

**VILLAGE OF THIENSVILLE
PLAN COMMISSION
MINUTES**

DATE: Tuesday, November 5, 2013

LOCATION: Village of Thiensville
250 Elm Street

TIME: 7:00 PM

I. CALL TO ORDER

Chairman Mobley called the meeting to order at 7:00 PM

II. ROLL CALL

Chairman:	Van Mobley	
Commissioners:	John Cabaniss (excused)	Carol Gengler
	Mike Dyer (excused)	Ken Kucharski
	Rick Gattoni	Dan Luedtke (excused)
Administrator:	Dianne Robertson	
Planner:	Jon Censky	

III. BUSINESS

A. Approval of Minutes

1. October 8, 2013

MOTION by Commissioner Kucharski, **SECONDED** by Commissioner Gattoni to approve the minutes from October 8, 2013. **MOTION CARRIED UNANIMOUSLY.**

**B. Review and approval of a Sign Permit for Megan Borland,
State Farm Insurance, 266 N. Main Street for a new sign
(old credit union)**

Ms. Borland was in attendance and she is moving her business to 266 N. Main Street. She is proposing a new sign on the existing pole and a sign on the building. State Farm has certain requirements that an agent must adhere to. The following is Planner Jon Censky's report:

Proposal:

Megan Borland is in the process of moving her State Farm Insurance office from the current location at 202 N. Main Street to the vacant former Credit Union building at 266 N. Main Street. She is before you now requesting approval of her sign plan. This plan will consist of a pole mounted sign using the existing pole in front of the building, and a building mounted sign proposed on the north facade. Both signs will be interior lit.

The building sign is proposed to be located on the mansard roof portion of the north side of the building. The code, however, limits where building mounted signs can be placed. **Section 16.17b. 1.a. states that one sign is permitted for each facade facing a public street.** Accordingly, since the north side does not front a public street, this sign will need to be located on the west facade facing North Main Street.

The sign will be of individual letters covered in translucent vinyl material mounted on a structural raceway which will be attached to the building. The look will be similar to the building signs in the Village Plaza Shopping Center across the street. According to the plans, it measures 2.5' high by 18' long for an overall size of 45 square feet which is substantially larger than that permitted by code and therefore a size reduction will be required. **Section 16.17b.1.b. States that the gross surface area of a wall sign shall not exceed 0.5 feet in area for every (1) linear foot of building**

The pole sign will be a double faced LED lit cabinet covered in translucent orange/red vinyl material. It will stand no higher than 14 feet with in the maximum height of 15 feet. According to the plan, the sign measures 4 feet by 8 feet for a gross size of 32 square feet which is also compliant with the maximum size limit of 40 square feet per side.

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There may however, be a conflict with respect to the interior illumination of both the building sign and the pole sign and code standard. More specifically, **Section 16.17b.2.e. States, Internal Lighting. The sign face shall be constructed with an opaque surface to allow internal light to only project through cut-out lettering and/or logos. Dark colored backgrounds on signs are generally encouraged. Stark white or extremely bright background colors such as bright red, orange or yellow are discouraged.** The applicant's signs are proposed with brighter colors that are discouraged by the code and therefore this warrants Commission attention.

Planners Comments:

Approval should be conditioned on the following:

- The building mounted sign being located on the west façade facing North Main Street
- The size of the building mounted sign shall be verified for code compliance by the Village Planner prior to issuance of a sign permit.
- Commissioners consenting to or requiring a change from the bright sign colors.
- The applicant securing a sign permit prior to installation.

The wall sign can be no larger than 12 ½ square feet. Mr. Censky asked Ms. Borland if she really needed the wall sign since she would have the big sign in front of the building. The code discourages bright colors on signs. The red pole was not favored by the Plan Commissioners, they preferred black over white or silver.

Planner Jon Censky suggested that the background color where Ms. Borland name is should be black lettering on a light cream color not white. White backgrounds are not allowed in the sign code. Commissioner Gengler suggested that if the pole is black then the frame around the sign could be black and her name could be in white letters with a black background. The proposed sign will be 32 square feet.

MOTION by Commissioner Kucharski, **SECONDED** by Commissioner Gattoni to approve a Sign Permit for Megan Borland to include a black pole no higher than 15', the State Farm lettering and colors to remain the same but switch the name Megan Borland to white lettering against a black background and with black framing around the outside of the sign frame. **MOTION CARRIED UNANIMOUSLY.**

- C. Review and approval of a Building Permit for Marsha Preston,
419 Susan Lane for a porch replacement on the front upper level

Mr. Paul Coulter was in attendance from CNR Construction. There is a porch on the 2nd level that is in need of repair after a tree fell on it. This porch was supported by cantilever beams that Mr. Coulter thought he could preserve but will need to add posts to the structure. Ledger board will be placed against the house. The lumber will be green treated and the color will be gray.

