

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

**August 5, 2020**

Dan Gavinski 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: Dan Gavinski (chaired), Jackie Morse (via Zoom), Jody Fisher and Ben Borchner.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Brian Holzem, Dennis Mitchell, Asgard Axe and Tap and Jordan Heesh.

1. Call to order at 9:30 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve July 8, 2020 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
  - a. 731 Oak Street – Bean Brew – Borchner motioned to approve the proposal for a portable chalk sign to be used in front of the business. It was noted that the 4-6” leg extensions on the sign would be allowed. Sign is approved contingent on it be maintained or replaced if it becomes weathered or deteriorated. Placement next to the parking/terraced area is allowed. Morse seconded. Motion carried unanimously.
  - b. 714 Oak Street – Asgard Axe & Tap – Borchner motioned to approve proposed sign and its location next to the parking/terrace area for this season only. It was discussed a chalk board sign would better fit the intent of these portable signs and a new proposal should be submitted for next season. The businesses on Oak street, off-Broadway, do present a unique situation due to the flex parking stalls and have less pedestrian traffic so some flexibility may be warranted. Morse seconded; motion carried unanimously.
  - c. Hwy 23 – Bridgepoint Church – Gavinski motioned to approve proposed 8’ x 8’ wood painted sign to be used as a temporary sign in front of newly purchased lot by business park on Hwy 23. Borchner seconded; motion carried unanimously.
4. **Building/site Plan**
  - a. 714 Oak Street – Asgard Axe & Tap – Options for painting building at this location were offered by business owner. Both were found to be acceptable by the committee. Borchner motioned to approve building color with the business owner’s preference receiving final approval from Morse. Gavinski seconded. Motion carried unanimously.
  - b. 27 Broadway – Riverfront Terrace - Committee discussed usage of free vendor supplied umbrellas being placed outdoors. Downtown businesses have been asked to comply with city block colors as well as a standard of product. Imagery, such as beer logos, has

been prohibited. The committee understands the wear and tear on these items and is open to proposals on more affordable brands for the umbrellas. Gavinski motioned to approve the Miller Lite umbrellas at this location for this season only based on the hardship of the COVID pandemic, expecting other options be presented to the committee for use next season. Morse seconded; motion carried unanimously.

- c. 212 Broadway – Borcher motioned to make a final approval of the façade at this address. Fisher seconded, Gavinski and Morse abstained, motion carried.

## 5. **Outdoor Seating**

- a. 714 Oak Street – Asgard Axe & Tap – Borcher motioned to approve outdoor seating, with tables and chairs provided by and rented from the city, in the flex parking space outside this business. Committee would allow it to be tastefully roped off so Asgard could conduct business by serving its customers in this area. If the space is successfully utilized, the owner would return for approval on a more permanent set up for seating similar to San Antonio’s or High Rock in this flex space area. The committee reserves the right to make changes to the seating and roping once installed. Morse seconded; motion carried unanimously.
- b. 731 Oak Street – Bean Brew – Gavinski motioned to approve the city’s use of the flex spacing in front of this business for public seating based on the investment the city made in making Oak street pedestrian friendly with more outdoor seating options and overall enhancement. Bean Brew is willing to give up the parking spaces with the intent they would not pay anything to the city for it to be used in this manner and give up their right to conduct business in this space. Borcher seconded; motion carried unanimously.

## 6. **Discussion/Decision on Sign Ordinance and/or Design Standards**

- a. Borcher motioned to approve the correction of a drafting error made concerning off-premises signs and portable signs in C-1 Neighborhood Commercial zones versus C-3, C-4 and M-1. Fisher seconded; motion carried unanimously.

7. Items for referral to future meeting – None

8. Next Meeting is set for Wednesday, August 19, 2020 at 10:00 a.m.

9. Motion to adjourn by Fisher, seconded by Borcher. Motion unanimously carried and meeting adjourned at 10:35a.m.

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Stephanie Gunderson