

DESIGN REVIEW COMMITTEE
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
SEPTEMBER 30, 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, Juli Mor, Fire Inspector Jerry Wolfram, Kelli Trumble, Eric Helland, Steve Tremlett and Sarah McDonald with MSA, Nick Laskaris and Ed Legge from the *Dells Events*.
2. Juli Mor offered to take the minutes for the Design Review Committee (DRC) for future meetings. Motion by Gavinski, seconded by Rosholt approve the minutes of the September 16, 2015 meeting. Motion carried.
3. Sample design standards were discussed, and the one that stood out the most was the one from Gatlinburg, TN. The flow was appealing and easier to follow and seemed to match up with our community. Rosholt also liked the Gatlinburg sample and noted one thing she liked about the Mauston sample was the layout at the end of each section where it lists exact criteria verses recommendations. Most of the communities selected for sample designs, were recommended in the Roger Brooks study. Zebra Dog has a color palette for guidelines they are suggesting, but not finalized. Nick Laskaris asked the committee about the members now and in the future. He said they are trying to develop a brand and asked how he protects what he has now and in the future. Ben Borchert said businesses have to conform to community needs, whether a historical standard or otherwise. He firmly believes a vibrant downtown is in the interest of all taxpayers in the community. He feels this committee is going to be challenged moving this forward for the betterment of the entire city. With that said, there will be changes and some will affect him as well, but for the overall good of the community, he realizes this has to be done. Chris said it all started with the Roger Brooks Presentation that was created for a Downtown Design Review Committee revitalizing the downtown district. Mor said that in the future they plan to expand from the downtown district and that is where Nick Laskaris may want to bring up his concerns that deal with his businesses not in the downtown district. Dar Mor said the goal at this time is to create this committee, get the standards adopted for downtown, and then work on outside the downtown area. Jerry Wolfram, Fire Inspector just commented saying he did not want the city to miss this opportunity to encourage the use of fire resistant materials among other things to improve safety.
 - a) Motion by Borchert, seconded by Gavinski recommend to MSA follow the Gatlinburg, TN direction with the layout and Mauston with changes to the document to fit our community that is unique to present at the next meeting. Motion carried.
 - b) Approval flow of DRC
 - i. Façade improvements would not go to council. Approvals would just go to this committee. Because of the subjective nature, if denied at DRC, it was recommended to go to Common Council. Motion by Gavinski, seconded by Rosholt recommend to the Legislative Committee that any denials through DRC go to Common Council, including signs. Motion carried. If Common Council denies and they want to Appeal, they would then go before the Board of Appeals. Motion carried.
4. Chris said there is a moratorium for C-2 Commercial-downtown district and want to be able to get that lifted, so people can move forward with their businesses in the spring. There are two documents that need to be updated:
 - The actual Sign Ordinance-and updating that ordinance, requiring two readings at council and would like this update done by the end of the moratorium (end of 2015)
 - The second document being the design guidelines that will be a reference for this committee, which would be a resolution and this could be work in progress.

5. The scope has changed for MSA Project: River Arts District Design Standards and Sign Ordinance Technical Assistance Professional Services Agreement. The two elements are the standards for the architectural requirements and the compass for that will be the sign portion, which was not in the original scope. Steve Tremlett went through the design standards and guidelines. He said guidelines are purely recommendations. The city is discussing doing a façade improvement program, which is one way to have some flexibility with some recommendations and not all standards, but then when you would be coming to giving financial support, that is where the city may say all become standards, so you're at a higher level for designs due to getting public funding. This is all depending on what direction the city takes. He said they usually have more scenarios for site design, but the city has a defined up to the street edge condition and not sure how much of the parcel is city owned. Steve said the process would include three working meetings to go over the components and the application as to how the process would work. The process would be either by building permit or by certificate of appropriateness. If the city does this by building permit, then items such as colors or maintenance will not be hit on since they would not be building permit enforced. If by certificate of appropriateness, general maintenance would need to come before DRC. Language can be added to the zoning code.

Motion by Borchert and seconded by Morse recommend to council approve the first part of the MSA Professional Services Agreement for Project: City of Wisconsin Dells-River Arts District Design Standards for the Architectural Requirements for an estimated fee of \$10,000. Motion carried.

With the sign portion of the agreement, Chris Tollaksen said they would be making changes to several areas of the sign ordinance, which is probably going to be more of a challenge. Chris asked MSA to update the layout to provide a more user-friendly layout and add to the scope for approval at the next meeting. Dar said he spoke to John with MSA and he said they would come up with a couple of mission statements for the committee to choose from when they see the scope of everything.

6. Eric Helland asked what the difference between the roles of Zebra Dog and MSA. Zebra Dog is more brand identity, where MSA's role would include standards for signs on private property as to what can or cannot be changed and creating more uniformity, while allowing flexibility with design, allowing the vision to happen. The Brooks Report covered three main points that require changes to the sign ordinance. The first one included blade signs (the city code currently refers them to projected signs). The Roger Brooks Report stressed the need and benefit for blade signs, and believes primary signage should be downtown at certain locations and should be 7'-9' off the ground, so mostly readable to pedestrians. Zebra Dog sign recommendations seem to have them much higher and variations too. There needs to be a decision on particular shape or size of signs and how many variations, and look at the height and visibility. Chris said in the last meeting's packet, Steve w/MSA put together four alternatives for blade signs. Jackie Morse suggested coming up with 3-4 options of the bracket and the sign. The second included building signs. There were not a lot of recommendations from the consultants on this, but they have written comments that the signage on the building should fit the general architectural design of the building. Chris suggested the sign size should fit the size of the business. Currently all businesses have the right to put up one wall sign with a maximum of 300 sq. ft. Brian Holzem said the city wants to reduce the number of signs downtown, which he understands that, but not sure if he agrees with it. Brian also said the city wants to restrict, limit and probably eliminate some signage. Rather than eliminating it, maybe have size limits number of signs per location and maybe limit some of the off-premise signs. He said he has greater concerns as to how it would affect each individual storefront. If they want to create these changes presented, how are they going to create incentives for business owners to do this? He said he would not just rip down the storefront and look like someone's grand plan all at his expense. Mor said there might be some grant money to use through the Community Development Authority for a qualified applicant.
7. The ticket booth space was discussed and that door needs to be kept open and accessible. Jerry Wolfram suggested adding a crash bar door in the ticket booth space. Chris said this committee would not make this decision, but the crash bar door is not required by building code. Mor said the ticket booth shelf should be replaced with a door painted brown. Motion by Gavinski and seconded by Morse approve the waffle bar remodel façade as presented less the wording waffle bar. Motion

carried. Chris is to explain to them they hope to have the proposal done by the time the waffle bar opens.

8. There were no added chair items and discussion.
9. There were no items for referral to future meetings.
10. The next Design Review Committee meeting is scheduled for Wednesday, October 14, 2015 at 10:00am following the BID Committee meeting.
11. Motion by Rosholt and seconded by Borchert to adjourn. Motion carried and the meeting adjourned at 11:48am. Motion carried.

Monica Dorow-Leis
Public Works Office Clerk