

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

October 29, 2025

Alder Holzem called the meeting to order at 9:30 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, Corena Ricks, Jackie Morse

Absent: None

Others: Dustin Curley, James Fuchsel

1. Call to order at 9:30 a.m. Attendance noted.
2. Gavinski motioned to approve the October 8, 2025 meeting minutes, Borchert seconded.
3. Discussion / Decision on Proposed Sign Application:
 - a. Juniper Motel & Resort – 400 Vine St. –Monument and Pole Sign - Borchert motioned to approve, Gavinski seconded.

Motion carried unanimously.
4. Building Façade/Outdoor Display/Construction Project:
 - a. Nerds/Candy Connection – 121 Broadway – Façade Update – Questions were asked to see what the building looks like now, picture was provided. Alder Holzem and Ricks asked if the siding was going to run horizontal or vertical, that was unknown. Morse stated she had thought that Vinyl siding was not allowed per the Design Standards. Ricks Motioned to table until more information is provided, Morse seconded.

Motion carried unanimously.
 - b. House of Illusions – 731 Oak St. – Façade Update – Discussion about the signage planned for the building, ok with the projecting sign. The marquee sign with the electronic message center was discussed and what is allowed per the Design Standards. Discussion on the color of façade and Committee members agreed that black is not a good primary color. Committee members stated they would like to see more color on the architecture components of the building to help break up the darkness. Submitter will coordinate with Member Ricks to make some changes to the design plan and will we submit for next meeting.
5. Discussion / Decision on Outdoor Seating - None
6. Discussion on Sign Ordinance and/or Design Standards - None
7. Items for referral to future meetings – House of Illusions, Discussion on Design Standards to allow for more signage away from Broadway.

8. Next Meeting is set for November 12, 2025, 2025 at 9:30 a. m.
9. Motion to adjourn by Morse, seconded by Ricks. Motion unanimously carried and meeting adjourned at 10:30 a.m.

Nicholas Schultz
City of Wisconsin Dells

