

**IV. APPROVAL OF MINUTES**

- A. Approval of Minutes
  - 1. May 13, 2020

**MOTION** by Commissioner Streifender, **SECONDED** by Commissioner Miller for Approval of Minutes of May 13, 2020, meeting. **MOTION CARRIED UNANIMOUSLY.**

**V. BUSINESS**

- A. Review and approval of Certificate of Appropriateness for Updating Exterior Signs, Sign Lighting, Replacing Rear Windows, Mikelle W. Flanner, Fifth-Main (Formerly E-Collectique), 174 South Main Street

Chairman Heinritz said Commissioners received an explanation of the sign project prepared by Village Planner Jon Censky and a waiver and sign plan variance request. Chairman Heinritz said two of the requested wall signs would not be allowed by the Village Sign Code, which only allows wall signs for the front of a building. The request also is going to the Plan Commission, which has the power to grant a variance for the signs. The Commission will consider the items separately – projecting signs, two additional wall signs and the replacement windows.

Mikelle Flanner described her request. The proposed projecting sign only varies slightly from the current sign. The proposed wall signs will better cover up areas where signs had been placed on the building prior to Ms. Flanner acquiring the building. It also complements the design of the building. All three signs comply with the square-footage requirements in Village Code. There is existing lighting for the projecting sign.

Chairman Heinritz said the proposed projecting sign would be 70 inches. The Sign Code says signs should not project more than 48 inches from the building façade. Ms. Flanner said the existing sign projects 62 inches from the building. The new sign would be narrower and provide better balance. Chairman Heinritz said there are no signs now in the Historic District that project 70 inches. Ms. Flanner said the proposed sign fits proportionately with the mounting. It will offer better visibility to traffic on South Main Street. The sign will be smaller than the 80-inch frame that will hold it.

Chairman Heinritz said he believes 70 inches is too long, but would approve a 60-inch length. Some of the lettering on the proposed sign also should be thicker, because some of the lettering on the proposed sign is hard to see. Trimming branches on the nearby tree also could help improve visibility for the sign. Ms. Flanner said the proposed sign is very narrow and long and is different from signs at other businesses. The signs are appropriate for the design of the building.

Commissioner Streifender said the Commission's job in reviewing applications for Certificates of Appropriateness is clear in the Village Historic Preservation Ordinance. The Commission should consider three things: Will the work adversely affect the historic character of the building?; Will it adversely affect the value?; and will it adversely affect neighboring improvements? The Historic Preservation Commission's responsibility is not to enforce the Sign Code. That is the responsibility of the Plan Commission. In this case, the difference between 60 inches and 70 inches will not detrimentally affect the historic value of the building or conflict with the neighboring buildings. These proposed signs are within the scope of what the Historic Preservation Commission ought to be approving. That doesn't mean that the Plan Commission can't require that the sign be cut back to 60 inches. Commissioner Strifender will vote in favor of the plan as submitted, recognizing that it next goes to the Plan Commission.

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Commissioner Miller clarified that the bracket is 80 inches long and that there will be five inches of space on either side of the sign. Commissioner Abraham said she likes the way the projecting sign looks.

**MOTION** by Commissioner Abraham, **SECONDED** by Commissioner Streifender to approve the projecting sign, Mikelle W. Flanner, Fifth-Main (Formerly E-Collectique), 174 South Main Street. **MOTION CARRIED, 3-2.** AYE: Commissioners Streifender, Miller and Abraham. NAY: Commissioner Giuliani and Chairman Heinritz.

The Commission considered proposed wall signs for the north and south walls.

Chairman Heinritz said the south wall sign is extremely large at 72 inches by 48 inches. The north wall sign, which is 60 inches by 40.75 inches, is also large.

Commissioner Blazich asked if the north and south wall signs would be lit at night. Ms. Flanner said she is hoping they will not need to be lit, given the hours of the business, but she wants to wait to decide about that until it starts getting dark earlier in fall. The lighting is included in this proposal. Chairman Heinritz said the proposed light strip in a nice way to light a sign.

Commissioner Giuliani said the white appears too stark and something softer would be preferable. Ms. Flanner said the color is part of the branding. The clean lines reflect what customers see inside the store.

Director LaFond said when the planner reviews signs, there is not much the Village can regulate about what someone says or what their logo is. The Village Planner has to look at it from a context of freedom of speech. Dimensions and construction are scrutinized more than what a sign says.

