

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

**January 23, 2019**

Jesse DeFosse called the meeting to order at 10:15 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, Tom Turbett, Rainbow Signs, Terry Cook, My Car Wash, Kirk Kettleson, Century 21, Trevor and Hunter Hickey, Dells Lumberjack Show and Mayor Ed Wojnicz.

1. Call to order at 10:15 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Rosholt to approve the December 19, 2018 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
  - a. 727 Oak Street – Century 21: Rosholt motioned to approve two new signs with updated Century 21 logos. Gavinski seconded. Motion carried unanimously.
  - b. 725 Oak Street – Herb Rx: Discussion on the sign application from Herb Rx included concerns on whether a hemp leaf could be displayed on the sign. It is part of the logo for the CBD oil store. It is legal to cultivate the hemp plant for CBD oil in the state of Wisconsin and so was determined that the hemp leaf could be allowed. The signage does meet the standards of the DRC, however Rosholt asked if cream or off-white could be used for the background to better conform to the downtown aesthetics. Rosholt motioned to approve the sign, DeFosse seconded, Gavinski opposed. Motion carried.
  - c. 419 STH 13 – Dells Lumberjack Show: The DRC reviewed a new wall sign at the Dells Lumberjack Show. The sign is not located within the C-2 Commercial-downtown Zoning District and is not subject to the Downtown Design Standards. The sign does comply with the Sign Ordinance. Rosholt motioned to approve, 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. 601 Broadway – My Car Wash: The DRC discussed an inquiry from Mr. Cook about installing a chain link fence as a border between his property and the neighboring lot on the east property line to help with blowing debris. Although it was a commendable attempt to keep the area clean, the committee recommended waiting until the business next door was built and then revisiting whether there was still a need for some type of border. The committee wishes to refine the language on fences and make other recommendations rather than chain link. Gavinski motioned to table until after construction of the neighboring business. Rosholt seconded. Motion carried unanimously.
8. Items for Future Meetings – None
9. Next Meeting is set for Wednesday, February 6, 2019.
10. Motion to adjourn by Rosholt, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 11:00 a.m.

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Stephanie Gunderson