

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

March 4, 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: Alderman DeFosse, Dan Gavinski, and Jackie Morse.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Trevor Hickey, Taylor Frank both from Doohickey's, Tara and Justin Draper, Jim Moritz, Jr., VR Universe, Brian Holzem, Bob Steinweg and Mayor Ed Wojnicz.

1. Call to order at 9:30 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve January 22, 2020 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
 - a. 232 Broadway – High Rock Café – Committee discussed a request for a portable sign and window sign to be used for marketing and displaying professional food and drink pictures, daily specials and happy hours without using discounts and 2 for 1 wording on the signs. Both signs meet size requirements. The portable sign should be placed in an area that does not interfere with crosswalk and sidewalk traffic. On the corner, on the pavers would be acceptable. It was stated that only the High Rock Café can be promoted and the sign should not be a branded logo sign. However, branded items could be mentioned in chalked descriptive writing on the board. Gavinski motioned to approve both the portable and window signs; Morse seconded; motion carried unanimously.
 - b. 321 Broadway – VR Universe – Gavinski motioned to approve proposed blade and window sign. Both meet size requirements. Morse seconded; motion carried unanimously.
4. **Building/Site Plan Applications**
 - a. 209 Broadway – Uptown Trading Post – Morse motioned to approve proposed maintenance which includes replacing the three windows on the upper floor with aluminum framed windows, replacing the deteriorated wood above the windows with a brick panel to match the existing building and painting the area below the windows a brick or dark red color. Gavinski seconded; motion carried unanimously.

- b. Maurer's Market – Gavinski motioned to approve request for a small greenhouse to be put in the parking lot for seasonal use. Morse seconded; motion carried unanimously.
- c. 232 Broadway – High Rock Café – High Rock requested permission to repaint the Helland Law Office building which they have acquired with the same color. Committee decided that as long as the request was to repaint an already approved color, the business owner does not need to present to the committee for further approval.

5. Façade Improvement Grant Projects

- a. 122 Broadway – DooHickeys – Morse motioned to give final approval of the finished façade at this location to complete the grant process. Gavinski seconded; motion carried unanimously.

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, March 18, 2020 at 9:30 a.m.

10. Motion to adjourn by Morse, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 10:00 a.m.

Stephanie Gunderson