

DRC MEETING
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
May 31, 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 Absent: Ben Borchert
Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Eric Helland, Brian Holzem BJ Preissel, Jerry Wolfram, Fire Inspector and Ed Legge from the *Dells Events*.
2. Motion to approve Minutes May 17, 2017 meeting by Gavinski, second by Rosholt. Motion carried.
3. Sign Applications: A. Blackhawk Motel – Motion by Gavinski, second by Morse to approve. Motion carried.
B. Kickers – Sign for buffet. Motion by Gavinski, second by Rosholt. Motion carried.
C. Lower Dells Kayak Rental – Will be back next meeting with a sign application. They will be using a permanent ticket booth next to Mexicali Rose and don't need a permit to start operations. They are working with Public Safety for the city.
D. River Dawg – Sign on side of awning, a blade sign won't work here. Gooseneck lights to light up the entrance. Motion by Rosholt, second by Morse. Motion carried.
4. Building/Site Plan: A. Paintball – The upper façade needs repair or to be removed. The turrets are left over from previous owners. He has proposed painting the building beige & tan like the Dells Boat Co building. He wants to keep the sign but would be open to toning down the background. He does not know what the neighbors (the Escape Room) are planning yet. Morse asked if he needs to add some cornices or other elements that will tie into our historical theme? Committee thought he could put his sign back up after painting and he will work with Morse on colors. Motion by Gavinski to approve painting the building beige & brown and work with Morse on sign colors, second by Rosholt. Motion carried.
5. Outdoor Seating: A. None
6. Window Signs: A. Cheesecake Heaven – General discussion of signs in windows. Can we look at the storefronts instead of each individual window? Chris T thinks this business has professional lettering and has spent some money on the letters and their application so it might be nice to let them be for now. Motion by Gavinski to let all lettering stay but all other incidental signs need to be taken down, second by Rosholt. Motion approved.
B. Neon Signs – For now we will stay at the 25% rule and deal with it on a case by case basis if necessary. Brian H expressed frustration on rules not fitting all businesses. Mor said we can look at signage right now and make some merchandise rule changes later. Don't remove any of these yet. The committee look at all of this in the fall. Motion by Rosholt to stay at the 25% rule for each window, second by Gavinski. Motion carried.
7. Design Standards: Chris T went over existing pole sign standards. Joe Hasler advised having each one to come to DRC for approval. This is only for on premise signs. Chris T suggested leaving the existing rule for all and have a public hearing for anyone who wants something different. It would simplify the ordinance. Chris T will try to implement Attorney Hasler's recommendations into the Standards. Should he remove the 5 yr language for off-premise too? The rules should be the same for both off-premise and on premise signs per committee. Chris T gave a quick overview of the changes requested for the Design Standards. It was brought up that electronic video signs should be brought to DRC so none of them go to the Planning Commission. The rule is 25% of total sign can be an electronic message.
8. Items for Referral: Changes to Ordinances
9. Date and Time for Next Meeting: June 14, 2017 10 am
10. Motion by Gavinski, second by Rosholt to adjourn. Motion carried. Meeting adjourned at 11:14 am.

Juli Mor
