

DESIGN REVIEW COMMITTEE
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
JANUARY 6, 2016

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, Eric Helland, BID Committee Kelli Trumble-Borchert, John Langhans and Steve Tremlett of MSA and Ed Legge from the *Dells Events*.

2. Motion by Borchert, seconded by Rosholt approve the minutes of the December 16, 2015 meeting. Motion carried.

3. Holiday Wholesale presented two signs, one on Hwy 12 & the other on Stand Rock Road. Signs were identical. Motion by Gavinski, seconded by Rosholt to approve. Motion carried.

4. Motion by Rosholt, seconded by Morse to approve the Design Review Mission Statement. Motion carried.

5. Mor asked Chris to get the Dept of Ag to clarify the health code definition for portable signs. Chris said it can be used for places where the food is not necessarily meant to be eaten there such as fudge, bread & ice cream shops.

Pg 17 delete #5

Pg 19 discussion on #3 but decided to leave as is

Pg 20 #3 discussion but decided to leave as is

Pg 21 #9 change to make sure the middle photo says it cannot be on the public right of way

Pg 22 Mor brought up Zebradog's recommendation NOT to have one blade sign bracket design.

While they agreed there could be some guidelines (all black & metal?) they did not think it was a good idea to quash creativity plus there is the extra cost, and the specialty product may have issues/delays with stocking and delivery. Kelli agreed that there are other ways to tie into the Dells River Arts logo/look. There are vignettes coming in the future that will feature the logo that the Bid is working on. It was decided to send the bracket design back to Zebradog to give us their 3 recommendations (these could be custom or off the shelf). Pg 22 add an "s" to Standards #3. Also the word "This" was deleted on the required section at the top. Motion to send to appropriate committees by Borchert, seconded by Rosholt. Motion carried.

6. Blank Sign definition – change to 9 mos.

Abandoned Signs def – 180 days instead of 30 days. Building maintenance comes into effect if the sign is in bad shape. Mor said in his opinion, if a non-conforming sign comes down by storm etc then it doesn't go back up at all. Doesn't matter if it is under the 50% damage rule. He feels the overabundance of signs is one of the reasons for the Zebradog consultation and the Design Committee being formed. Joe Hasler proposed a compromise between the 2, perhaps a variance to help the business to put up a conforming sign instead of the same non-conforming sign. Committee discussed with no agreement either way.

22.09 Legacy Signs: What is the process? Board of Appeals is the final say. Legacy signs cannot be a new sign by definition. You can't rebuild a damaged non-conforming sign and call it a legacy sign. Remove a7 & a8. In D, remove section that says a public hearing in front of City Council will be needed after the DRC recommends a sign.

Portable Signs Add public to stairwell, change to 12 ft of an intersection, etc.

22.02 Shopping Center: Allow the shopping center to have its own sign. Delete the entire shopping center section.

Motion by Gavinski, seconded by Morse. Motion was conditionally approved with changes noted to go to the Legislative committee.

7. John/Chris will work with Zebradog to start the design process with the Blade sign brackets.

John from MSA walked the committee through the budget that MSA submitted for the committee work. The \$20,000 quoted has been reached and there is still work to be done on the architectural standards besides finishing up the existing work. He proposed an additional \$7250 for a total of \$27,250. This will include 3 more Design Review meetings plus #1-6 revised fee proposal/scope outlined. John also said he would appear before city council pro bono if needed. Motion to send this to the finance committee by Borchert, seconded by Morse. Motion carried.

Gavinski wondered who is overseeing the designs of the plazas & café zones from the Zebradog proposal. MidStates believes the Bid is the approval entity.

8. No items of referral
9. Next meeting is set for February 17, 2016 10 am unless Chris receives a sign application to be approved.
10. Motion by Rosholt and seconded by Gavinski to adjourn. Motion carried and the meeting adjourned at 12:45 pm.

Juli Mor