

**CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES**

August 20, 2025

Alder Holzem called the meeting to order at 9:31 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present: Alder Holzem, Ben Borchert, Dan Gavinski

Absent: Corena Ricks, Jackie Morse

Others: Mayor Ed Wojnicz, City Administrator Karen Terry, Planning and Zoning Administrator Kheli Mason

1. Call to order at 9:31 a.m. Attendance noted.
2. Gavinski motioned to approve the August 6, 2025 meeting minutes, Borchert seconded.
3. Discussion / Decision on Proposed Sign Application:
 - a. Wisconsin Dells Middle School – 520 Race St. – Wall Sign - Gavinski motioned to approve, Borchert seconded.

Motion carried unanimously.
4. Building Façade/Outdoor Display/Construction Project: None
5. Discussion / Decision on Outdoor Seating - None
6. Discussion on Sign Ordinance and/or Design Standards:
 - Security Doors/Gates on Store Fronts – Committee not in favor of them as they don't feel they are needed. Committee members and attendees were in agreement this gives off an impression of a high crime area. Committee gave direction to draft language for Downtown Design Standards to not allow on exterior of buildings.
 - Resort Sign Ordinance – 22.11 – Ordinance change to allow specialty resort signs for developments in C-4 Zoned Districts. This will help encourage larger developments and add to the uniqueness of the Wisconsin Dells area. Committee agrees with criteria that allows for this type of sign. Discussion between Committee members and attendees on size of signage that should be allowed. Discussion about size limitations and agreed on 700 square feet and to allow an electronic variable message sign be no bigger than 50% of the total square footage of the sign but be no bigger than 300 square feet. Borchert Motioned to approve and forward to Legislative Committee for approval, Gavinski seconded.

Motion carried unanimously.
7. Items for referral to future meetings – Façade Improvement at Haunted Mansion on Broadway.

8. Next Meeting is set for September 3, 2025 at 9:30 a. m.
9. Motion to adjourn by Gavinski, seconded by Borchert. Motion unanimously carried and meeting adjourned at 10:26 a.m.

Nicholas Schultz
City of Wisconsin Dells

