

DESIGN REVIEW COMMITTEE
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
SEPTEMBER 16, 2015

Aldersperson 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. Mor, Ben Borchert, Dan Gavinski, Maria Rosholt, Jacqueline Morse

Others: City Planner/Zoning Administrator Chris Tollaksen, DPW Office Clerk Monica Dorow-Leis, Kelli Trumble, Adam Makowski, and Ed Legge from the *Dells Events*.

2. They decided not to have a Committee member take the minutes, being distracting to that persons focus and input at the meeting. They hope to make a decision before the next meeting. Aldersperson Mor asked DPW Office Clerk Monica Dorow-Leis to fill in to take the meeting minutes at this meeting.

3. Chris said once you get the purpose and general intent, then you can layout specifics, but will have some subjectivity. Discussion on the purpose of the Design Review Committee (DRC)
Ald. Mor said they have a few design review copies, one from Mauston and the other from Gatlinburg, TN. Chris Tollaksen said the Mauston Design Review layout was put together by MSA and is a nice layout and nice format. Chris said the design review process is going to be a tricky process because of the natural subjectivity of what they need to decide on. The city has found that when a committee such as the BID has taken on these kind of roles where the rules are specifically written in black and white, not able to approve a great idea because it did not meet those specifics. This would be too subjective with no standards in place with decisions not based on any set standards, making some decisions somewhat capricious. The Mauston plan has the best guidance with recommendations and rules to follow. Their standards gave an intent for every criteria, with examples, and standards and recommendations, yet there are some basic rules to follow. The Design Review Committee plans to meet every other week. Chris will make copies or email the Mauston and Gatlinburg design plans for the committee members and then look at them at the next meeting along with a copy of the current sign ordinance. Chris said the committee should come up with an intent or mission statement with what they are trying to accomplish. As for the process, all new signs will go to this committee, with a final decision coming from this committee, including ones that do not require a sign permit. For new construction with a site plan, the applicant will go to this committee for sign approval with a recommendation that will then go to Plan Commission for approval. If an existing sign was not acceptable by this committee, then it would not be approved. At Monday's Common Council meeting, the brand identity and vision will be revealed. They want to remove as much subjectivity as possible. Some applicants have creative ideas that may be subjective, so they do not think all subjectivity can be removed. They recommended a project manager such as MSA. Zebra Dog will show a presentation that will take place at Monday's Common Council meeting. Dan Gavinski said these would be resolutions. They would want to showcase fun and let creativity flow. They would like to tackle rooftop and offsite signs, wanting to start with the downtown first. Chris said they would basically pick up where BID left off. Currently, the sign ordinance is a maximum of 300 sq. ft., where maybe the standard could be where the size of the sign relates to the property size. All signs in the city would need to be presented to this committee. This item was discussion only and the committee should come back with suggestions.

4. They hope to get this completed before December 31, 2015. Chris said by December 31, 2015 the committee should be ready and comfortable with reviewing signs in the moratorium in the downtown and then the committee would continue defining the standards. The moratorium is on new sign permits. This item was discussion only.

5. The purpose of this committee is to create the design standards and process. Chris said there is a sign moratorium where no one can put up a sign until these standards are created. This meeting was to start developing the design standards BID Committee went through and the first thing this committee should go through. This item was discussion only.
6. The MSA quote is in the amount of \$10,000 where they would create the layout and standards and responsible for the decisions. Chris suggested taking the MSA quote and put it in a format to architectural design. This item was discussion only.
7. There were no additional chair items and discussion.
8. There were no items for referral to future meetings.
9. The next Design Review Committee meeting is scheduled to be on Wednesday, September 30, 2015 at 10:00am following the BID Committee meeting.
10. Motion by Gavinski and seconded by Rosholt to adjourn. Motion carried and the meeting adjourned at 10:52am.

Monica Dorow-Leis
Public Works Office Clerk