

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

December 18, 2019

Jesse DeFosse called the meeting to order at 10:00 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present: Alderman DeFosse, Dan Gavinski, Allie Schultz, and Jackie Morse.

Others: Stephanie Gunderson, City Planner/Zoning Administrator Chris Tollaksen, Nick Marcum, Asgard Axe Throwing, Myrt and Lucy's and Mayor Ed Wojnicz.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve October 16, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 701 Broadway – Myrt and Lucy's Chat n Chew – Morse motioned to approve a new sign face at the new location of Chat n Chew restaurant, previously Gino's Pizza. The sign is an existing back lit sign which will have an opaque background. Schultz seconded the motion and motion was carried unanimously.
 - b. 714 Oak Street – Asgard Ax and Tap – Committee discussed this application from new owners at this address for a projecting sign in the shape of a boat that would extend beyond the DRC standards of 4.5 feet over the public right of way. The new sign ordinance allows the DRC to approve signs off of Broadway that project up to 6 feet over the public right of way. The committee expressed that this unique property has had a long history of instability with tenant occupancy. This economic hardship warrants some leniency from the DRC toward the sign. Although the sign would block neighboring signs from the south, it would not block any from the view of Broadway. Per the new sign ordinance, the neighboring business owner would be notified and have 14 days to present their opinion. The proposed sign will also obscure the windows on the front of the building which Design Standards does not allow. The committee felt the unique situation of this property justified the applicant's requests. Gavinski motioned to approve the extended projection over the public right of way and the blocking of the two front windows. Morse seconded. Motion carried unanimously. In the rendering submitted, the applicant had also included rendering of large shields (without signage) to be placed above some windows of the building. Committee was concerned the shields were too large and requested an updated rendering, potentially matching the width of the shields with the width of the windows. The applicant indicated they will be

repainting the building. The committee requested paint samples be provided for approval.

4. Building/Site Plan Applications – None
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, January 8, 2019.
10. Motion to adjourn by Schultz, seconded by Morse. Motion unanimously carried and meeting adjourned at 10:35 a.m.

Stephanie Gunderson