

**DRC MEETING**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING-300 LACROSSE STREET**  
**March 8, 2017**

Ald. 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: Chairman Ald. Dar Mor, Maria Rosholt, Dan Gavinski, Jacqueline Morse, Ben Borchers  
Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Ald. Brian Holzem, Shirley Tollaksen, Tom Turbett, Mark Sweet, Dells Belles Rep and Ed Legge from the *Dells Events*.
2. Motion to approve the Minutes from February 22, 2016 meeting by Borchers, second by Rosholt. Motion carried.
3. Sign Applications: A. El Asador 458 Broadway – They would like to install new signage. The awning is shown in Terracotta but then asked for orange Tuscan instead. The 400 block color (Palm green) is not required. Morse thinks the Terracotta matches the trim on the building better. The rest of the committee agrees. Morse made a motion to approve the awning using the terracotta color, second by Rosholt. Motion carried.  
B. Flat Sign – Flat aluminum sign had a black background to begin with and the colors on it were red and yellow. Then they dropped the background and the letters are cutout. The building front has large brown trim lines (Swiss Chalet look) that makes it very hard to read the sign. Morse suggests adding a background again and making it a diamond shape to fit into and cover the trim in front. Rosholt suggests the background color match the tan of the building. The owners will come up with a look and send to Morse. Motion by Rosholt to make it a diamond shape and match it to the building, second by Morse. Motion carried.  
C. Projecting Sign – Chris T will check on whether it is internally lit. Morse suggested they make it the same color as the flat sign. Rosholt thinks it is hard to read. Rosholt made a motion to color match the building with a opaque color while the letters can be lit, second by Morse. Motion carried.  
D. Cedar Street Sign - They will take down all temporary signs. They have a lot of frontage and they are within what is allowed. Rosholt motion to approve as presented, second by Gavinski. Motion carried.  
Old Dells Events Building – They want an off-premise sign on the building. The building is zoned C-1 Commercial Neighborhood. Mor instructed Chris T that the ordinance needs to be updated to not allow this. Gavinski made a motion to deny, second by Borchers. Motion carried.  
Bowman Park Sign – Committee is okay with the sign for Thad using the River Arts District logo.
4. Outdoor Seating Applications: Second Story of Chalet – Coffee Shop is taking over Out of the Woods. Terrace Coffee Shop wants to put out table and chairs, sofas and other seating with umbrellas on Broadway and Cedar St side. They will need a privilege agreement if DRC approves. Morse thinks the pictures look great but is worried about the actual execution. She would like to see actual items not just renderings. They will use the correct color for the block (Palm) for the umbrellas. Holzem asks about movement around seating as this is a public sidewalk. Chris T says they will have to keep 6 ft open for the public to use. The Fire Inspector will need to look over if they decide to use heaters also. Borchers motioned to approve contingent on fire inspector okaying and we will reserve the right to deny if materials end up not matching what was presented, second by Rosholt. Motion carried.
5. Building/Site Plan Applications: None
6. Façade Improvement Grant: Dells Belles-Would like to update their facade. Adding a brick base and white trim. They will remove signs from roof to bottom of the building. Gavinski made a motion to approve as presented, Rosholt second. Motion carried.  
Aloha Store – Wants to improve the façade and add a blade sign if possible. The blade sign will not fit unless the awning is raised. Mor agrees that raising the awning is the way to go. The committee was very complementary to Shirley Tollaksen and her work on the building. Borchers moved to approve with the awning raised to accommodate the blade sign, second by Rosholt. Motion carried.  
The brick is painted already so they will keep it that way. Power washing or otherwise trying to take off the paint will destroy the original brick. She would like to paint it a grayish white. Morse thinks it looks great. Gavinski motion to approve as presented, second by Rosholt. Motion carried.

Glass & Gifts- Rendering presented by Brian Holzem. The committee was very happy with the look as it followed the Design Standards. Rosholt motion to approve, second by Borchert. Motion carried.

7. Items for Referral: Same as item 4
8. Design Standards and Ordinance Updates – MSA sent their opinions on questions asked from previous meetings. Their estimate to make the changes in the documents etc is \$3500. Chris T went through some of the changes and edits. He brought up Off-Premise signs and the 5 year deadline that new owners/new businesses have before they have to take down the sign or bring into conformance. Chris T will ask Joe Hasler for a legal opinion. Chris would like to send out a letter with all of the changes. Mor said to get the legal opinion first then bring back to DRC before sending.
9. Next meeting: April 5, 2017 10 am is next meeting as the Mor's & Chris T will be gone for March 22.
10. Motion by Rosholt, second by Borchert to adjourn. Motion carried. Meeting adjourned at 11:04 am.

Juli Mor

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