

DESIGN REVIEW COMMITTEE
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
DECEMBER 2, 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 Borchner, Dan Gavinski, Maria Rosholt, Jacqueline Morse

Others: City Planner/Zoning Administrator Chris Tollaksen, Attorney Joe Hasler, Juli Mor, Ald. Brian Holzem, Mark Sweet, Joe Van Dinter, John Langhans and Steve Tremlett of MSA and Ed Legge from the *Dells Events*.

Motion by Borchner, seconded by Rosholt approve the minutes of the November 10, 2015 meeting. Motion carried.

2. Chat N Chew Sign was presented for approval. The committee felt the typeface was very difficult to read. Chris had an ad that the owners said would look similar to what they wanted. Mor & Borchner asked for the owners to convert the ad to a sign design so they could see what it's really going to look like. Motion made by Borchner, second by Gavinski to table this permit until an actual sign design can be presented. Motion carried.

Sign for American Family roof was presented. It was for Joey Van Dinter at American Family Insurance which would make it an on-premise sign instead of the off premise currently licensed. Joey explained that the current sign face did not look good but he did not have a renter as of yet. He wanted to make it look better until he could find another renter. The proposed sign will be temporary. The committee discussed the timing of the new rules going into effect in February where no roof signs will be permitted at all. Motion by Morse, seconded by Gavinski to put up temporary sign now but will need to find a new renter by February. Motion carried.

3. Discussed the general flow of the document. Steve will add pole sign, rooftop signs to language used.

Awnings: Is vinyl allowed? Should metal and glass be allowed? It was decided after discussion that Zebradog would be consulted on their opinion. Tabled until then.

Blade Signs: MSA suggested 3 different brackets with different choices for sizes of the signs. These are all off the shelf so there would not be any delay in purchasing like a special order bracket. The committee decided they would rather go with one bracket designed by Zebradog that had a River Arts design component. They were not sure of what size to show for the signs and asked Steve/Chris to get Zebradogs advice. The question was asked if the BID or city will subsidize the cost of these brackets.

Lighting: Discussed color changing or chasing LED features without making any changes

Materials, Colors & Lettering: Asked for a different example for the bottom recommended photo.

Wall Sign& Projecting Sign: Asked that the Standards #1 be re-worded to make the meaning clearer.

Portable Sign: Chris will research the state license necessary for food prep. The intention is that a bakery & fudge shop should qualify for a portable sign. Committee decided they did not like the middle photo and asked that pedestal type of portable signs be prohibited on the sidewalk or public right of way.

4. Made some language changes in Section 22.XX General Sign Regulations. It was decided that double sided signs have to use the same message on both sides. Or that make it two signs and both sides count towards the total allowance. Should this be made C-2 District specific?
Super Graphics: Words can't be promotional for any business. Delete b & h, delete 2nd line of top paragraph.

Sign Illumination: City wide, add language about public nuisance signs, ie red flashing lights, mimicking emergency lights, etc.

Non-conforming signs & rules will be looked at for the next meeting.

5. No items for referral other than what was noted above.
6. The next Design Review Committee meeting is scheduled for Wednesday, December 16 at 10 am.
7. Motion by Borchert and seconded by Rosholt to adjourn. Motion carried and the meeting adjourned at 12:30 pm.

Juli Mor