

DRC MEETING
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
March 21, 2018

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

1. Present: Ald Dar Mor, Maria Rosholt, Dan Gavinski, Ben Borchert, Absent: Jacqueline Morse
Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Brian Holzem, Tom Turbett, VR Universe, River Dawg
2. Motion to approve Minutes for March 7, 2018 meeting by Gavinski, second by Borchert. Motion carried.
3. Sign Application: A. VR Universe – 321 Broadway – New sign at the previous location of Subway. The business moved from Lake Delton. It is a backlit cabinet sign where the letters are the only part that is lit. It is attached to the marquee above the entrance. Motion by Gavinski to approve up to a 3 ft X 15 ft sign, second by Rosholt. Motion carried.
B. River Dawg – 808 River Rd Portable Sign – The picture shows a plastic easel type sign board. The standards call for durable materials such as wood or metal. He will change it to wood. The location is in front of the neighboring business with their permission. Motion to approve this plastic temporary sign for two weeks until permanent sign arrives by Rosholt, second by Borchert. Motion carried.
River Dawg – Wall Sign – Sign in alley. Will be alumilite with a vinyl sticker. Motion by Rosholt, second by Gavinski. Motion carried.
River Dawg/Radio Station Wall sign – Radio station is doing a promotion with River Dawg where they are broadcasting from the premises 3 times a week during the summer. The committee would like the background of the sign to be beige/cream instead of white. Motion by Rosholt to approve from May 1 – August 30 with a beige background, if the promo/agreement ends before that then the sign comes down immediately, second by Borchert. Motion carried.
4. Outdoor Seating Plan: River Dawg – There was no formal application. The proposal will be to use the bump-out area in front of the City parking lot that is adjacent to their business. They would not provide table service but would provide the furniture which must be in line with the Design Standards and be commercial quality. DRC will need to approve the furnishings. No action taken.
5. Building Site Plan: None
6. Proposed Façade Improvement Grants: Brian Holzem showed a rendering of the Showboat block and a proposed change to all the buildings on that block. The entire block would like it to have one cohesive look. The committee likes the new look. No action.
7. Items for Referral:
8. Date and Time for Next Meeting: April 4 10 am
9. Motion by Rosholt, second by Gavinski to adjourn. Motion carried. Meeting adjourned at 10:35 am.

Juli Mor
