

**DESIGN REVIEW COMMITTEE**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING-300 LACROSSE STREET**  
**OCTOBER 14, 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, Juli Mor, Fire Inspector Jerry Wolfram, Jason Hallowell, Justin Draper, Adam Makowski, Kelli Trumble, Kevin Ricks, Brian Holzem, Mason Rudarmel, Giles Svehlek, Alan Hanson, John Langhans and Steve Tremlett of MSA and Ed Legge from the *Dells Events*.
2. Motion by Mor, seconded by Rosholt approve the minutes of the September 30, 2015 meeting. Motion carried.
3. Fire inspector Jerry Wolfram asked if the minutes for the Design Review Committee could be posted on the website prior to the next meeting. Mor told him that was the current plan.
4. Mor noted the price stayed the same even with some of the edits asked. Steve Tremlett wanted to emphasize that while the scope of the Agreement was for the entire city, the immediate priority and focus would be for the River Arts District-Downtown. There is a tight schedule in order to make the timetable (end of year).
5. There is a moratorium on all downtown signs currently. There was a long discussion regarding the changes and recommendations from Chris and MSA on the city's current sign ordinance. MSA wanted to talk about the overall sign ordinance structure based on their memo dated Oct. 9, 2015. They suggested a zoning overlay district for the River Arts District with any extra or new standards added here. Mor said the C-2 Downtown Zoning District is the same as the River Arts District now and was not sure it was necessary.

Steve brought up a recent court case, Reed vs. Town of Gilbert. The result was that rules have to apply to all and they can't be made based on the content of the sign. The rules can control size, placement but not the content.

From the memo:

22.23 Wall signs. Discussion on replacing with the Lake Delton verbiage for limits. 15% of wall or 200 sq. ft., whichever is greatest. Currently the city is at 300 sq. ft. for all establishments. Brian Holzem reminded everyone that we are concerned with drive by traffic as well as walkers when coming up with a number. Steve will come up with specific examples from downtown using the 15%-200 sq. ft. rule for next meeting.

22.03 Committee wants ticket booth signs to be considered on-premise signs when there are tickets for that business actively being sold from within.

22.19 Prohibited Signs. Chris will get a list.

22.21 Wind Signs. Not prohibited now but they are being proposed.

22.22 Ground Signs. Change to Pole signs, add separate section for Ground signs.

22.24 Discussion of no roof signs allowed in future. Safety is a valid rationale to help take some existing roof signs down.

22.XX Window Signs and Decals. The consensus of the group was that we needed to regulate the interior signs in the downtown. Steve will look for options for this.

22.XX Blade Signs. How are these administered? Specific to the business lure? That makes it content-based. Cannot control what they say, only encourage. A suggestion was put forth to establish the basic standards and let them have creativity within that.

22.26 Projecting Structures. Discussion of current definitions. Sandwich boards are currently not allowed. Steve will come back with suggestions.

22.285 Variable Message Signs. On-premise only, add controls with illumination controls and maximum number of lumens?

6. No discussion, tabled for next meeting.
7. Discussed the appeal process again. Should an appeal go to the Board of Appeals or Planning Commission instead of City Council? Joe Hasler will look at statutes and bring to next meeting.
8. Giles Svehlek brought the Joy of Beauty sign to be approved. Morse asked him to add a background color that is not white and look at the fonts chosen. It was determined the look was too stark and the committee wanted a few more choices. A permit was not approved. They asked him to have his professional graphic designer look at the Zebradog proposal for guidance. There was concern that he was proposing a vinyl wrap also. Mor and Gavinski pointed out the short time life of a vinyl compared to painted. Giles asked if he could put up a temporary sign since they are open. Motion by Gavinski, second by Rosholt allow temporary sign for 30 days, and come back in 2 weeks with 2-3 examples. Motion carried.  
Waffle Bar showed two concepts for his building. Sign 1 had a teal background within the roof peak and sign 2 had a mural. The name of the business is proposed in white neon to be overlaying the teal or mural. It was determined that the mural was a little busy and was tabled until later in the spring. Motion by Gavinski, second by Rosholt approve Sign 1. Motion carried.
9. No chair items for discussion
10. No items for referral.
11. The next Design Review Committee meeting is scheduled for Wednesday, October 28, 2015 at 10:00am.
12. Motion by Borchert and seconded by Morse to adjourn. Motion carried and the meeting adjourned at 12:10pm. Motion carried.

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Juli Mor