

DESIGN REVIEW COMMITTEE
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
JULY 6, 2016

Aldersperson Mor called the meeting to order at 10:00 AM. Notice of the meeting was provided to the Dells Events, WNNO/WDLR Radio, and posted in accordance with State Statutes.

1. Present: Ald. Mor, Ben Borchert, Dan Gavinski, Maria Rosholt, Jacqueline Morse
Others: Mayor Brian Landers, City Planner/Zoning Administrator Chris Tollaksen, DPW Office Clerk Monica Dorow-Leis, and Ed Legge from the *Dells Events*.
2. Motion by Gavinski and seconded by Rosholt approve the June 22, 2016 meeting minutes. Motion carried.
3. a) Pioneer Ridge Apartments: Motion by Borchert and seconded by Morse approve the sign application. Motion carried.
b) Jet Boat Adventures: Motion by Borchert and seconded by Rosholt approve the sign application. Motion carried with Gavinski abstaining.
c) Cheesey Tomato: They put up red and white signs on the roofline and did not have a permit for these signs. Chris Tollaksen said this committee should have right to review this as a new sign request and not a grandfathered sign. Chris said the applicant submitted a sign application last year, but the application fee was never paid. Ben Borchert said the three dumpsters seen along Broadway when first coming into the city look bad. He said the historical building is in pristine shape and he is not in favor of approving this until the area is cleaned up. Chris said they took out a demolition permit last year, which is valid for two years and they are in the process of cleaning the area up. Eric Helland submitted the structural plans to the State. Chris said Eric was told that final plans for the plaza have to be approved by the DRC before he implements his plan. Motion by Rosholt and seconded by Morse the following:
 - 1) To remove all signs not permitted (to be done within a week)
 - 2) Removal of the donut sign
 - 3) Approve new oval sign contingent on approval of other signs
 - 4) Approve the *current* blade sign only until the end of 2016
 - 5) DENY the request for a second blade signMotion carried.
d) Cheesey Tomato Portable Sandwich Sign: Motion by Borchert and seconded by Rosholt deny the sign application presented. The applicant can resubmit another application that meets the current design standards. Motion carried.
4. Chris said they took down the umbrellas and they plan to remove the chain link fence from the Cheesey Tomato outdoor seating area. Chris said the seating is approved for the year. Outdoor seating will be discussed at the next DRC meeting. This item was discussion and updated information only.
5. There were no building/site plan applications submitted at this meeting.
6. Two bracket designs for the blade signs were already approved. They are working on getting details and quotes. Kelli Trumble will be discussing the color at the Joint BID/DRC meeting July 20.
7. There was no discussion on sidewalk/outdoor café furnishings.
8. Outdoor seating and bracket colors were referred to the next meeting.
9. The next meeting will be a Joint BID/DRC meeting scheduled for Wednesday, July 20, 2016 at 8:30am.
10. Motion by Rosholt and seconded by Borchert to adjourn. Motion carried and the meeting adjourned at 10:38am. Motion carried.