

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

**April 25, 2019**

Jesse DeFosse called the meeting to order at 10:05 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present: Alderman Jesse DeFosse, Allie Schultz, Dan Gavinski, and Ben Borchner.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Keith Koehler, Trevor Hickey, Taylor Frank, Jordan Heesch, Jennifer Dobbs and Lucas Winchel.

1. Call to order at 10:05 a.m. Attendance noted.
2. Motion by Borchner and seconded by Gavinski to approve April 3, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
  - a. 731 Oak Street – Keg/Kilbourn Cork
    - i. Projecting Sign – Gavinski motioned to approve the projecting sign dimensions, centered position in front of upper level windows and the proposed blade sign bracket style. Schultz seconded; motion carried unanimously.
    - ii. Wall Sign – Borchner motioned to approve the stenciled, distressed design concept and position of the sign on the north facing wall of the building as long as it meets the 60 square foot maximum. DeFosse seconded; motion carried unanimously.
  - b. 808 River Road – Taco Loco –Awning Signage - After discussion on the colors of the awning sign, Gavinski motioned to approve the proposed design and DeFosse seconded. Motion carried unanimously.
  - c. 601 Broadway – Pizza Pub – Gavinski motioned to approve the proposal to move an existing vinyl wrap from the front of Deer Park to this location with stipulations that highly reflective material shall not be used, no use of fluorescent colors on the lettering and background, contrast between lettering and background will make sign legible and if any straps are used they must be a neutral color or match the structure. Borchner seconded, motioned carried unanimously.
  - d. 744 Eddy Street – Bella Goose – Blade Sign - Borchner motioned to approved the square 2-line “Coffee” sign which will use the City blade bracket. Schultz seconded; motion carried unanimously.

- e. 513 Broadway – Asgard Axe Throwing – Gavinski motioned to approve the proposed window sign, Schultz seconded, motion carried unanimously.
- f. Trumble Lot – BID Entertainment ground sign – After discussion, Gavinski motioned to approve a temporary two-sided sign with lattice on the bottom, not to exceed the design standards of 6 feet high, maximum sign area of 60 square feet. It shall be in a perpendicular position on the corner, facing Broadway. It is noted that this is a temporary sign for BID entertainment purposes only. Borchert seconded, motion carried unanimously.
- g. 102 Broadway – Vintage Photo rooftop billboards – Gavinski motioned to approve two proposed billboard signs with stipulations that highly reflective material shall not be used, no use of fluorescent colors on the lettering and background, contrast between lettering and background will make sign legible and if any straps are used, they must be a neutral color or match the structure. Borchert seconded, DeFosse abstained. Motion carried.

#### 4. **Building/Site Plan Applications**

- a. 731 Oak Street – Coffee Shop - Borchert motioned to approve the proposed paint colors of the building with the condition that the white door be painted to match the building and the sign above the door be removed and also match the building. Gavinski seconded, motion carried unanimously.
- b. 409/411 Broadway – Unique/Dells Game Show – Committee discussed the necessary water damage repair to the façade. The EFIS columns and lower 3 feet need to be replaced. Gavinski made a motion to approve the repairs based on Morse approving a darker manufactured stone sample which would replace the bottom 2-3 feet, adding an expression line above the brick and paint colors need to match columns to the top of the building. Schultz seconded; motion carried unanimously.

#### 5. Outdoor Seating/Dining Applications - None

#### 6. **Façade Improvement Grant Projects**

- a. 325 Broadway – Escape Room – After discussion on the proposed renderings, Gavinski motioned to approve the proposed design with stacked stone on the bottom 3-4 feet, EFIS used on the rest with an expression line above the stone. Schultz seconded. Borchert opposed. Motion carried.
- b. 122 Broadway – Doohickey - Gavinski motioned to approved proposed rendering for new façade. Schultz seconded; motion carried unanimously.
- c. 808 River Road – Taco Loco - Gavinski motioned to table until another building color can be presented to the committee and future design plans clarified. De Fosse seconded; motion carried unanimously.

7. Items for Future Meetings – None
8. Next Meeting is set for Wednesday, May 1, 2019.
9. Motion to adjourn by Borchert, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 11:00 a.m.

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Stephanie Gunderson