

DRC MEETING
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
November 1, 2017

Ald. Mor called the meeting to order at 9:45 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, Brian Holzem, Mark Sweet and Ed Legge from the *Dells Events*.
2. Motion to approve Minutes for October 4, 2017 meeting by Morse, second by Rosholt. Motion carried.
3. Sign Applications: A. Affordable Leather 515 Broadway – Waiting until next meeting
B. Mobil 802 Broadway – Exxon Mobil has a new design for their gas pumps. It's not really visible from the public way. The goal is to advertise their Synergy gas blend. Motion by Borcher, second by Rosholt to approve. Motion carried.
4. Building/Site Plan: A. Mobil 802 Broadway – The Synergy gas blend advertising update involves the installation of some architectural elements around the gas pumps.
5. Legacy Sign Application: Paul Bunyan 411 State Hwy 13 – They would like to obtain legacy sign status for their large on-site pole sign. This does not include the lumberjack sign next to it. This is currently a legal non-conforming sign. The look of the sign must stay like this permanently. If a storm knocks it down they can rebuild it. If the business is sold and the business name is changed then the Legacy designation does not go with the new business. The Legacy designation goes with this current business only. The sign must be maintained in good condition and not be allowed to deteriorate. There was general discussion on legacy signs within the city. This designation is only available until the end of this year. We will discuss more at a future meeting. Motion by Gavinski, second by Borcher. Motion carried.
6. Outdoor Seating: None
7. Façade Improvement Grant: River Inn 1015 River Rd – The committee thinks this business improvement looks great! Motion by Borcher, second by Rosholt. Motion carried.
8. Items for Referral: Affordable Leather & Legacy Signs
9. Date and Time for Next Meeting: Nov 30, 2017 10 am
10. Motion by Gavinski, second by Rosholt to adjourn. Motion carried. Meeting adjourned at 10:30 am.

Juli Mor
