



VILLAGE OF THIENSVILLE  
Plan Commission  
MINUTES

DATE: Tuesday, May 10, 2022

LOCATION: 250 Elm Street, Thiensville, WI

TIME: 6:00 PM

## **I. CALL TO ORDER**

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

## **II. ROLL CALL**

|                 |                  |
|-----------------|------------------|
| CHAIRMAN:       | VAN MOBLEY       |
| COMMISSIONERS:  | DOUGLAS CHIMENTI |
|                 | MIKE DYER        |
|                 | RICK GATTONI     |
|                 | CAROL GENGLER    |
|                 | JEFF HERSHBERGER |
|                 | KEN KUCHARSKI    |
| PLANNER:        | JON CENSKY       |
| DIRECTOR OF     | ANDY LAFOND      |
| COMMUNITY       |                  |
| SERVICES/PUBLIC |                  |
| WORKS:          |                  |

## **III. CITIZENS TO BE HEARD**

A. Open to any resident or taxpayer on items not subject to a public hearing: Please be advised per §19.84(2), information will be received from the public. Village policy limits a three (3) minute time period per person, with time extension by the presiding official's discretion or a vote of 2/3 of the Board or Committee; be further advised that there may be limited discussion on the information received, however, no action will be taken under public comments. Written comments on agenda items are encouraged to be sent and addressed to the intended body by noon on the day of the meeting. Comments received timely will be forwarded to all members of the body. If you wish to speak, you must pre-register by emailing the Village Clerk at [alanglois@village.thiensville.wi.us](mailto:alanglois@village.thiensville.wi.us) by 4:00 PM on the day of the meeting or by signing in immediately prior to the meeting.

There were no citizens present to be heard or correspondence received.

## **IV. BUSINESS**

## A. Approval of Minutes

1. April 19, 2022 (att)

**MOTION** by Commissioner Chimenti, **SECONDED** by Commissioner Gattoni to approve the April 19, 2022, Minutes. **MOTION CARRIED UNANIMOUSLY.**

## B. Review and action regarding Addition to Family Room and Garage, Dan and Kristine Uttech, 342 Riverview Drive (att)

Dan and Kristine Uttech were present. The proposed addition will add a family room and additional garage space which will take the place of an existing breezeway and single-car garage. The exterior will be improved with a new roof and new siding.

Planner Censky reported the project fully complies with the Village Code.

**MOTION** by Commissioner Gattoni, **SECONDED** by Commissioner Dyer to approve Addition to Family Room and Garage, Dan and Kristine Uttech, 342 Riverview Drive. **MOTION CARRIED UNANIMOUSLY.**

## C. Discussion Regarding Amending the Sign Code to Regulate Feather and Flag Banners

Director LaFond distributed a handout depicting a sampling of feather banners. Village Code does not specifically regulate feather banners. They are now addressed under the general banner code. There are five or six locations in the Village with one to four feather banners. Some are out all the time and have become faded and do not stand up straight. Others are taken in every night - those have crisp colors and stand straight. There are other communities where feather banners are more prevalent. Some municipalities allow up to five feather banners per business; others allow none. Prior to proposing changes to the Village Code, Director LaFond is seeking input from the Plan Commission. Village Code currently regulates sandwich board signs. Director LaFond suggested using that as a guide.

Director LaFond reviewed ordinances in other municipalities and suggested that regulations on feather banners and flags:

1. Are prohibited unless the business has a permanent sign.
2. One per business would be permitted.
3. There should be a limit on the height.
4. Only be placed in the linear frontage of the business.
5. Only represent that business.
6. Only be displayed during open business hours.
7. They have to be built in a professional manner and be free of defects, tears and fading.
8. Cannot block entrances, exits, sidewalks or right-of-way on private property.

9. Must be weighted and anchored.
10. Cannot be displayed if there also is a sandwich board sign.
11. Feather banners also will not be allowed if there is a permitted horizontal banner for the business.

Commissioner Chimenti noted that feather banners are useful, but should be limited. The regulations should require that feather banners do not block motorists' view of traffic. Commissioner Dyer recalled that the cheel was permitted to place A-frame signs on the sidewalk because there was no suitable private property in front of the business. Director LaFond replied that feather banners would only be allowed on private property and added that feather banners would be permitted on both sides of businesses on corner properties.

Commissioner Hershberger likes Director LaFond's proposal and noted that the requirement to bring in the banners every night requires a commitment on the part of the business and added a maximum height of 12 feet is a good limit. Commissioner Chimenti noted that individuals would know the business is open if they see the banner. Commissioner Dyer suggested requirements related to the display of banners in adverse weather conditions.

Commissioner Kucharski is not in favor of feather banners and does not believe they should be permitted at all.

Commissioner Gattoni noted it is a very inexpensive way for a business owner to put up a sign without much commitment. Commissioner Gengler is part of an organization that puts up a feather banner for a once-a-year event. Commissioner Gattoni favored limitations so the banners are not up all the time.

Planner Censky added that Commissioners might want to consider restricting feather banners from the Historic District. Most communities with historic areas do not allow feather banners in those districts. Commissioner Hershberger noted restrictions in the Historic District would allow some businesses to display feather banners while others could not.

Director LaFond noted that A-frame signs have a more-quiet feel and also permit a business to advertise a daily special or an event. Chair Mobley noted the Village does not allow neon signs or flashing signs.

Commissioner Chimenti shared that he has mixed opinions. Not allowing feather banners in the Historic District will preserve the image of that area. The signs are useful in some instances, including events that may be taking place in Village Park and suggested that the signs could be restricted to certain areas.

Chair Mobley clarified that if the Plan Commission approves changing the Village Code, that action then would go to the Village Board for review and possible action.

Members discussed how exceptions could be made if feather banners were prohibited. Planner Censky noted that applicants could seek a variance to Village Code.

Chair Mobley suggested staff prepare an option with a total ban and a second version allowing feather banners with restrictions, including the total number of days the banners

would be allowed in a year or during any quarter.

## **V. STAFF REPORT**

### **A. Staff Report (att)**

Director LaFond detailed three recent staff-approved items: 1) a four-foot backyard fence at the property line, 221 West Alta Loma Circle; 2) modifications of a 6-foot fence to a 4-foot fence that complies with Village Code, 517 Alta Loma Drive; and 3) an attached deck on the rear of the garage and a portion of the home, 325 East Freistadt Road. Staff also followed up on a deteriorating garage that prompted a letter several months ago. The garage at 208 South Highland Avenue has been razed. Village staff and the Police Department also have been having conversations with a resident who is running a car-flipping business out of the garage and driveway at 427 Green Bay Road.

## **VI. ADJOURNMENT**

**MOTION** by Commissioner Dyer, **SECONDED** by Commissioner Chimenti to adjourn the meeting at 6:30 PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,  
Gary Achterberg  
Administrative Assistant

Signed by,  
Amy L. Langlois  
Village Clerk/Deputy Treasurer