

**VILLAGE OF THIENSVILLE
PLAN COMMISSION
MINUTES**

DATE: Tuesday, May 2, 2017

LOCATION: Village of Thiensville
250 Elm Street

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:	John Cabaniss	Carol Gengler
	Mike Dyer	Ken Kucharski
	Rick Gattoni	Dan Luedtke
Asst. Administrator:	Colleen Landisch-Hansen	
Planner:	Jon Censky	

III. BUSINESS

- A.** Approval of Minutes
1. April 11, 2017

Commissioner Luedtke inquired about the use of the word “tasked” in Item III. BUSINESS B. of the April 11, 2017 Minutes. The definition of tasked is “to assign a task to or impose a task on.”

MOTION by Commissioner Luedtke, **SECONDED** by Commissioner Cabaniss to approve the April 11, 2017 Minutes. **MOTION CARRIED UNANIMOUSLY.**

- B.** Review and approval of Sign for Great Lakes Pool & Spa, 400 North Main Street

Planner Censky shared that the previous Great Lakes Pool & Spa sign blew down during a storm. The proposed sign does comply with the Sign Code. It was communicated that the new sign must be located at a point 4 feet from the public right-of-way. The sign will be mounted on two 4” x 4” posts located where the previous sign stood. The sign face will measure 66” x 48” for 22 square feet in size per side and will be of smooth wood signboard material on which the digitally printed on premium vinyl sign face will be applied. The sign will stand 5’ tall. The background is white with blue letters and is lit from the outside (not internally lit).

MOTION by Commissioner Luedtke, **SECONDED** by Commissioner Gattoni to approve the Sign for Great Lakes Pool & Spa, 400 North Main Street. **MOTION CARRIED UNANIMOUSLY.**

- C.** Review and approval of Garage for John Kukla, 313 Riverview Drive

John Kukla, 313 Riverview Drive presented plans to replace an existing garage located east of the home with a new garage. The proposed garage will be set back 41’ from the front property line, 10’ from the east property line and 5’ from the home and measures 28’ x 22’ for a total size of 616 square feet. The proposed garage will stand 15.5’ high at the roof peak and will include a 16’ garage door. The design is similar to the house.

Planner Censky indicated that this fully complies with Code.

MOTION by Commissioner Dyer, **SECONDED** by Commissioner Kucharski to approve the Garage for John Kukla, 313 Riverview Drive. **MOTION CARRIED UNANIMOUSLY.**

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D. Review and approval of Sign Code Waiver for Increased Signage and Sign Code Waiver for Sign that Exceeds Code for Welltopia, Tarek Elawa and Omar Eliwa, 136 North Main Street

Omar Eliwe and his brother own Welltopia Pharmacy at 136 North Main Street. About a year ago, Mr. Eliwe met Dr. Lewis and wanted to open a beautiful pharmacy in Thiensville, Wisconsin. Mr. Eliwe is working on signage with a designer from Italy to fit within the theme of the Village.

Two signs are proposed because of the location of the pharmacy in the building, however, only one sign is allowed per code as this building is not on a corner. Mr. Eliwe is requesting a waiver to the Sign Code because the Main Street sign will not be visible from the side of the building.

Josh from Sign Effects was also in attendance to answer any questions regarding the proposed signs.

Planner Censky indicated that from a Code standpoint, the proposed signage far exceeds what is permitted by Code. Part of the problem is that this is a multi-tenant building so when signage is considered for one tenant, the others must be considered as well. What Code does allow for a space like this is one sign per tenant. This is not a corner lot so only the front of the building is allowed for signage, and the sign is limited to a size not to exceed ½ foot per linear foot of tenant space. In this instance, there is about 33 feet of frontage, which calculates to about a little more than 15 square feet for signage. What is proposed is a sign across the entire frontage of the tenant space on the front façade and another even larger on the north side of the building. Because what is proposed so far exceeds what is allowed, a waiver cannot be supported. Planner Censky has been in communication with Sign Effects.

Mr. Eliwe inquired if the Commission would consider allowing two signs to help with traffic coming from the north and believes it is important to have both signs.

Planner Censky clarified that the Plan Commission has to consider granting a waiver for increased signage as well as a waiver for the size of the sign proposed as it exceeds Code.

Chairman Mobley indicated that there is a monument sign currently and inquired if signage on the building is allowed with a monument sign. Planner Censky indicated that with a multi-tenant sign, each tenant within the building is allowed a wall-mounted sign.