MOTION by Commissioner Gattoni, **SECONDED** by Commissioner Gengler to approve a Building Permit for Marsha Preston, 419 Susan Lane for a porch replacement on the front upper level. **MOTION CARRIED UNANIMOUSLY.**

- D. Review and approval of a Building Permit for Gus & Audrey
Argires, 421 Vernon Avenue for a new shed

Mr. Gus Argires was in attendance. The shed will be a pre built shed built by Country Builders. The color will match the house and the roofing will be the same as the house or as close as they can get. The shed will be 10' x 14' and the shed will be 5' from the west property line and 4' from the south property line. The setback must be at least 3' according to code. The neighbors are all okay with the shed.

MOTION by Commissioner Gengler, **SECONDED** by Commissioner Gattoni to approve a Building Permit for Gus & Audrey Argires, 421 Vernon Avenue for a new shed. **MOTION CARRIED UNANIMOUSLY.**

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- E. Review and approval of a Sign Permit for Doug Hansen,
Doug Hansen & Associates Insurance Agency, 202 N. Main
Street for a sign

Mr. Hansen was in attendance. Mr. Hansen is moving his business back to the building that he owns at 202 N. Main Street. He is currently at 304 N. Main Street and needs signage. Mr. Hansen would like to move the lettering from his sign at 304 N. Main Street and place the lettering on the existing sign at 202 N. Main Street. Planner Jon Censky wrote the following report:

Commissioners may recall that in May 2012, Mr. Hansen moved his insurance office into the commercial building at 304 N. Main Street and received a waiver to install his sign onto the existing on-site pylon signage structure. He is now moving his agency back to 202 N. Main Street where his office was originally located and in the building which he owns. He is proposing to use the same type of sign here again. Since he owns this property and the signage thereon, he hopes to simply remove Megan Borland's State Farm vinyl messaging and reapply his vinyl letters to the existing translucent sign cabinet in a manner consistent with his existing sign at 304 N. Main Street.

This sign complies with the new sign code in terms of style, height and location however it conflicts with the code regarding interior lit signs. Specifically, **Section 16.17b.2.e. States, Internal Lighting. The sign face shall be constructed with an opaque surface to allow internal light to only project through cut-out lettering and/or logos. Dark colored backgrounds on signs are generally encouraged. Stark white or extremely bright background colors such as bright red, orange or yellow are discouraged.** Since the applicant is moving back to his original location, he is trying to minimize his moving costs and simply reapplying the vinyl message to the existing pole sign is most inexpensive.

Planners Comments:

While it is understandable that the applicant prefers the sign that has served him well for the past 10-15 years, it is equally understandable that community standards change over time. Moreover, since we are talking about simply applying vinyl material to the existing sign, the expense of applying a dark background vinyl with light shining through the letters, instead of reapplying just the lettering, doesn't seem overly costly. This issue should be discussed as part of your dialog with the applicant at Tuesday Evening's meeting. Otherwise, this planner has no objection subject to:

- The applicant submitting a redesigned sign face (if Commissioner's demand an opaque background) subject to Administrator Robertson and Planner Censky's review and approval.
- The applicant securing a sign permit prior to installation.

Chairman Mobley asked Mr. Hansen why he doesn't get a new sign cover that meets the sign code since he has to change the size of the letters anyway. Mr. Hansen also wants a lit sign. The sign code allows a maximum of 60 square feet for a sign and this sign is 24 square feet. Chairman Mobley asked if Mr. Hansen could remove the chain link fence on the property and replace with a wrought iron fence. Mr. Hansen stated that he did not put up the fence the Village actually put up the chain link fence that abuts the storm sewer. He is fine if the Village changes this fence. Commissioner Kucharski does not like the stark white background he would prefer an off white background.

MOTION by Commissioner Gattoni, **SECONDED** by Commissioner Kucharski to approve a Sign Permit for Doug Hansen, 202 N. Main Street subject to approval by Planner Jon Censky and Administrator Robertson on the color of the sign. **MOTION CARRIED UNANIMOUSLY.**

All applicants or their contractors must be present for any approvals.

IV. BUSINESS FROM THE FLOOR

Open to any citizen who wishes to speak on items not on the agenda. Please step to the podium and give your name and address for the record.

V. ADJOURNMENT

MOTION by Commissioner Gengler, **SECONDED** by Commissioner Gattoni to adjourn the meeting at 7:34PM.
MOTION CARRIED UNANIMOUSLY.

Submitted by,

Approved by,

Susan R. Conway
Administrative Assistant

Dianne S. Robertson
Village Clerk