

DESIGN REVIEW COMMITTEE
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
March 2, 2016

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

1. Present: Ald. Mor, Dan Gavinski, Maria Rosholt, Ben Borchert, Jacqueline Morse

Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Ald. Brian Holzem, Mark Sweet, Dominic Flath of Riverview, John Langhans and Steve Tremlett of MSA, Keith Kohler, Dan F Be Kind Studios, and Ed Legge from the *Dells Events*.

2. Motion by Borchert, second by Rosholt to approve the minutes of the February 17, 2016 meeting. Motion carried.

3. Sign Applications

- a. Sign presented by The Keg. Motion by Borchert, second by Gavinski to approve. Motion carried.
- b. Sign presented by Be Kind Studios. Owner Dan F showed a revised version. Motion by Gavinski, second by Rosholt to approve the revised sign. Motion carried.
- c. Two signs for Palace Theatre, both in Sauk County. Motion by Gavinski, second by Morse to approve. Motion carried.
- d. Rubb's Steakhouse presented a sign for River Road & Highway 13. Motion by Borchert, second by Rosholt to approve. Motion carried.
- e. Dells Bank presented a sign for the Timbavati parking lot. Motion by Morse, second by Rosholt to approve. Motion carried.
- f. Riverview presented 4 signs that will be changed to one unified look. Motion by Borchert, second by Rosholt to approve. Motion carried.

4. Cover of Downtown Design Standards should go back to original used by Zebradog without the streetscaping. Finished the tabled pages from last meeting
Pg 31 – discussion of standard 4. Definition of canopy, awnings and marquees, canopies have posts, awnings do not. Morse asked Steve if we could have a typographical look such as italics for words that can be found in the definitions list at the beginning. Will need a statement saying what the italics mean. Move standard 6 above 5.

Pg 32 – delete #4 no vinyl siding at all, add LP Smartboard

Pg 33 – discussion on how to preserve historic buildings plus the definition of an historic building. Steve will research. Pg 4 has info on when someone's repair/changes must come to the DRC. Mor thinks there will need to be some incentives to help with some of the historic preservation and repair. Add 9. Street facing historic facades must retain windows.

Pg 34 – Retaining windows on all sides of historic buildings is encouraged.

Mor & the committee thanks Steve and MSA for their work and asked if Steve could attend the next meeting instead of John in case there were questions on the last edits.

5. Incidental Signs: Mor is uncomfortable with display cases being used outside on buildings. Chris will keep track of existing businesses with incidental signs and see if there are any issues and then we can modify the standards in the fall if necessary. It was pointed out that these need to come before the DRC.

6. Sidewalk Café
Businesses can share space if 2 restaurants want to join together. A café can be in front of a neighboring property but that property has first right of refusal. If business changes hands or changes, they retain the right to claim that property for café. Hasler commented that we must be clear that these are revocable rights that can be taken back. Make these an annual agreement so we can look at them and review. It was noted that it is not perfect yet but we need to start with something and make adjustments. Should all the tables and chairs be the same? We will get a recommendation from Zebra Dog.
7. Items for referral: Sidewalk cafes, look at edits, incidental signs
8. Next meeting: Wed March 16, 2016 10 am, Mor will be absent, Borchert will chair
9. Motion by Gavinski, second by Rosholt to adjourn. Motion carried and the meeting was adjourned at 11:59 am.

Juli Mor