

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

April 29, 2020

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

Present (via ZOOM): Alderman DeFosse, Dan Gavinski, Ben Borchert and Jackie Morse.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Brian Holzem, Mike Johnson with Graphic House.

1. Call to order at 9:30 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve April 15, 2020 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 920 Race Street – Kilbourn Flats Monument Sign – Sign meets Design Review Committee standards. Gavinski motioned to approve; Morse seconded. Motion carried unanimously.
 - b. 232 Broadway – High Rock Café
 - i. Awning Sign – updating colors, making brighter. No changes to dimensions of sign. Gavinski motioned to approve; Morse seconded. Motion carried unanimously.
 - ii. Wall Sign - updating colors, making brighter. No changes to dimensions of sign. Gavinski motioned to approve; Morse seconded. Motion carried unanimously.
 - c. 232 Broadway – High Rock Café – Grotto Sign – Sign on Oak Street will be replaced with a cut out style sign with aluminum letters. The sign is not back lit but does stand out a bit from the building wall. Dimensions are within design standards. Gavinski motioned to approve; Morse seconded. Motion carried unanimously.
 - d. 215 Broadway – H.H. Bennett – Projecting Sign – New rendering incorporates preferred bracket and replaces the graphic with descriptors. Mike Johnson explained the decision to explain that it is a museum twice within the descriptors is based on market research that pedestrian traffic needs more information from the sign that the property is more than a store. To give the store and photography descriptors more emphasis would mean making the sign larger as the word “photography” already uses the extent of the sign width. Gavinski motioned to approve; Morse seconded. Motion carried unanimously.

4. Building/Site Plan Applications

- a. 920 Race Street – Kilbourn Flats – Recommendation to Plan Commission – Borchert motioned to approve the building design and site plan. Gavinski seconded. Motion carried unanimously.
5. Façade Improvement Grant Projects - None
6. Proposed Updates to Sign Ordinance – None
7. Proposed Updates to Design Standards – None
8. Items for referral to future meeting – None
9. Next Meeting is set for Wednesday, May 13, 2020 at 9:30 a.m.
10. Motion to adjourn by Morse, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 9:41 a.m.

Stephanie Gunderson