Commissioner Giuliani said the Historic Preservation Commission's job is appropriateness and she finds the proposed sign as not appropriate.

Commissioner Streifender asked why the proposed north wall sign is so large and takes up more than a quarter of the wall area. Ms. Flanner said the sign is covering a darkened area left by a sign from a previous business. It also lets people who are driving by know what is in the building. People who are not familiar with downtown Thiensville have had difficulty finding the business.

Chairman Heinritz said he would approve two signs if they were both 60 inches by 40.75. He will not approve the sign that is 72 inches wide that looks like a billboard. Big signs in the historic district are not appropriate.

Ms. Flanner said the Village Code allows for signs of the size proposed.

Commissioner Abraham asked if the applicant considered a sign the shape of the sign on the front of the building. Ms. Flanner said the wall signs are their main logo and what is preferred.

Commissioner Blazich asked where the new name came from. Ms. Flanner said it tells customers that Fifth Avenue fashions are available on Main Street. The rebranding drives home that this is a community-based business. The arrows signify the recycling that is taking place with the sale of sustainable fashion.

Chairman Heinritz asked if he tried to negotiate on the size of the sign if their position is that they won't budge. Ms. Flanner said they tried to be thoughtful about proposing something that was appropriate branding for their business, but also aesthetically pleasing.

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Commissioner Streifender said he is more concerned about the north wall sign, which he said takes up a larger portion of the wall than the south-wall sign, which is larger but takes up less of the wall. He likes the look of the sign.

Village President Van Mobley, who was in attendance, asked what the appeals process was. Director LaFond said the Plan Commission would consider the proposal based on their parameters. If they did not get the Certificate of Appropriateness, they would appeal to the Village Board.

Chairman Henritz said he would like to get the signs approved today. The signs require a variance. If the signs are 60 inches, that is large enough. Ms. Flanner said they thought through the proportions. Each side of the building is different and the smaller size did not look right on the south side.

**MOTION** by Commissioner Miller, **SECONDED** by Commissioner Abraham to approve the 60-inch by 40.75-inch north wall sign, Mikelle W. Flanner, Fifth-Main (Formerly E-Collectique), 174 South Main Street. **MOTION CARRIED, 4-2.** AYES: Commissioners Miller, Blazich, Abraham and Chairman Henritz. NAES: Commissioners Streifender and Giuliani.

**MOTION** by Commissioner Streifender, **SECONDED** by Commissioner Miller to approve the 72-inch by 48-inch south wall sign, Mikelle W. Flanner, Fifth-Main (Formerly E-Collectique), 174 South Main Street. **MOTION FAILS, 3-3.** AYES: Commissioners Abraham, Blazich and Streifender. NAES: Commissioners Giuliani, Miller and Chairman Henritz.

The Commission took up the lighting fixtures for the north and south side.

**MOTION** by Commissioner Miller, **SECONDED** by Commissioner Streifender to approve the proposed lighting plan on the north and south side, Mikelle W. Flanner, Fifth-Main (Formerly E-Collectique), 174 South Main Street. **MOTION CARRIED, 5-1.** AYES: Commissioners Abraham, Blazich, Streifender, Miller and Chairman Henritz. NAES: Commissioner Giuliani.

The Commission took up a proposal to replace windows. Chairman Henritz said the windows are on the east elevation facing the Milwaukee River and cannot be seen from Main Street. A bank of windows would be replaced with a plate-glass window and aluminum frame.

Ms. Flanner said the existing windows are wood and are rotted due to damage from carpenter ants. The applicant wants to stay away from wood to avoid similar future problems. The new windows will be more aesthetically pleasing and also more secure.

Chairman Henritz agreed the existing windows are deteriorated. The proposed design and material are good for where the windows are located. Commissioner Blazich said the building was built just after World War II as Lopnow Pharmacy. The proposed windows are fine. He wants to thank the owners for taking over the building. He thanks them for proposing improvements that will keep the building viable.

**MOTION** by Commissioner Streifender, **SECONDED** by Commissioner Abraham to approve replacement windows, Mikelle W. Flanner, Fifth-Main (Formerly E-Collectique), 174 South Main Street. **MOTION CARRIED UNANIMOUSLY.**

- B.** Review and approval of Certificate of Appropriateness for Exterior Lighting, Greg Devorkin, Devo Properties LLC, 138 Buntrock Avenue att