

DESIGN REVIEW COMMITTEE
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
NOVEMBER 10, 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, Jesse DeFosse, Ald. Ed Fox, Mark Sweet, John Langhans and Steve Tremlett of MSA and Ed Legge from the *Dells Events*.

2. Motion by Borchert, seconded by Gavinski approve the minutes of the October 27, 2015 meeting. Motion carried.
3. Thompson's Full Bloom presented two 12X4 sign designs for their building, one for the Oak St entrance and one for the Illinois Ave side. Both are wood with the logo and graphics painted on. Motion by Morse, seconded by Gavinski to approve the signs. Rosholt abstained. Motion carried.
4. Steve started with his presentation of the Design Standards. He divided them up with standards that had to be followed and those that were recommended. Mor suggested that the recommendations be moved under the standards on the page of the booklet. Discussion followed on where in the standards book that Materials, Colors & Lettering should appear. Also is there language not allowing vinyl wraps specifically and how do we handle existing non-conforming vinyl wraps? Should we add language about replacing these in a timely manner?

Lighting Page: Changed wording in the Standards section and deleted the first sentence in #2. Took off reference to lights shining into the sky.

Installation Page: Photo to be changed on the Standards, also in standards, do not block windows, doors and do not predominantly block architectural details. Move this section in document to right after Orientation, Placement...

Monument Signs: Move A in Recommendations to Standards. Steve will add language to handle pedestrian malls/courtyards. Delete 3 in Standards. Would like to see an example of Standards 5.

Wall Signs: Rec B move to Standards. Steve will ask Zebradog for more examples of Rec E.

Projecting Signs: Asked for a different recommended photo in the Standard section.

Awning, Canopy & Marquee Signs: New awnings are not allowed on public property. Discussion of what awnings can be made out of, textile or vinyl or other material. Steve will check with Zebradog on what they recommend. Standard 3, took off prohibition on signage on side awning. Standard 6 height was changed to 10 feet from 8 feet for Canopies and marquees.

Window Signs: Can we ask someone to take down existing signs if they are non-conforming? Joe Hasler will look into enforcement issues. There is no permit for interior signs so how much control does the city have? Public safety can be an issue if window is covered. In standards add that the total is not counted in businesses sign allowance.

Portable Signs: Need to address that these will not fly away in a strong wind or storm. Add language about anchoring and that they should only be out during business hours. Should they be placed right next to the building? Chris will use a light meter to determine and give us an idea of how many lumens they have right now.
Last page is tabled for next meeting. Legacy signs are added to this page as well.

5. Tabled for next meeting
6. Tabled
7. No items for referral other than what was noted above.
8. The next Design Review Committee meeting is scheduled for Wednesday, December 2 at 10 am and Wednesday, December 16 10 am.
9. Motion by Rosholt and seconded by Morse to adjourn. Motion carried and the meeting adjourned at 12:08 pm.

Juli Mor