

DESIGN REVIEW COMMITTEE
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
OCTOBER 27, 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, Attorney Joe Hasler, Juli Mor, Ald. Brian Holzem, Adam Makowski, Nick Laskaris, Jesse DeFosse, Tom Turbett, Ald. Ed Fox, John Langhans and Steve Tremlett of MSA and Ed Legge from the *Dells Events*.
2. Motion by Gavinski, seconded by Rosholt approve the minutes of the October 14, 2015 meeting. Motion carried.
3. Joy of Beauty made an artwork change to their sign and also changed it to a painted sign from a vinyl wrap. Motion by Gavinski, seconded by Borchert to approve the Joy of Beauty sign. Motion carried.
4. Steve from MSA sent a memo dated October 23, 2015. It referenced the sign ordinance changes that were requested by the committee. After much discussion on the total signage allowed per business it was decided to go with a minimum of 128 sq. ft. and a maximum of 300 sq. ft. with a ratio of 5.0 sq.ft/lf. There was a quick discussion about what kind of changes will have to come before the committee, (e.g. electronic billboards that may change daily). A consensus was that the design standards will take care of some of the changes and that some will be okay to change at will, ie theatre with play names, gas station with gas prices etc.

Pole Signs – There was discussion about making an overlay zone to not allow on-premise pole signs in 5 main blocks in downtown district but allow them outside that. It was eventually decided that on-premise pole signs will not be allowed in the entire C-2 Downtown district

Monument Sign – It was decided to count only one side in the total count allowed. The height allowed was tabled for the next meeting.

Wall Sign – After discussion, the committee decided the changes in the memo were a good start. It was brought up that perhaps we could allow an extra sign for every extra 50 sq. ft.

Projecting Signs – Discussion on taking out the line that restricts the sign to not extend beyond the roofline, eave or parapet. Do we count both sides of the sign towards their total or just one side? Also v-shaped signs will not require a roof anymore.

Blade Signs – These signs are being encouraged by the committee based on the Roger Brooks and Zebra Dog proposals and therefore will not count against the total sign allowance. These should be by public entrances with a minimum spacing (40 ft spacing). The Design Standards will cover more information.

Awning Sign – The sign type will be separated from Canopy/Marquee signs. Signs will be allowed on the front of the awning with a 75% maximum coverage of the front flat face. Design Standards will have additional guidelines.

Canopy/Marquee Sign – There are currently restrictions of height & size. Nothing is allowed on the side unless the business does not have a blade sign. This could be an either/or. There was discussion about allowing signs on the angled top of an awning with a 50% maximum coverage.

Permanent Window Sign – Steve will bring in examples of 25% & 30% coverage from existing businesses. A mention was made that the police want the ability to see into a store. How far back from the window can a sign be used? The language must differentiate signs from product displays. For now, go forward with 25% coverage and exclude these from the overall signage allowance.

3D Signs – How far should these project? Must be consistent, 4.5 feet was discussed. Are these included in total allowance? Perhaps taking whatever side is larger and counting that towards total allowance of 300 sq. ft. These may need to be looked at on a case-by-case basis.

Portable/Sandwich Boards (Restaurant) – Must be for a licensed food property. We will need design standards for these. There will be a limit per business, 4 sq. ft. per sign face, not in the walkway, not within 10 ft. of an entrance or stairway. It was suggested that the business show where they area going to put the sandwich board in their application for a permit.

Incidental Signs – These are informational in nature and do not need a permit and are therefore excluded from the total sign allowance. (e.g. open signs, hours of operation). The suggested restrictions are 3 signs per business frontage up to 10 sq. ft. with no one sign being greater than 4 sq. ft. in size.

Historic Sign – This does not exist in the current code. Should be used to protect some of the older, unique signs that do not fit into the current code. Steve/Chris will check to see what is out there at this point.

5. Tabled for next meeting
6. This will be taken off further agendas. The appeal process will go through the Board of Appeals.
7. No items for referral other than what was noted above.
8. The next Design Review Committee meeting is scheduled for Tuesday, November 10, 2015 at 10:00 am.
9. Motion by Gavinski and seconded by Rosholt to adjourn. Motion carried and the meeting adjourned at 12:30 pm.

Juli Mor