

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

October 16, 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 DeFosse, Dan Gavinski, Allie Schultz, and Ben Borchner.

Others: Stephanie Gunderson, Bob Steinweg, Jim Moritz, Jr., VR Universe, Tom Turbett, Rainbow Signs, Zac Zastava, Diane Zastava, Bridgette Trumble Galley, Tory Wolfram, Sarah Wolfram, Tara Anchor, Darcy Bloom, Made with Love, Shirley Tollaksen and Mayor Ed Wojnicz.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Schultz to approve October 2, 2019 meeting minutes. Motion carried unanimously.

3. Sign Applications

- a. 316 Broadway – Made with Love – Bloom brought samples of the lettering and paint to be used on the existing signs. Would like to keep with store branding and compliment existing trim and awning. A future proposal to replace awning is planned. Borchner stated that although signs are not part of the façade improvement grant that the business received, it should make sure to comply with any grant rules. Gavinski motioned to approve the wall and blade sign, Borchner seconded, motion carried unanimously.
- b. 217 Broadway – Old Abe’s – Blade Sign - Borchner motioned to approve new blade sign as proposed. Schultz seconded; motion carried unanimously.
- c. River Terrace – River Terrace applied for a banner sign to be used October 17 – 21 to advertise their Harvest Festival on October 19. Borchner motioned to approve the temporary banner, Gavinski seconded, Schultz abstained. Motion carried unanimously.

4. Building/Site Plan Applications

- a. 321 Broadway – VR Universe – Glass Door – Gavinski motioned to approve new glass doors and sidelights as proposed, keeping the left side door as is for ADA accessibility and contingent on complying with city codes with the oversight of Tollaksen. Schultz seconded; motion carried unanimously.

- b. 209 Broadway – Uptown Trading Post – The committee again stressed the need to bring the windows at the top of the store front back in line with other buildings downtown. It has been a concern of the city and the committee for some time. Mr. Steinweg conveyed that a few indoor projects are hindering his ability to pay for a replacement window on the now boarded up area or any other windows. He would like to move forward with his painting proposal using colors that are in line with the H.H. Bennett Museum. He noted that he has their paint formulas so he is able to match. The committee asked to see paint samples in person and a rendering of what the store front will look like. Mr. Steinweg could not produce. DeFosse again offered to help him and provide a rendering at the next meeting. Committee encouraged Steinweg to also figure out a way to budget and replace boarded up window. Gavinski motioned to table, Borcher seconded, motion carried unanimously.

5. Façade Improvement Grant Projects

- a. 114 Broadway – Sole – Proposal to replace the windows, install siding of entire façade, install gooseneck lights and a metal cut letter sign was provided by Sole. The committee agreed that this was a great improvement. Schultz suggested using a smart siding versus a real stained wood on the façade citing her experience as an example that real wood does not hold up well to sun and weathering. Gavinski motioned to approve this concept, including signage, as long as a sample of the decided upon façade component, real wood or smart siding, be provided to the committee and Tollaksen. Schultz seconded; motion carried unanimously.

6. Proposed Updates to Sign Ordinance

- a. DeFosse motioned to table Item #6 until Tollaksen's return. Borcher seconded; motion carried unanimously.

7. Proposed Updates to Design Standards – None

8. Items for referral to future meeting – None

9. Next Meeting is set for Wednesday, October 30, 2019.

10. Motion to adjourn by Borcher, seconded by Gavinski. Motion unanimously carried and meeting adjourned at 10:45 a.m.

Stephanie Gunderson