

CITY PLAN COMMISSION
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LACROSSE STREET
JULY 11, 2019

Mayor Wojnicz called the meeting to order at 5:00 PM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes.

1. Present: Mayor Ed Wojnicz, Ald. Mike Freel, Fire Chief Pat Gavinski, Chris Lechnir, Lisa Delmore, Phil Helley, and Ted Theiler
Others: City Planner/Zoning Administrator Chris Tollaksen, Asst. City Attorney Joseph Hasler, DPW Office Clerk Monica Dorow-Leis, Public Works Director David W. Holzem, City Clerk Nancy R. Holzem, Treas. Karen Terry, Ald. Marshall, Ald. Anderson, Dan Anchor, Kevin Ricks, Debra and Bill Nehring, Gayelynn Plaster, Darcy Bloom, Braden Ricks, Jamie Danee, Corena Ricks, Lisa McClyman, Cory Buye, Mark Sweet, Tom Heller, Marie Phillips, Tory Wolfram, Brad Preisel, Zac Zastava, Diane Zastava, Alva Smith, Jim Moritz, RW Steinweg, Betty Zimmerman, Jenna Loda Eddy, Barbara DeBaere Poppy, Mark Brown, Justin Draper, Wade Bernander, Tara Anchor, and Clayton Rosenberg
2. Motion by Gavinski and seconded by Theiler approve the June 10, 2019 meeting minutes. Motion carried.
3. Mayor Wojnicz declared the public hearing open for anyone to speak for or against the closure of Elm Street from Broadway south to the alley. Mayor Wojnicz summarized the history of how we got to this point. Roger Brooks Downtown Branding, Development and Marketing Action Plan for Wisconsin Dells had a presentation about 4 years ago. This plan included a plaza that was added on the 800 Block of Oak Street, which was successful, but not accepted by city residents. The city had taken out a stoplight and added a boat on Oak Street. Downtown is still successful, but needs more to the east on Broadway. Wojnicz said an opportunity came up where Kevin Ricks came up with an idea where Ricks has offered to purchase the entire block of the Chalet and Bavarian Village with the caveat that the city give him the parking lot to the south and moving the plaza to Elm Street. Mayor Wojnicz read a letter from Jackie and Dick Novinska opposing this request. Others that spoke against this request included Bill Nehring, Gayelynn Plaster, Darcy Bloom and Betty Zimmerman.
OPPOSING comments included:
 - The closure of a city street year round to accommodate a 2-3 tourist season (and select businesses) is very unfair to resident taxpayers that need to use those streets every day year round. (Novinska with Bill Nehring agreeing to the same things listed in this letter)
 - 10-12 current businesses including theirs have invested money to their current location in the Chalet and becoming displaced and may have to relocate. There would be loss of customer parking and the pedestrian crosswalk at that intersection is already busy and dangerous without stoplights. Resident and business property owners Darcy Bloom and Gayelynn Plaster from Made with Love and a Betty Zimmerman, representative from Carr Valley Cheese spoke.
 - Gayelynn Plaster said they opened Made with Love March 1, 2019 and has invested money in signage, security, etc that they will never be able to recoup. She is concerned about the tax dollar revenue. As a businessperson with a business degree, she said tax dollars are never going to be recouped for all of the merchandise sold at the 12-20 businesses with one Wizard Quest business and the loss of parking revenue. She suggested a location for the plaza to be next to the candy shop across the street, because that is where they are all going.
 - Bill did not see many people at the Oak Street location and does not see the value of closing off another street in hopes to get people down there for entertainment. At the west end of Broadway, they now have entertainment with the view of the river, which is bringing in people. He said the closing of Elm may be more of a detriment and is totally against it. (Bill Nehring)
 - Betty Zimmerman, representing Carr Valley Cheese said that places like Myrt & Lucy's, Beef Jerky and themselves have established their businesses and asked why the city would be willing to lose all these businesses in Downtown, all for one other business.

- Steinweg said it would be the same mess as Oak Street. It would block traffic flow & parking areas. He said with a slight change to design presented, there could be access to parking in the lot and parking south to Washington Avenue. He suggested making Elm Street 1-way southbound traffic with right turn only off Broadway for access to parking, with angled parking to Washington Avenue. He said the original reason the parking lots were developed in the first place was that the boat companies did not have enough parking space for their customers. The need for parking has never changed and never will and said the parking fees paid for these lots. He said this project might need to be scaled down and to come up with a better solution.

