

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

December 12, 2018

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

Present: Jacqueline Morse, Maria Rosholt and Dan Gavinski, Ben Borchert and Alderman Jesse DeFosse.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Brian Holzem, Keith Kohler, Cristopher Jardine, Wisconsin Dells Events.

1. Call to order at 10:10 a.m. Attendance noted.
2. Motion by Borchert and seconded by Rosholt to approve the October 17, 2018 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 321 Broadway – VR Universe: Borchert motioned to approve the new VR Universe window sign as it met the requirements of the committee covering a maximum of 25% of the windows on the building. Morse seconded. Motion carried unanimously.
 - b. 252 STH 16 – St. Vincent: Rosholt motioned to approved the new Variable Message sign for this location contingent upon painting of the sign pole. Borchert seconded. Motion carried unanimously.
4. Building/Site Plan Applications - None
5. Outdoor seating/dining Applications - None
6. **Façade Improvement Grant Projects**
 - a. 716 Oak Street – The Keg: The original proposal for the façade improvement project at 714 Oak Street (old All Time Sports building purchased by Keith Kohler) involved removing the wood façade and exposing the brick underneath. During demolition it was discovered that there was only rough plywood under the wood rather than brick. Kohler is requesting to install cedar siding in this area instead and rebuild the front to increase curb appeal and provide better access with recessed double doors centered in the building and windows on either side inside the recessed wall. Gavinski motioned to approve. Rosholt seconded. Motion carried unanimously.

7. Proposed Changes to Design Standards

- a. Portable LED Sign: Committee discussed amending the Sign Ordinance to allow a sign such as the portable Variable Message sign that the Wisconsin Dells CVB requested for use at public events. Potential updates may include maximum size of sign area set at 8 x 8 (64 square feet) or 8 x 10 (80 square feet), usage would be approved on a case by case basis by the Design Review Committee, purpose of sign would be limited to public services and sign shall not create any nuisance or safety hazard. Discussion will continue.

8. Items for Future Meetings – None

9. Next Meeting is set for Wednesday, January 23, 2018.

10. Motion to adjourn by Rosholt, seconded by Borchert. Motion unanimously carried and meeting adjourned at 10:35 a.m.

Stephanie Gunderson