

**VILLAGE OF THIENSVILLE
PLAN COMMISSION
MINUTES**

DATE: Tuesday, June 6, 2017

LOCATION: Village of Thiensville
250 Elm Street

TIME: 6:00 PM

I. CALL TO ORDER

Chairman Mobley called the meeting to order at 6:00 PM.

II. ROLL CALL

Chairman:	Van Mobley	
Commissioners:	John Cabaniss	Carol Gengler
	Mike Dyer (excused)	Ken Kucharski
	Rick Gattoni	Dan Luedtke
Administrator:	Dianne S. Robertson	
Planner:	Jon Censky	

III. BUSINESS

A. Approval of Minutes

1. May 2, 2017
2. May 15, 2017 Public Hearing Before the Plan Commission
3. May 15, 2017 Combined Special Board of Trustees and Special Plan Commission

MOTION by Commissioner Gengler, **SECONDED** by Commissioner Luedtke to approve the May 2, 2017, May 15, 2017 Public Hearing Before the Plan Commission and May 15, 2017 Combined Special Board of Trustees and Special Plan Commission Minutes. **MOTION CARRIED UNANIMOUSLY.**

B. Review and approval of Sign Code Waiver To Allow Electronic Message Sign and Sign Plan Approval for Grace Lutheran Church, 303 Green Bay Road

Pastor Bill Beyer of Grace Lutheran Church, 303 Green Bay Road reported that the current sign is quite old and in need of repair. Installing an electronic sign will be able to provide some flexibility and help make the church more visible.

Mr. Ron Rogahn of Poblocki Sign Company is proposing to gut out the internal components of the current sign and add an electronic display that can be controlled from inside the building by a computer.

Planner Censky reported that the proposed electronic display sign is prohibited by the Sign Code. A waiver would be required if approved. Planner Censky recommended exercising caution if approving this sign because there are no other electronic display signs in the Village of Thiensville. If a waiver is considered, this would be precedent setting and Planner Censky believes that more requests for electronic displays would be presented.

Administrator Robertson shared that Walgreens presented a request for an electronic display sign, which was denied. Chairman Mobley also reported that PNC Bank also had this request that was denied as well.

Commissioner Gengler inquired about when the Sign Code was written and wondered if the electronic signs are a sign of the future. Mr. Rogahn stated that many communities denied requests for electronic displays over the years - City of Brookfield, Town of Brookfield, City of Waukesha – and, yes, as time has passed this is the wave of the future. The message is controlled and can be changed every 15 or 30 minutes if needed. The message does not have to be scrolling. More and more communities have adopted this type of sign.

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Commissioner Luedtke inquired why an electric display sign is needed. Pastor Beyer shared that Grace Lutheran Church hosts different events for the community and holds weddings. The intent with the sign is for the information to remain static and not scroll or flash. Commissioner Luedtke believes that a scrolling or flashing sign is distracting to drivers. Pastor Beyer agreed.

Mr. Rogahn shared that the frame of the sign can be painted any color. When gutting out the existing sign, the new sign would need to be framed in.

Commissioner Kucharski stated that the Village does not allow flashing, blinking or moving signs. It is distracting and, if approved, Commissioner Kucharski believes that more businesses will come forward with the same request.

Commissioner Cabaniss questioned if there should be changes made to the Sign Code. Administrator Robertson shared the Sign Code is not part of the Zoning Code so a public hearing is not required to make any changes. This would require a recommendation from the Plan Commission to the Village Board to amend the Sign Code.

Planner Censky suggested that Poblocki Sign Company submit how the electronic display sign can be controlled i.e. intensity of light, etc. Providing some technical information to the Village Board may be helpful. Pastor Beyer stated that the Church does not wish to have the sign flashing. The background color can be controlled as well.

Administrator Robertson shared that the intersection at Green Bay Road and Freistadt Road is a busy and is concerned about any distractions. Commissioner Gengler also shared that the church is in a residential area as well. It was reported that the sign can also be shut off. Pastor Beyer would be willing to turn off the sign around 10:00 PM or 10:30 PM until 6:00 AM. Accommodations can be made.

Pastor Beyer expressed his understanding of the concerns of the Commission and will take these concerns back to the congregation.

The electronic display sign will be discussed on Monday, June 12, 2017 at the Village Board meeting at 6:00 PM.

This item has been tabled until July, 2017.

C. Review and approval of Sign Plan Approval for Antique Market, Brian Schneider, 525 North Main Street

Mr. Brian Schneider will be opening Antique Market of Thiensville at 525 North Main Street. The current sign that belongs to Suburban Rentals is 48 square feet, 8' x 6'. The Sign Code allows 40 square feet. Proposed is a sign that measure 8' x 5' which totals 40 square feet. Mr. Schneider was not aware that the current sign was larger and was hoping that some framing can be done around the proposed sign.

Planner Censky indicated that an insert or frame to meet the posts is allowed; what is measured is the actual sign. The proposed sign is not illuminated internally – it will be illuminated by two external lights.

Planner Censky stated that the dark letters on a white background is against Code for internally lit signs; this sign is not internally lit. Planner Censky also stated that a monument sign is not required and this sign does comply.

Sandwich board sign plans were also submitted. One sandwich board sign is permitted per business; two are allowed if the business is on a corner parcel. Administrator Robertson also clarified that a sandwich board sign is only allowed if a permanent sign is installed.

Administrator Robertson shared that the owner of the property, Steve Shallock, phoned the Village Hall this morning to support the proposed sign. The Suburban Rental sign will be removed upon installation of the new sign. The storage containers on the property will be addressed upon his arrival back from vacation and thanked the Village Board for their years of support.

MOTION by Commissioner Gengler, **SECONDED** by Commissioner Luedtke to approve the Sign Plan for Antique Market, Brian Schneider, 525 North Main Street. **MOTION CARRIED UNANIMOUSLY.**

All applicants or their contractors must be present for any approvals.

IV. BUSINESS FROM THE FLOOR

Open to any citizen who wishes to speak on items not on the agenda. Please step to the podium and give your name and address for the record.

The next meeting of the Plan Commission will be Tuesday, July 18, 2017 at 6PM.

V. ADJOURNMENT

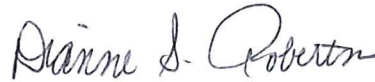
MOTION by Commissioner Luedtke, **SECONDED** by Commissioner Cabaniss to adjourn the meeting at 6:26 PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,



Amy L. Langlois
Village Clerk

Approved by,



Dianne S. Robertson
Administrator