

DRC MEETING
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET

June 14, 2017

Ald. Mor called the meeting to order at 10:04 AM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes

1. Present: Chairman Dan Gavinski, Maria Rosholt, Jacqueline Morse, Ben Borchert. Absent: Dar Mor
Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Eric Helland, Jake Beard, Greg Slayton, Michael Schumann, Felicia's Fun House, Myrt & Lucy's owner, Ed Fox and Ed Legge from the *Dells Events*.
2. Motion to approve Minutes May 31, 2017 meeting by Borchert, second by Morse. Motion carried.
3. Sign Applications: A. Sand Bar – Replace existing plus new sign on side by deck. They are within their limits per the Standards. Morse asked if it can be smaller between the windows so it doesn't go edge to edge. Motion by Borchert to make it a bit smaller than the space between the windows, second by Morse. Motion carried.
B. Mauers – Motion by Borchert, second by Morse. Motion carried.
C. Lower Dells Kayak – Pole Sign. Gavinski asked if this is attached to the building? Chris T says no, this is a completely new construction. They meet the 100 ft distance between signs rule. The proposal is for 200 ft between. If this business was to stop operating or move locations then this would be a non-conforming sign. They would be asked to remove it at that time. It is 8X20 dimensions using vinyl. Motion by Borchert to approve with the understanding that it is while this business is operating where it is. If it moves or is closed then the sign comes down, second by Rosholt. Motion carried.
D. Escape Room-Looking for a recommendation only. None of the committee members thought the words "On the Strip" belonged on the sign for the Broadway location. They also thought the sign too large and the font hard to read. There was a question if this was the same sign as on the strip and Rosholt looked it up online and said it is their logo. The committee was okay with the black and white sign. Christ T thinks it is too large and he will go back and discuss it with them.
4. Building/Site Plan: A. Myrt & Lucy's – Quilt design to cover the haystack on the roof. Motion by Morse, second by Rosholt. Motion carried.
B. Woodside Hotel– Change the end peak to the dark maroon. Motion by Morse, second by Rosholt. Motion carried.
C. Jerry Newman building- Chris T has the paint sample. Rosholt will check the paint sample with the building front. Motion by Borchert to verify it matches, second by Morse. Motion carried.
E. Holiday House – change paint on brick in alley. Motion by Morse, second by Rosholt. Motion approved.
5. Outdoor Seating: A. None
6. Window Signs: Merchandise needs to be at 50% or less of window space. Do we use it for each individual window or overall? Gavinski likes the Vintage Photo example where the door is clear and not covered. They can still build a wall that is further than 3 feet from the window. Felicia's ex – the door is open and merchandise is hanging on the door. When the door is shut, the merchandise must be removed so it complies. There is too much in the rest of the windows too but it is close. Chris will let Dave Leifer know.
7. Design Standards: Tweaks to the ordinance. Sign measurement calculations, we will allow the letters to be measured individually. On pg 24, item b – LED message signs used to need a conditional use permit, now it comes to DRC for a hearing. Pg 27, pole signs – In the C4 district we will increase the amount between new signs from 100 ft to 200 ft. Existing signs at 100 ft apart would be able to be improved with no penalty. Ed Fox asked what we are doing about signs that need repair. Chris T said that Dave Leifer is handling this and it is a process.
8. Items for Referral: Changes to Ordinance – Off Premise Signs
9. Date and Time for Next Meeting: June 28, 2017 10 am
10. Motion by Borchert, second by Rosholt to adjourn. Motion carried. Meeting adjourned at 10:55 am.