

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

July 7, 2020

Chris Tollaksen 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: Alder Jesse DeFosse, Dan Gavinski, and Ben Borchert.

Others: City Planner/Zoning Administrator Chris Tollaksen (chaired), Stephanie Gunderson, Brian Holzem and Dells Mining Co.

1. Call to order at 9:30 a.m. Attendance noted.
2. Motion by Gavinski and seconded by DeFosse to approve June 17, 2020 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 324 Broadway – Colotlan – Gavinski motioned to approve portable sign proposed by café with the condition it must be placed in the red terraced area and be maintained. Borchert seconded; motion carried unanimously.
 - b. 420 Broadway – Carr Valley Cheese – Borchert motioned to approve proposed portable sign as long as it remains in the red terraced/red concrete area and be maintained. DeFosse seconded; motion carried unanimously.
 - c. 740 Elm Street – Chalet Lanes - Gavinski motioned to approve proposed portable sign for use this year only. Due to reconstruction the Chalet is in a unique situation and they do not have private property to place the sign. Sign may be placed in line with the front posts or just outside the posts. Borchert seconded; motion carried unanimously.
 - d. 515 Broadway – House of Jerky – Borchert motioned to approve design of window signs, wall sign and blade sign as long as the outdoor blade sign is maintained. DeFosse seconded; motion carried unanimously.
4. **Building/site Plan**
 - a. 515 Broadway – House of Jerky – Committee discussed the balloon stand used to attract attention to the store being a decoration versus a sign. It is on private property. DeFosse motioned to approve design for this year only. Gavinski seconded; motion carried unanimously.

- b. 401 Broadway – Goody Goody Gum Drop – Committee discussed the Jelly Belly character on the bench outside the store being a decoration versus a sign. It is on private property and although there is wording that could be construed as advertising for a vendor, the character would not be understood without it. Committee suggested discussing the design aesthetic more for future proposals. Gavinski motioned to approve for this summer only. DeFosse seconded; motion carried unanimously.
 - c. 427 Broadway – Dells Mining Co. – Committee discussed this decoration, rather than an advertisement for the business, is under the awning, fits in the location okay and has an acceptable aesthetic. If location or aesthetic change, the committee reserves the right to reject. Gavinski motioned to approve as is. DeFosse seconded; motion carried unanimously.
 - d. 212 Broadway – Façade Improvement – DeFosse motioned to approve final design of façade at this location. Borchert seconded; motion carried unanimously.
- 5. Outdoor Seating – None
 - 6. Discussion/Decision on Sign Ordinance and/or Design Standards – None
 - 7. Items for referral to future meeting – None
 - 8. Next Meeting is set for Wednesday, July 22, 2020 at 9:30 a.m.
 - 9. Motion to adjourn by DeFosse, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 10:05 a.m.

Stephanie Gunderson