

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

April 5, 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 Borcher
Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Ald. Brian Holzem, Tom Turbett, Thad Meister, Steve Tremlett from MSA, BJ Preissel, Adam Makowski, River Dawg owner, Doug (architect for San Antonio restaurant), Vladimir Vylkov and wife, Mark Sweet and Ed Legge from the *Dells Events*.
2. Motion to approve the Minutes from March 8, 2016 meeting by Gavinski, second by Borcher.
Motion carried.
3. Sign Applications: A. Pepper Palace 304 Broadway –The owners would like to use the jockey red instead of the terracotta block color on their awning. They are a hot sauce company and feel like they need the brighter red color. Rosholt asked if they were ok on the size of the graphics for an awning and Chris T said they are at approximately 30%. Gavinski & Mor are okay with the color. Borcher asked if the banner is lit and Chris T said no. He also asked about covering the windows above the awning as shown and Chris T says it would not be allowed on new awnings but these are existing. Can they remove the awnings and improve the façade? It was noted that this building has been vacant for many years so this is an improvement. Gavinski made a motion to approve, second by Rosholt. Motion carried.
B. River Dawg – This is oddly large compared to the size of the building. There have been many building issues with this property so they have invested a lot. It is an existing structure with internal lighting. The lighting will be removed. Holzem says they will need some down lighting for the stairs at the front entrance for safety. Motion by Gavinski to approve, second by Rosholt. Motion carried.
C. Maurer’s – Billboard signage at 611 Broadway from Zinke’s to Maurer’s. Motion to approve by Borcher, second by Rosholt. Motion carried.
D. Blackhawk Hotel – This is part of a larger project. BJ is updating the entire property. The sign itself is 16 ft tall. It falls within the 144 sq. ft. allowed. Mor & Gavinski love the look of the changes. Chris T says if this sign meets what we are trying to do then let’s change the standards to reflect that. Morse asked if we could say it has to be in proportion to the building? Mor thinks we should have a hard number. Gavinski made motion to approve as presented, second by Morse. Motion carried.
E. Harold’s Chicken – Projecting sign: Will match the colors approved last year. Turbett says the lighting for the sign will be redirected towards the sign unless he can talk them into a different bracket with the lights attached. Motion to approve by Rosholt, second by Morse. Motion approved.
Window Signs: Logo on doors would be within the 25% allowed plus the double doors would be tinted since you can see into the kitchen. The main door is clear. That is against standards. Turbett says they get intense afternoon sun so that is a concern. Chris T proposed an awning over the doors to take care of that. Borcher motion to approve with no tinting and so long as the 25% space is ok, second by Gavinski. Motion carried. Turbett asked about a temporary sign with opening date and Chris T said yes, for 30 days.
4. Building Site Plans: A. Blackhawk 1004 Broadway – BJ said the lighting is missing from the photos and the columns shown on the back side will be gone. Cultured stone veneer is being used on the building. Chris T says it will have to be of high quality to fit in with the standard. Motion by Gavinski, second by Borcher. Motion carried.
B. San Antonio – Chris T says they need a base and they are trying to add that. We also recommend a top cornice. They are exposing the existing brick in the alley. We would want them to wrap the base around the corner. They will be back with signage applications. Chris T will look at their base ideas and approve. Motion to approve with Chris T approving base look by Morse, second by Borcher. Motion carried.
C. La Petite Creperie – They are willing to use the ginkgo block color. Chris T says he brought up the idea of a base perhaps by adding some stone veneer. Jackie recommends the trim be one of the colors of the stone. Canopy may have been lit so that will have to be removed but the downlights can stay. They would be required to keep their area clean and it will be policed. Jackie preferred the

- version where the stone did not come up around the door. The green color on the building will match the green block color. Morse warned against too much green. Mor asked if Chris and Jackie can work with the owners to come up with an acceptable color scheme. The owners will come up with a logo to match that. Borchert motion to table until Jackie can work with them, second by Rosholt. Tabled.
5. Sidewalk Cafe: A. La Petite Creperie – Chris T says they need our approval to serve food on the side. A conditional use permit is generally 1 year. This can be ongoing if they keep the area clean. Gavinski made a motion to approve so long as the area is kept clean, second by Rosholt. Motion carried.
B. Yolo Café – This is a hookah bar on Broadway in the upstairs section of the Chalet building. They want them for outside only. They proposed a barrier at the floor level so nothing can roll onto the sidewalk from above. Cannot use charcoal on the sidewalk but an electric (vaping) source could be approved. The fire instructor has met and discussed with Chris T since it is in the right of way. We can approve the plans with conditions (no hookah, no charcoal etc.) They cannot use the Elm St side for seating since they will not be renting the corner store. Can they put tables in front of this store however? Are we the committee that needs to approve hookahs? Morse would prefer no green fabric for the floor barrier. Can it be wooden slats instead? Mor says the seating is ok, but no hookah on Broadway since it goes against all our initial recommendations (ie. Brooks, ZebraDog). Borchert motion includes no hookah on Broadway and they come back with another option for the protective barrier, second by Rosholt. Motion carried.
 6. Outdoor Seating app: None
 7. Facade Improvement Grant: River Inn – This looks good but could use some sort of base and maybe a decorative top cornice. They are not in the downtown C-2 district but would like to fit into the standards. CDA would like to know what DRC thinks. Motion to approve by Rosholt, second by Morse. Motion approved.
 8. Design Standards and Ordinance Updates – MSA sent their opinions on questions asked from previous meetings. Pole Signs – Recommends 40 feet from the roadway, drop them down to 30 feet. On-premise – 45 ft in adjacent to the road, off-premise is 30 ft. The rest of this discussion is tabled for the next meeting.
 9. Items for next mtg: #8
Tom Turbett mentioned that he got design standards for the River Arts logo for the park signs. One of the fonts is different but he will get it from Mor Design. He will change the color to match.
 10. Next meeting: April 19, 2017 10 am
 11. Motion by Rosholt, second by Borchert to adjourn. Motion carried. Meeting adjourned at 11:55 am.

Juli Mor
