

**DRC MEETING**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING-300 LACROSSE STREET**  
**July 12, 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: Ald Dar Mor, Dan Gavinski, Maria Rosholt, Ben Borchert. Absent: Jacqueline Morse  
Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, and Ed Legge from the *Dells Events*.
2. Motion to approve Minutes June 28, 2017 meeting by Borchert, second by Rosholt. Motion carried.
3. Sign Applications: A. Affordable Leather - Blade sign. Looks awesome! Motion by Gavinski, second by Rosholt. Motion carried.  
B. Mr Marvel's Wondertorium - replace Ivy Cottage sign. Motion by Borchert, second by Rosholt. Motion carried.  
C. Coffee Bar - Sign is too big and Chris T did not get a new version from the owners. Motion to deny by Borchert, second by Rosholt. Motion carried.  
D. El Asador- replaced Taste of New Orleans sign above door. All other signs are removed. No signs on West side of building. Motion by Gavinski to approve Chris T's recommendation, second by Borchert. Motion carried.  
E. Blue Green - They have a CUP open by Cheesey Tomato. There are three signs that appear to be within the standards. The Ho-Chunk sign above will need to go. This is a rooftop sign and it needs to be an on-premise sign. He could blank it out, or Cheesey Tomato, Riverview Boat Line or Stone Cliff LLC corporate offices could use it. Motion by Borchert, second by Rosholt. Motion carried. There was general conversation about the existing Riverview patio project. It was confirmed that the project is underway and moving forward. The committee expressed that the Ho-Chunk sign needs to go away or be blanked asap or he will be fined. No new signage will be approved until we see more progress on the railing and patio project.  
F. Cheesey Tomato- The sign has lights and cannot be used. Chris T said no and the committee agrees. Motion by Borchert, second by Rosholt to deny lighting. Motion carried.  
G. Frozen Bear project - the consensus is that it looks awful. It is closer to the sidewalk than what was approved. Some of it was set up on the public right-of-way. Chris T did not see that and said it meets the fire safety guidelines plus the food & bev laws. The umbrellas are the block colors and he removes them each day. The signage can have 3 incidental signs. There is a Slurpee, a Popcorn plus Klements sign and then there is a menu board. Chris T will go and talk to him about keeping just the menu board. The electrical cords need to be cleaned up and hidden. What happens in Sept/oct when his permit is over? Ask Attorney Hasler but we approved it for one season. We can potentially end it at end of season.
4. Building/Site Plan: None
5. Outdoor Seating: None
6. Façade Improvement Grants: None
7. Design Standards: None
8. Items for Referral: None
9. Date and Time for Next Meeting: July 26, 2017 10 am
10. Motion by Borchert, second by Rosholt to adjourn. Motion carried. Meeting adjourned at 10:36 am.

Juli Mor

---