

Plan Commission Study Group Minutes  
Thursday, April 8, 2010 at 11:00 a.m.  
Paul J. Bertschinger Community Center  
7860 Hwy 42, Egg Harbor, Wisconsin

Members Present: Kim Jensen-Chair, Chris Anderson, Gail Hill, Richard Wegner, Karen Peterson, Bill Cammack, Kevin Vonck-UWGB Planning Consultant

Members Absent: Orren "Brad" Bradley

Also Present: Clarence Scherer (arrived 11:45 am)

1. Call Meeting to Order

Chair, Kim Jensen called the meeting to order at 11: 26 a.m.

2. Pledge of Allegiance

3. Approval of the Agenda

Peterson moved to approve the agenda as is presented. Cammack seconded. Motion carried.

4. Approval of Plan Commission Study Group Meeting Minutes for March 18, 2010.

Peterson moved to approve the Plan Commission Study Group Meeting minutes for March 18, 2010. Hill seconded. Motion carried.

5. Open Session (limited to 10 minutes)

Bruce Hill's e-mail letter was copied and handed out to the PC Study Group members. It was reviewed by each member and then discussed.

6. Sign and Zoning Ordinances

a) Review/Discussion

Hill's e-mail brought up some areas to be clarified in the ordinance changes. Vonck stated he would like to clarify a few issues. He would like to come up with a spin-off document. He felt some diagrams would help to clarify the ordinance and has added some and felt that more might be necessary.

**155.01/The purpose and intent:** *Two issues were discussed.*

(1) Put the emphasis on the quaintness up front, and (2) it is also important to put in the verbiage that this is also for the safety and health.

**155.02/ Applicability:** Signs designated by visibility from a property line were discussed.

(3) Will be omitted due to its repetitiveness. There will be an addition made to number (B2) per the discussion.

**155.03/Definitions:** *Flag definition:* It was inquired whether the flag definition includes/excludes the United States flag, due to the ability to fly the American Flag regardless. Vonck stated he will work on the verbiage of the flag definition.

*Abandoned sign definition:* Vonck inquired on the length of time allotted. The Study Group discussed the length of time to allow an abandoned sign to be visible. They agreed on the ninety (90) days.

**155.04/Calculations:** Vonck stated that calculating the sign area meant looking at the actual sign face. The areas of the sign (A2) was agreed upon to be changed to the box of the area rather than the description of words, letters, etc. There will be a change on (A5) the triangle face sign and square face sign; two of the faces for both the triangle and square will be changed and counted due the sign being at an angle of more than 45 degrees.

**155.05/General Design Requirements:** (A) The PC Study Group discussed the materials and aesthetic look being used on signs. The discussion to include the verbiage "to encourage the use of wood-like or natural materials" was discussed at length. It will be added to the language.

*(K) Attached Sign: Will be changed to including the verbiage of "protruding greater than 1 foot".*

*(L) Prohibited: will be changed to include neon, etc.*

**155.06/Maintenance and Removal:** No changes to be made.

**155.10/TOD Signs:** The discussion led to the restroom/drinking water language. It was consensus that this language be removed from the ordinance language for TOD signs.

**155.11/Sign Permits:** Vonck went over this section with the PC Study Group. They discussed a certificate of insurance for certain types of signs. It was decided that the certificate of insurance should be under business license and not applicable to this ordinance. Anderson stated he would bring this suggestion to the Village Board that the businesses be required to obtain a certificate of insurance and send in with their business license application.

**155.12/Administration and enforcement:** Grandfathering was inquired upon. Vonck stated that this section does cover grandfathering.

**155.08/Sign in mixed use areas:** The discussion led to the maximum pie that is made available; it was suggested that there should be some flexibility and caps for signage. Vonck suggested that the sign size allowance of the maximum pie be reviewed by the Plan Commission and the Village Board to be sure that this is a good number/guide for the Village. Vonck stated that all permanent signs will come out of the maximum pie square footage allowed.

Signs in mixed use areas required permit and without required permit were discussed by the Plan Commission Study Group in length.

#### **Permanent Signs**

*(3) Permanent awning or canopy signs: The discussion led to possible changes. The change to be made is a Max width no greater than eight (8) feet from the structure. Vonck stated he will work on the language change under this section.*

*(4)Permanent ground or monument signs: This was reviewed and discussed by the Study Group. Vonck will change the language under the number of signs as was discussed. Permit required under the number of signs was changed to: One (1) per public frontage, plus one sign authorized without a permit per intersection of public street and driveway.*

*(5) Landscape wall signs: Reviewed by Study Group and discussed.*

*(6) Post signs: Reviewed and discussed.*

*(7) Viewing or preview box: Reviewed and discussed.*

*(8) Permanent wall signs: Change will be made to signs without a permit per the discussion- one (1) four (4) square foot sign per tenant + one (1) sign not to exceed per frontage allowance.*

*(9) Permanent window signs: Review and discussed.*

#### **Temporary Signs:**

*Discussion of length of time signs are allowed was discussed. It was decided that temporary signs should be down (2) two days after the event for both unpermitted and permitted. They may be displayed up 1 month prior to the event.*

The language should include "No hand written signs will be allowed". Vonck will look for better time language for the temporary signs.

*(2)Temporary flags: The discussion was to put the flags in a separate section. The discussion led to the law requiring no restrictions on the American Flag in number, size, etc. The PC*

Study Group discussed the allowance of 3' X 5' flags without a permit. With a permit, it was suggested to be up to a 4 flag allowance.

*(3) Temporary Ground or monument signs:* (Ex: yard sign/election sign). This was discussed at length. Campaign signs were discussed. The Group discussed specifications not to allow off premise advertising.

*(5) Temporary window signs:* one per frontage and/or one per tenant.

*Other discussions - Neon Signs/ Interior illuminated sign:* This was discussed in length. The Study Group's decision was no permitted neon signs unless they already exist and then they fall under grandfathering.

*SIGNS IN RESIDENTIAL AREAS:* Reviewed and discussed by PC Study Group. Vonck stated that he would research Residential versus Commercial and try to draw a line between the two.

*(2) Flags in residential:* The consensus was to allow up to a possible (3) three flags.

The proposed parking changes were discussed at length by the PC Study Group.

b) Recommendations to Plan Commission

7. Next Meeting

Public Hearing regarding the parking ordinance changes is Monday, April 12th at 6:00 pm.

8. Adjourn

Peterson moved to adjourn the meeting at 2:30 p.m. Hill seconded. Motion carried.

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