

Plan Commission Study Group Meeting Minutes
Thursday, March 18, 2010 at 11:30 a.m.
Paul J. Bertschinger Community Center
7860 Hwy 42, Egg Harbor, Wisconsin

Members Present: Kim Jensen-Chair, Chris Anderson (departed 1:55), Gail Hill, Richard Wegner (departed 2:30pm), Karen Peterson (arrived at 11:45), Orren "Brad" Bradley – (departed 1:55), Kevin Vonck-UWGB Planning Consultant

Members Absent: Bill Cammack-excused

Also Present: Dave Callsen (departed at 1:55pm), Mike Fitzgerald (departed 1:55), Jan Luser

1. Call Meeting to Order

Chair-Jensen called the meeting to order at 11:37 a.m.

2. Pledge of Allegiance

3. Approval of the Agenda

Jensen moved to approve the agenda as presented, Wegner seconded. Motion carried.

4. Approval of Plan Commission Study Group Meeting Minutes for March 11, 2010.

Wegner moved to approve the PC Study Group Meeting Minutes for March 11, 2010, Hill seconded. Motion carried.

5. Open Session (limited to 10 minutes)

Jensen brought up the possibility of adding event/holiday decorations to the discussion. It was stated that perhaps in the ordinance, it should state that the decorations should be down by the next holiday. It was felt by those present, that each holiday's decorations should be taken down by the next holiday. Vonck suggested no specific holidays be designated within the ordinance, but to put a time frame in regarding holidays in general. There was much discussion on the grandfathering and the possible ordinance changes. It was suggested that Vonck check with the County of Door on the 'grandfathering' in this area overall. Anderson stated that the letter sent to the Village Board does include the 'grandfathering' and covers the issue.

Luser was asked to discuss the particulars of Main Street shops in regards to the Sign Ordinance. Luser stated that there is a total of 22,109 square feet with 18 units. There are five (5) entrances and three (3) buildings. She stated awnings would not be cost effective with the businesses coming and going. She feels the parking signs currently there are adequate and would not need to be changed.

It was stated that on April 12, 2010, there will be a public hearing regarding the Parking Ordinance.

6. Sign and Zoning Ordinances

a) Review/Discussion

Vonck began his presentation regarding Ordinance, Chapter 155: Sign Regulations. Vonck suggested that they accomplish more decisive concrete numbers at the meeting today. Vonck stated that the hopeful outcome from this discussion would be 1-2 summarized pages for sign regulations.

The Plan Commission Study Group's preference was to begin with commercial. The Plan Commission Study Group conferred on, Chapter 155, Sign Regulations. The sign regulation is attached as it was only discussed and presented, at this meeting. There are currently no changes to the current ordinance.

“Draft-Approval Pending”

Vonck explained the breakdown for discussion regarding signs without an authorized permit-attached and freestanding and signs requiring a permit-attached and freestanding. He stated the discussion would be broken down into the categories of Commercial and Residential. The Plan Commission Study Group’s preference was to begin with commercial.

Commercial-Permanent:

155.08: Signs in Mixed-Use Areas. It was suggested that balancing business and character should be kept in mind. Vonck stated that by law, if it is visible from any other parcel or off your parcel, it becomes a sign. In other words, if you can’t “see” the sign from off of your property, then it is okay to have that sign.

It was suggested that signs without a permit, as well as signs with a permit should be based off of the total pie amount allowed by a buildings square footage (footprint). Vonck stated he came up with minimum of 4 square feet and a max of 150 square feet by calculations. It was discussed that the pie be taken into consideration for all signs, including awnings and canopies. The discussion led to sign pie allowance overall in regards to the square footage: signs allowed without a permit, and signs allowed with a permit from the footprint.

IRS sign curves were brought up. It was indicated that as each building is completed, it establishes the sign curve for the IRS. After establishment, all the buildings fall into this curve allowance.

Total square footage for the pie was refigured and adjusted by the PC Study group. Jensen made the recommendation that the square footage allowance be bumped up on the maximum square footage allowed per building footprint. It was discussed that after 12,000 building footprint, you move up to the maximum allowed. The decision by the Plan Commission Study Group to change last meetings figure of a 150 square foot maximum pie allowance to a firm cap on pie allowance maximum of 170 square feet was made. The figures will be based off of the new total pie sign allowance maximum of the 170 square feet. Vonck volunteered to come up with a scale/formula with the new maximum being 170 for 15,000 square feet of footprint.

The study group briefly discussed what would be allowed without a permit and what would require a permit. It was suggested that all signs would be subtracted from the total pie allowance. Signs already up will be included in the total pie allowance. When Vonck was questioned on existing signs permits, he specified the existing signs will not require a new permit.

Types of signs were discussed.

Awning Signs: Awning sign allowances on the vertical face were discussed in great length. The Plan Commission Study Group’s consensus was a maximum height of no more than 2 feet on the vertical face of an awning. The blade or projecting sign was conferred on.

Bulletin Boards: Bulletin Boards were discussed and it was the decision that they would like to see this prohibited.

Preview Box: A preview box was conferred on and would be allowed with some specifics.

Wall Signs: Wall signs were conferred on. They would cover no greater than decided (%) percent of façade. They would be no greater than (24) square feet per sign and no more than one (1) sign per parcel frontage.

Window signs: Window signs would include the additional posting area of a door. It was agreed upon that no greater than 20% of the glass would be covered.

Window displays were discussed. Window sign displays are currently prohibited, but products and merchandise are permitted.

“Draft-Approval Pending”

Freestanding signs without a permit: Freestanding signs without a permit needed would be ground or monument-2 square feet, no more than 4 feet of height off the ground. Max size for a required permit is fifty square feet, not to exceed 10 feet.

(Break-1:54pm- 2:02pm)

Ground/Monument: Ground or monument requires the minimum of two supports, height equals two (2) feet clearance maximum. The allowance would be of one (1) per intersection of a public street and driveway, plus one additional. A permit would be needed for two (2) additional. The max size permitted of 50 feet, not to exceed 10 feet.

Landscape Wall: A landscape wall allowance would be no more than (2) signs and an area no greater than 2 square feet, with the height on a wall no greater than 4 feet.

Post sign: one (1) post sign would be allowed, no greater than two square feet, with the height no greater than 5 feet.

Free standing viewing or preview box: no more than (1) sign allowed, with an area no greater than two (2) square feet, and the height no higher than four (4) feet.

(ii) The total amount of changeable copy no more than (3) signs, shall be 18” X 8” each.

(iii) Shall only be changed by hand or similar manual method – safe and secure, not in public right-of-way.

Commercial-Temporary:

Wall (Outside) Signs: Banners need a permit on public property and would be prohibited on private property.

Window Signs were briefly discussed.

Ground/Monument sign were briefly discussed. Weather-resistant material for the temporary signs was discussed. Size was discussed.

Flags were briefly discussed. The discussion of not permitting flags versus permitting flags was conferred on. Vonck volunteered to check on the legality of flags.

Vonck stated he will continue to work on 155.07 and 155.08 for review at the next meeting.

b) **Recommendations to Plan Commission**

There are no recommendations at this time.

7. **Next Meeting**

The next meeting was scheduled for April 8, 2010 at 11:00 a.m. at the Paul J. Bertschinger in the large meeting room.

8. **Adjourn**

Jensen moved to adjourn the meeting at 3:19 p.m., Hill seconded. Motion carried.

Recorded by,
Kelly A. Popp
Deputy Clerk/Administrative Assistant