

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

February 6, 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 Jesse DeFosse, Maria Rosholt and Dan Gavinski.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Jordan Heesch, Bella Goose Coffee, Hope Bonman, Bella Goose Coffee, James Fuchsel, La Crosse Sign and Mayor Ed Wojnicz.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Rosholt to approve the January 23, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 216 Washington – Bella Goose – Main Sign: Gavinski motioned to classify the sign to be installed over Bella Goose’s main entrance of the building addition on the west side of the existing Maurer’s Market to be a canopy or marquee sign and approve the proposed main sign. Rosholt seconded. Motion carried unanimously.
 - b. 216 Washington – Bella Goose – Blade Sign: The requested Blade Sign for use at Bella Goose’s new addition at Mauer’s Market meets the Design Standards. Rosholt motioned to approve this Blade Sign, Gavinski seconded. Motion carried unanimously.
 - c. 227 Broadway – PopCon – Main Sign: Gavinski motioned to approve the application for a rectangular sign face that meets Design Standards. Rosholt seconded. Motion carried unanimously.
 - d. 227 Broadway – PopCon – Blade Sign: Rosholt motioned to approve a rectangular Blade Sign which meets Design Standards. Gavinski seconded. Motion carried unanimously.
4. Building/Site Plan Applications – None
5. Outdoor Seating/Dining Applications – None
6. Façade Improvement Grant Projects – None

7. Proposed Changes to Design Standards

- a. Fence – Tollaksen will be presenting language to be added to the Design Standards for fencing in the C-2 Zoning Area which shall specify approved structures, material and aesthetic guidelines.
 - b. Portable LED Sign – Tollaksen will also be providing language to be added to the Design Standards to address Portable Changeable Message Signs. Specifics will include location, usage, sign area and Changeable display area.
8. Items for Future Meetings – None
9. Next Meeting is set for Wednesday, February 20, 2019.
10. Motion to adjourn by Gavinski, seconded by Rosholt. Motion unanimously carried and meeting adjourned at 10:10 a.m.

Stephanie Gunderson