

DRC MEETING
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
MAY 17, 2017

Ald. Mor called the meeting to order at 10:01 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 Borchert
Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Mark Sweet, Eric Helland, Greg Slayton, Jake Beard, Brian Holzem Kelli Trumble, Kevin Ricks, Corina Ricks and Ed Legge from the *Dells Events*.
2. Motion to approve Minutes May 3, 2017 meeting by Gavinski, second by Borchert with one change by Morse. Motion carried.
3. Sign Applications:
 - A. **The Point** – Motion by Gavinski, second by Rosholt to approve. Motion carried.
 - B. **Cheesy Tomato** – Sign needs to be raised, it's too low. The letters can be lit but not the background. Motion by Borchert to approve with the sign being raised and only letters lit, second by Rosholt. Motion carried.
 - C. **Aloha Shop** – Sign is smaller. Motion by Rosholt, second by Gavinski. Motion approved.
 - D. **Boats/Ducks** – New signs. Motion by Morse, second by Borchert, Gavinski abstain. Motion carried.
 - E. **Macs** – Tabletop signs that say alcohol not allowed outside of area. Motion by Borchert, second by Rosholt, Morse abstain. Motion carried.
4. Building/Site Plan:
 - A. **Lower Dells Kayak Rental** – This is a storage container ticket booth set in Riverview's parking lot by the Lower Dells. It was okayed by the Planning Commission but refused by the Common Council. Greg Slayton who has proposed this with Jake Beard would also like to do a zipline and run both businesses from the same trailer/building. They'd be willing to move the container/trailer so it is within 500 ft. of the restrooms. Safety issues were expressed at Common Council. Inexperienced kayakers being placed in the water with the existing current and the dam is not a good idea. Mor, we can comment but we can't take any action. The committee is not happy about a trailer in a parking lot. Slayton said they would be using the ticket booth signs. Gavinski said he didn't know anything about that and they wouldn't be using the signs. There is a sign connected to Mexicali Rose building that is 8 X 20. The sign itself has a bright yellow that Morse and other committee members thought was too loud and doesn't fit with the surroundings.
 - B. **Cheesy Tomato Bldg** – Color of the building with trim. Mor thinks it's a nice improvement. Motion by Gavinski, second by Rosholt. Motion carried.
 - B1. Riverview Patio – Instead of a glass railing it will be the same black metal railing that goes all around. Borchert asked when will this be done. Helland said June. Motion to approve black railings by Borchert, second by Rosholt. Motion carried.
 - C. **Goody Goody Gum Drop** – No motion. New benches plus picnic tables were moved closer to front of store. The picnic tables were used originally so they can't be removed.
 - D. **Cheesecake Heaven** – 2 different styles of table. New one is the gold looking one. Motion by Rosholt to accept the new one and have both table sets match and placed out of the right-of-way, second by Borchert. Motion carried.
 - E. **River Dawg** – Put up an approved sign or take down the structure and paint over the sign background plus show us the plan for the front. Motion by Rosholt, second by Morse. Motion carried.
 - F. **Wis Dells Fudge Shop** – Red was toned down. Motion to accept by Borchert, second by Rosholt. Motion carried.

5. Outdoor Seating:
 - A. **Cheesy Tomato New** - metal chairs, must be indoor/outdoor items. Helland does not think they are as comfortable as the fabric chairs. Motion by Rosholt, second by Morse. Motion carried.
 - B. **Great Harvest** – New table and chairs Motion by Gavinski, second by Rosholt to approve. Motion carried.

6. Window Signs:
 - A. **Cheesecake Heaven** – Chris T can measure the actual letters instead of using a square around the letters to determine the 25% coverage. Eric & Brian think the measurement should be re-evaluated. Mor says he'd like to know what the percentage is on the busier windows before he decides. Can we look at the storefronts instead of as each individual window. There are too many details and ramifications so we need to see some examples. There are too many gray areas right now.
 - B. **Neon Signs** – Don't remove any of these yet. The committee look at all of this in the fall.

7. Branding Idea for Dells River District:

The meeting started with this presentation by Kevin and Corina Ricks. The committee thanked the Ricks for their time and effort. Morse says she is not supportive of the term SteamPunk and other committee members agreed. Members liked some of the ideas presented but were afraid it could be taken too far. Can we just stay with the River Arts District theme and instead use a few of the elements from the presentation? Chris T liked how the color palette was complementary to the one we are using. Helland said since we are such a unique and eclectic community that this theme could unify our old and new elements. Mor said the millennial market is huge and he likes the combination of old and new. He loves the “canoes on the bridge” project but also is very hesitant about the term steampunk. Rosholt wanted to know about the Evertron sculpture and its location if it is ever brought to the Downtown area. Motion by Borchert, second by Rosholt to support the concept in general. Motion carried.

8. Design Standards Updates: Skip for now

9. Items for Referral: See 9 above

10. Sign Permit Fees: A. Blade Sign \$15B. Legacy Sign – is \$500 right now but since we are trying to encourage them we will keep at \$125 same as regular sign. This includes the recording fee.

11. Date and Time for Next Meeting: May 31, 2017 10 am

12. Motion by Borchert, second by Rosholt to adjourn. Motion carried. Meeting adjourned at 11:53 am.

Juli Mor
