

DRC MEETING
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
October 4, 2017

Ald. Mor called the meeting to order at 10:05 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, Maria Rosholt, Jacqueline Morse. Absent: Dan Gavinski, Ben Borcher
Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Guy Svehlak and Ed Legge from the *Dells Events*.
2. Motion to approve Minutes for September 6, 2017 meeting by Morse, second by Rosholt. Motion carried.
3. Sign Applications: A. Fantasy Flooring (531 Broadway) Rooftop Sign. This is a rental location so it is a new business but is not a change of ownership. Motion by Morse, second by Rosholt. Motion carried.
B. Polish Restaurant (221 Broadway) New sign hanging from underside of canopy. Do we make them change the bracket or how it's hung? Committee agrees and Rosholt asked if this should be addressed in the Standards. Mor wondered if a more massive black chain would look better and Morse wondered if we could pick something and have the businesses buy from the city. The sign meets the size and location requirements of a Blade Sign. Motion by Rosholt to have them straighten how it's hung, use black hardware that is thicker than what is shown (similar to picture in Standards), second by Morse. Motion carried.
C. Mobil Sub and Pizza Sign (802 Broadway) They would like to update the sub and pizza signage on the existing pole sign out front. No change requested. They are internally lit right now and that will have to change. The ATM will be opaque as will the pizza section. The sign company cannot guarantee the green color on the Sub Express section. Motion by Rosholt, second by Morse. Motion carried.
D. Joy of Beauty (at The Chalet) Signs were moved from previous location with no permit. Discussion among all members that the signs do not fit with the new building based on the color scheme chosen for the previous location. The committee members also did not like where the signs were placed at the new location (on the railing) since this is against our new Standards. Everyone agreed that it must be cohesive with the other businesses and match the look of the Chalet. Morse will help the business rep on changing the sign colors since he thought everything matched great. He can leave the existing signs up until he has a new sign permit.
4. Building/Site Plan: A. Escape Room (325 Broadway) The owners would like to cover the damaged brick rather than repair it and try to match the existing. Part of this project needs to address the ticket booth area. Motion to table until they come back by Rosholt, second by Morse. Motion to table carried.
B. Colotlan (324 Broadway) They were om front of DRC earlier this summer for the color of their building which is too bright. They are reviewing the color pallet from the Design Standards and would like to complete the work in the spring. No color was given to Chris T. Motion to table by Rosholt, second by Morse. Motion to table carried.
5. Outdoor Seating: None
6. Façade Improvement Grants: None
7. Items for Referral: Escape Room & Colotlan
8. Date and Time for Next Meeting: Oct 18, 2017 10 am
9. Motion by Rosholt, second by Morse to adjourn. Motion carried. Meeting adjourned at 10:50 am.

Juli Mor
