

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

October 2, 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 Jacqueline Morse.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Bob Steinweg and Mayor Ed Wojnicz.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Morse to approve September 18, 2019 meeting minutes. Motion carried unanimously.
3. Sign Applications - None
4. **Building/Site Plan Applications**
 - a. 209 Broadway – Uptown Trading Post – The committee discussed the need to bring the windows at the top of the store front back in line with the other buildings downtown and their aesthetic. Mr. Steinweg expressed trouble finding something that would withstand sun exposure and not cost over his budget. A black industrial or aluminum paint was suggested by Mr. Steinweg, with some white detailing on the existing paneling at the top of the windows and a green colored paint below the windows to compliment H.H. Bennett’s sign next door. Morse suggested a color scheme that could improve the look of the outside but the committee agreed that Mr. Steinweg would need to return with a new rendering to be approved by the committee. Morse motioned to deny the proposal of black paint for window trim and middle boarded up window. Gavinski seconded, motion carried unanimously.
5. **Façade Improvement Grant Projects**
 - a. 209 Broadway – Uptown Trading Post – Mr. Steinweg proposed a request for a Façade Improvement Grant to replace the windows on the second story of the building, including the middle window which is boarded up at this time. The proposal included matching the height of the windows to the H.H. Bennett windows next door and using a vinyl brick panel to fill in above the windows and match the building. The middle window would not allow light in but resemble a real window. The committee urged Mr. Steinweg to consider restoring the windows to the original design which would fulfill the design review standards that are in place. Mr. Steinweg thought this to be too

expensive and wanted to keep with his proposal which the committee thought did not warrant grant money. Gavinski motioned to deny request for a Façade Improvement Grant, Morse seconded, motion carried unanimously.

6. Proposed Updates to Sign Ordinance

- a. Monument Sign – Tollaksen would like to update the definition to reflect that the base may be open as long as the sign is wider than it is tall.
- b. Portable Signs – Tollaksen would like the sign ordinance to allow for portable signs in pedestrian areas in C-1 Commercial -Neighborhood Zoning Districts.
- c. Projecting Signs – The standard is set at 4' 5" projection from the building. Tollaksen would like to state in the guidelines that on a case by case basis for business located off Broadway, the committee would have the ability to approve up to 6 feet projection. Notification would be provided to neighboring businesses, but approval not required.
- d. Roof Sign – Tollaksen is recommending a slight change to the definition of a roof sign, to also state that an on-premise sign on the edge of the roof be considered a wall sign.
- e. DRC authority to grant variance to Sign Ordinance – Tollaksen offered three options for the DRC to issue a waiver from the Design Standards. Option 1 utilizes the current process with no fee or public hearing. Option 2 calls for a small fee of \$225 and one week public notice. Option 3 uses the Variance Process laid out in the Zoning Code which charges \$525 fee and one-week public notice. The committee thought Option 2, \$225 fee, one-week notice and notification letters sent to neighbors would be their recommendation.

Gavinski motioned to approve Item #6 as directed by committee with final verbiage provided to members before going to legislation. Schultz 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 16, 2019.

10. Motion to adjourn by Morse, seconded by Schultz. Motion unanimously carried and meeting adjourned at 10:50 a.m.

Stephanie Gunderson