People speaking FOR this included the following:

- Mark Sweet of Frozen Bear said the area needs this type of development to rejuvenate the area. He respects the business owners that have spoken that are succeeding. He had owned Out of the Wood business located in the Chalet. He has also been in the position where he has been forcibly asked to leave due to similar circumstances over the years and knows what it is like. He said to look at it as an opportunity and not a loss, if the project moves forward.
- Kevin Ricks is already a current part of the business community and very involved with the community, including the BID Committee, Visitors Bureau and the Economic Development Committee, among other things. (Sweet)
- Kevin Ricks has a good plan. Ricks estimated 250,000 visitors, and even if the estimate were only 100,000, it would be a win-win situation. (Brown)
- Look at what the professionals say. The plaza is not a matter of when it needs to be done, it is a matter of this needs to be done. (Draper)
- Tara Anchor (BID Chairperson) said this project would allow people to go downtown, stay longer downtown, and spend more money. Try to keep open mind as to what it would mean to downtown. The parking lot would be an incentive. This would be an asset to the community and visitors and the high caliber of Ricks and his team can do.
- Does not see emergency detriment and does not object to the closure on Elm Street. (Wolfram)
- There is plenty of parking in the other parking lot across from his business on the north side of Broadway. He said the parking lot north of Broadway is rarely full. (Rosenberg)
- If every time something failed and everyone quit, then nothing would ever happen. The boat plaza on Oak Street was one project. It went bad and time to move on and try something else. (Moritz)

With no one else speaking for or against the matter, Mayor Wojnicz declared the public hearing closed. Motion carried.

4. Mayor Wojnicz said this is only one part of the process. The project as a whole includes several factors including:
 1. An accepted purchase price
 2. The City parking lot south of the Chalet
 3. Closure of Elm Street south of Broadway to the alley (There is a major sanitary sewer system at this location)

Kevin Ricks presented his plan and said his mindset is always GROWTH. He would not be open to cutting the size of the plaza in half. At this meeting, he is going for approval to the closure of the street. Included in the Plan Commission Agenda packet were designs. If the approval goes thru, they are proposing the city to purchase the blue mosaic tiles, with his team installing these tiles. Ricks said his team would keep the plaza clean and would take care of setting up and taking down the chairs, tables, and umbrellas. He said the city would supply the cleaning supplies such as garbage bags. Kevin would like to propose the inclusion of ground lighting. He said the ground lighting would most likely increase the length of the season. He said Gatlinburg, TN increased their season from 5 months to an 11 months season with ground lighting. They would be creating something the city does not have and the opportunity to grow past the 400 Block of Broadway.

Ald. Freel said he is against closing the public street. He said he is not opposed to working with Ricks with the parking lot and added that he is for the concept and business. He is not opposed to working with maybe putting the plaza on the other side of the street in an area that is not a parking

lot. He said public safety is always a concern. Delmore does not seem to have an issue with the closing of the street. Delmore said they have good relations with the business neighbors that have spoke in favor at this meeting. Helley said there has not been this opportunity where someone is willing to make this kind of investment and there is no one standing in line to do the same. Fire Chief Gavinski was not concerned from the Public Safety aspect, but concerned with the traffic mobility side of it. He pulled numbers from 2011 where 940 cars that used that section of Elm Street. He added that Oak Street (where the previous plaza was located at) had 1,200 cars. He agreed with the city needing a plaza, but not at this location and not sure closing a road is the answer. Chris Tollaksen said another option may be the Trumble Lot, but Ricks said that would not be an option and would kill the deal.

Motion by Delmore and seconded by Lechnir recommend to council approve the closure of Elm Street from Broadway South to the alley. Upon roll call vote, motion carried 5-2 with Freel and Gavinski voting no. This is contingent on the project going forward. Motion carried.

5. Motion by Theiler and seconded by Freel recommend to council approve amending the Conditional Use Permit to Dells Adventure Development for the use of two (2) storage container on Sauk County Parcel 291-0133-1000 at 600 Trout Road contingent on fencing must be constructed so that the containers are not visible from the roadway. Color should match the existing fence and not be yellow or red. Motion carried.
6. Jason Hallowell formally withdrew his request at Mondays' Public Works meeting.
7. Item for referral: There may be an application for overnight rentals for an Airbnb.
8. Scheduled is the next Plan Commission meeting on Monday, August 12 at 5:00pm.
9. Motion by Theiler and seconded by Freel to adjourn. Motion carried and the meeting adjourned at 6:32pm.

Monica Dorow-Leis
Public Works Office Clerk