kwik Trip to determine how to handle the bottom of the sign. Morse commented she agreed with the 20 ft maximum height. Borchert moved to Approve the sign as presented, except for the height to be lowered to 20 ft. Morse second. Motion carried unanimously.

#### 4. Building/Site Plan Applications

- a. 1013 Broadway – Kwik Trip – Façade. Tollaksen explained that the design appears to meet the intention of the Design Standards, however, the main entrance of the building is oriented to the north away from Broadway. This is because the fueling island had to be located north of Broadway due to setback requirements from municipal wells. Tollaksen commented that the car wash would be closest to Broadway, and therefore the Broadway façade would not have as many windows. Tollaksen added that Kwik Trip updated their design to add more glass to the Broadway façade and center the gable to break up the façade lines. Gavinski asked about sound from the car wash, due to issues with a previous car wash that was constructed on Broadway. Dax from Kwik Trip commented that they could limit the hours of operation of the car wash to mitigate issues. Brad from Kwik Trip pointed out the landscaping around the car wash that should also mitigate the noise off-site. Alder Holzem commented that he felt the car wash could be acceptable if Kwik Trip understood there could be limits on the hours of operation. Borchert motioned to approve the building and site plan with the revised façade (additional windows) on the Broadway (rear) face. Gavinski seconded. Motion carried unanimously.
5. Proposed Updates to Sign Ordinance – None
6. Proposed Updates to Design Standards – None
7. Items for referral to future meeting – Kilbourn Flats Apartments
8. Next Meeting is set for Wednesday, April 29, 2020 at 9:30 a.m.
9. Motion to adjourn by Morse, seconded by Schultz. Motion unanimously carried and meeting adjourned at 9:55 a.m.

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Chris Tollaksen