

DESIGN REVIEW COMMITTEE
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
April 13, 2016

Aldersperson Mor called the meeting to order at 10:08 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, Dan Gavinski, Maria Rosholt, Ben Borchert, Jacqueline Morse

Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Ald. Brian Holzem, Eric Helland, Todd Frawley, ADCI and Ed Legge from the *Dells Events*.

2. March 30 minutes Motion to approve by Borchert, second by Rosholt. Motion carried.
3. Sign Applications
 - a. Window signs presented by Belgiis Waffle Bar. Chris T said each line of type is measured separately. Motion by Gavinski, second by Rosholt to approve sign contingent on the calculation being correct. Motion carried.
 - b. Swiss Maid Fudge window sign. There was a discussion on the new standards for interior signs. An incidental signage is regulated but does not need a permit and there is no fee. A question was asked if the standards should be changed to make it count toward the 25% of window signage. Under the definition of incidental signs we must add LED. Motion by Gavinski, second by Morse to approve. Motion carried.
 - c. Paul Bunyan 2 signs. Motion by Gavinski, second by Rosholt to approve. Motion carried.
4. See 3b above.
5. Great Harvest Bakery request to use their tables and chairs for outdoor seating. There was discussion on a temporary approval until BID comes up with our standards and the actual items for use. It was agreed that private property owners should have to meet the criteria and colors. Motion by Gavinski, second by Borchert to approve the table/chairs but have the umbrellas meet the color approved for that block. This will be temporary until Nov 1. Motion carried.
6. Goody Goody Gum Drop addition on Elm Street. Motion by Gavinski, second by Morse to approve the addition. Motion carried.
7. Super Graphic Murals. It was decided there will be no application fee for these but a permit will be required and approval by DRC. Mor commented that we should look at the definition for our standards and make sure it says there cannot be any promotion or advertising for that business in the mural. Motion by Borchert, second by Rosholt. Motion carried.
8. There are three areas to look at for Café zone furniture – On Broadway, off Broadway & private property. Chris said that Public Works approved Mark Sweet of Out of the Woods to use the Elm St side of the building for table and chairs with the DRC to approve the actual furniture. BID is getting more options from MSA.
9. Next meeting items: outdoor furnishings
10. Next meeting: Wed April 27, 2016 10 am
11. Motion by Rosholt, second by Morse to adjourn. Motion carried and the meeting was adjourned at 11:03 am.

Juli Mor