

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

March 18, 2020

Jesse DeFosse 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 Committee Members: Alderman DeFosse, Dan Gavinski, and Ben Borchner.

Via teleconference: Allie Schultz.

Absent: Jaqueline Morse, Stephanie Gunderson

Others Present in person: City Planner/Zoning Administrator Chris Tollaksen, Mayor Ed Wojnicz, Sandra Schmerling (Sandy Kakes), Adam Makowski (Natura).

Via teleconference: Kevin and Corena Ricks (Wizard Quest), Jenna Marie Loda Eddy (HH Bennett).

1. Motion by Gavinski and seconded by DeFosse to approve March 4, 2020 meeting minutes. Motion carried unanimously.

2. Sign Applications

- a. 329 Broadway – Sandy Kakes – Window Sign. Borchner motioned to approve, Gavinski seconded; motion carried unanimously.
- b. 114 Broadway – Sole – Wall Sign. Tollaksen explained total size measured using multiple shapes meets standard. Gavinski motioned to approve. DeFosse seconded; motion carried unanimously.
- c. 215 Broadway – HH Bennett Studio – Wall, Window, and Projecting Sign. Tollaksen explained all sizes meet standards. Tollaksen pointed out the projecting sign meets the maximum 4’6” projection limit, but the tip of the top bracket extends out an additional 2”. DeFosse moved to approve. Gavinski seconded; motion carried unanimously.
- d. 400 County Rd A – Natura – Pole Sign. Tollaksen presented two options for a new design of an existing pole sign. The first option is preferred and maintains the separate poles, but installs a new decorative wrap around each pole. The main sign is a new decorative, uniquely shaped wood background with signage. Using a simple rectangle to measure the area of the sign letters and logo only the size is 121 sq ft. Using a simple rectangle to measure the unique shaped decorative wood plaque background (height x width), the size is larger than the 300 sq ft limit. Accurately measuring the actual area of the unique shaped decorative wood plaque background the size is 270 sq ft. Tollaksen commented that he is OK doing more accurate measurements of unique shapes for quality designs. The committee was concerned with the large base of the alternate design, especially given the large height of the sign.

Borcher motioned to approve preferred option 1 only. If they wish to pursue the 2nd option they will need to come back to the committee. Gavinski seconded approval of preferred option 1 only; motions carried unanimously

3. Building/Site Plan Applications

- a. 400 Broadway – Wizard Quest – Façade. Tollaksen explained that the design appears to meet the intention of the Design Standards. Gavinski and Borcher commented that the design is a significant improvement and a benefit to the area. Tollaksen commented that the design does not meet the clear glass requirement on the first floor. Tollaksen stated the intent of the clear glass standard was to “enliven and activate” the street, and that he believed the new Design meets that standard. Tollaksen also referenced to the applicants unique business, and the hardships the clear glass creates. The committee agreed the new design meets the intent of the standard. Gavinski asked about underside of elevated walkway. Kevin Ricks responded that the area would be cleaned and repainted a darker color to blend in with the building. Borcher motioned to approve the façade design as submitted. Gavinski second; motioned passed unanimously.

4. Proposed Updates to Sign Ordinance – None
5. Proposed Updates to Design Standards – None
6. Items for referral to future meeting – Kwik Trip
7. Next Meeting is set for Wednesday, April 1, 2020 at 9:30 a.m.
8. Motion to adjourn by Borcher, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 9:55 a.m.

Chris Tollaksen