



VILLAGE OF THIENSVILLE
Plan Commission
MINUTES

DATE: Tuesday, August 9, 2022

LOCATION: 250 Elm Street, Thiensville, WI
FIRE DEPARTMENT TRAINING ROOM

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:	DOUGLAS CHIMENTI
	MIKE DYER
	RICK GATTONI
	CAROL GENGLER
	JEFF HERSHBERGER (EXCUSED)
	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 by 4:00 PM on the day of the meeting or by signing in immediately prior to the meeting.

George Coulter provided comments on the Thiensville Crossing Request for Proposals, noting the corner of North Main Street and Freistadt Road should be marketed as the centerpiece of the project. Mr. Coulter suggested the Village give itself an adequate time frame as it seeks development and projects move forward. Mr. Coulter believes proposals should be reviewed by the Village all at once rather than one at a time as they are submitted.

Commissioner Kucharski noted that when the Village selected the Thiensville Health Alliance from several RFP applicants, all three proposals were considered the same night with each applicant making a presentation to the Village Board.

IV. BUSINESS

A. Approval of Minutes

1. July 12, 2022 (att)

MOTION by Commissioner Kucharski, **SECONDED** by Commissioner Gattoni to approve the July 12, 2022, Minutes. **MOTION CARRIED UNANIMOUSLY.**

B. Review and recommendation to the Village Board for a Land Use Plan Amendment from the Single-Family Residential Classification to the Multi-Family Residential Classification and Rezone from R-1 Single-Family Residence District to R-4 Multiple-Family Residence District, Scott Gad, 500 Lake Bluff Road (att)

George Coulter represented property owner Scott Gad, 500 Lake Bluff Road. The property has been on the market for more than 900 days, is zoned R-1 and was divided from another lot approximately three years ago. Changing the zoning would allow the best and highest use of the property.

Planner Censky noted the property is adjacent to properties zoned R-4. State law requires the Land Use plan and zoning be consistent. The Village must amend the land use plan to change the classification from single-family to multiple-family. If that is approved, the Board can consider rezoning from R-1 to R-4. Since the property is adjacent to multi-family, this is an appropriate change.

Mr. Coulter noted the square-footage of the lot allows 4.8 units. Two duplexes or a four-unit building would be possible, but a four-unit building

would require compliance with more-stringent commercial building code.

MOTION by Commissioner Chimenti, **SECONDED** by Commissioner Dyer, to recommend to the Village Board Amending the Land Use Plan from the Single-Family Residential Classification to the Multi-Family Residential Classification and Rezone from R-1 Single-Family Residence District to R-4 Multiple-Family Residence District, Scott Gad, 500 Lake Bluff Road. **MOTION CARRIED UNANIMOUSLY.**

C. Review and recommendation to the Village Board to Amend the Sign Code to Regulate Feather and Flag Banners (att)

This is a continuation of the discussion the Commission initiated in June. Director LaFond prepared several options based on that discussion. Current Village Code does not address feather banners; currently feather banners are being addressed with horizontal banners in the Code. Horizontal banners must be attached to a building. Banners for a community event can be by the road. One feather banner per business is now allowed on private property.

The first option is based off current sandwich board language: one banner is allowed by permit and can stand no more than 12 feet tall, the sign surface cannot exceed 24 square feet, it must be on private property along the frontage of the building, the banner may only be displayed during business hours and a business cannot have a feather banner if it already has a sandwich board or horizontal banner.

The second option is all of the same provisions from the first option with these changes: the feather banner may only be 10 feet tall, the banner may not be displayed in the Historic District and the banner must include the business name and/or logo on both sides.

The third option prohibits feather banners and flags and also would prohibit inflatable signs with or without advertising designed to move about or remain suspended in the air.

Commissioner Gengler inquired if there were provisions for special events. Director LaFond noted none of the options address that and added that he reviewed another community's ordinance that had provisions for a grand opening. Any ordinance adopted could limit the time frame that the feather banner is displayed.

Commissioner Gattoni noted businesses may put up the signs even if they are prohibited or restricted and may become a policing issue. Commissioner Kucharski noted that free-standing feather banners move around in the wind and lose their color when left outside and may not be the image that Thiensville wants.

Commissioner Chimenti spoke with several neighbors. Most do not like

feather banners. If they are banned, an exception may be acceptable for special events or activities in Village Park, such as Village Market. Commissioner Dyer does not like feather banners, but understands allowing them for special events. Chairman Mobley noted a strong sentiment among Commissioners for banning feather banners other than limited permission for special events. Commissioner Gattoni added there should be a difference between allowing feather banners for an event and allowing them for advertising for a business.

Director LaFond will prepare a version of a proposed Ordinance for review at the next meeting that will incorporate a ban on feather banners for businesses with approval limited to special events.

D. Review and discussion regarding Thiensville Crossing RFP (att)

Director LaFond noted all RFP submittals will be reviewed at the same time. Advance review by staff will be for completeness of the application and discussions about the nuances of available TIF incentives.

Chairman Mobley inquired if there should be language in the proposal to allow a developer to split a parcel. If the parcel were split, it would attract a different sort of developer for a different use. Director LaFond noted that the Village attorney has added language giving the Village the ability to accept, reject or modify any proposal or requirement.

Commissioner Gattoni asked if the RFP should be put together in a way that would attract small and large developers. Chairman Mobley added the marketing language should be drafted to maximize the number of interested developers. Commissioner Gattoni questioned if the goal of the Board is to get a big developer. Commissioner Kucharski noted the Board is likely interested in large and small developers.

Chairman Mobley noted the TIF includes three parcels: the area around Walgreens, the northwest corner of Main Street and Freistadt Road and the area across from the Post Office. Director LaFond noted that the entire process will take time.

V. STAFF REPORT

A. Staff Report (att)

Director LaFond reported staff has approved fence applications at 317 Riverview Drive, 413 Oakwood Drive, 205 West Alta Loma Circle and 325 East Freistadt Road. A complaint about garbage in the front yard at 136 North Orchard Street was addressed. Police addressed burning brush at 421 Bel Aire Drive; signs in the right-of-way in the 300 block of North Main Street; cars for sale at 102 East Freistadt Road and 501 North Main

Street; and a visible garbage container at 226 West Alta Loma Circle.

VI. ADJOURNMENT

MOTION by Commissioner Chimenti, **SECONDED** by Commissioner Kucharski to adjourn the meeting at 7:03 PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,

Gary Achterberg
Administrative Assistant

Signed by,

Amy L. Langlois
Village Clerk/Deputy Treasurer