Mr. Eliwe shared that the monument sign may be removed due to some renovations to the building; the design of the building will be altered. Andrea Mayerson clarified that the monument sign on the side that lists all businesses in the building will stay; the façade will be changed.

It is very important to Mr. Eliwe to have the proposed signage. Commissioner Kucharski inquired why the proposed sign cannot be secured to the existing brick versus altering it. Mr. Eliwe indicated that in order to enhance the beauty of Thiensville, this design was chosen. Chairman Mobley inquired if the designer of the sign was aware of the Sign Code. It was clarified that the designer's concern was with how the sign would fit in the Village but was not aware of the Sign Code until plans were submitted for Plan Commission approval.

Chairman Mobley shared that if changes to the Sign Code or waivers are approved, every other business in the Village will immediately notice and may want to change their sign design. Planner Censky shared that the proposed signs combined are in excess of 90 square feet; it is difficult to recommend a waiver for such a change.

Mr. Eliwe requested for approval of the waiver for the second sign. The monument sign faces the road and has small lettering and only appeals to those that may be walking.

Walgreens has the logo on the building, has a separate monument sign, is on a corner and is a single tenant building.

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Planner Censky inquired how the Commission felt about having two signs. Dr. Gary Lewis shared that the building is large and there are many tenants. The pharmacy will occupy a large part of the first floor and there are no other signs of any other tenants on that floor. The pharmacy is, for the most part, exclusive to the first floor. Two signs would be very helpful and the changes to the façade will make the building more attractive.

Commissioner Dyer understands the business interest and inquired about the public interest. Mr. Eliwe stated that what is proposed is customer service, two pharmacists will be on staff, delivery service to the seniors and to be part of the community.

Commissioner Luedtke would like to see the sign smaller, and Commissioner Cabaniss inquired what the symbol was on the sign. It was confirmed that it is a leaf.

It was agreed that a redesign of the sign will be submitted to Sign Effects to fit within the Sign Code. Chairman Kucharski likes the sign and logo and is not opposed to the front sign being larger than Code but does not support two signs and does not feel it is necessary; Code does not allow and will set a precedent. Mr. Eliwe believes it is important to have the side sign as well.

Commissioner Gattoni indicated that if the façade was not changed that mounting a sign on the current façade would be more visible and stated it is not very difficult to find a business in the Village. Chairman Mobley agreed. Dr. Lewis thought it was confusing and believes that taking down the wall may make it more attractive.

Commissioner Gengler inquired that if a waiver for the second sign was not granted, could a projecting sign be approved, similar to the Fiddleheads projecting sign. Planner Censky shared that one or the other is allowed.

This exterior signs are internally lit and are individual letters mounted to the building. The sign is strictly comprised of only the letters and does not include what the letters are mounted on. This was unclear to Planner Censky when calculating the size of the sign. It was clarified that each of the letters are individually mounted and lit so the square footage would include only that of the letters and the logo. Josh from Sign Effects shared that this would amount to 29 square feet for the front elevation. Planner Censky shared that this still exceeds Code and questioned the Commission if a waiver would be considered and to maybe eliminate the second sign.

Mr. Eliwe questioned that if a second sign is not approved, what is allowed? Chairman Mobley inquired that if only one side was allowed, which one would be preferred. Mr. Eliwe would like both.

Planner Censky clarified what would be acceptable: reduce the request to one sign and return at the June Plan Commission meeting. This will give the Plan Commission the opportunity to do a site visit to see where the sign locations are proposed and to see where the new proposed façade is. Chairman Mobley would like to see a design that fits within the Sign Code.

It is requested that Mr. Eliwe return with a sign package that is compliant; having the front sign and then possibly a projecting sign on the north side of the building.

Mr. Eliwe would also like to add another entrance from the parking lot. These plans will have to be submitted and reviewed by Planner Censky. No action was taken.

E. Discussion regarding Administratively Approving Fences, Driveways, Swing Sets/ Playsets and Decks

Planner Censky reported that it may be advantageous to change the approval process for minor requests such as fences, decks, driveways, etc. to better serve Village residents by improving turnaround time for permit issuance. The intent is to make it easier on the residents to get through the approval process. This is only for minor items.

Depending on when an application is submitted, it may take about a month to get through the process.

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Commissioner Gengler inquired if the same questions of the applicant would be asked if not attending a Plan Commission meeting. Planner Censky will ensure that all the Codes are met.

Commissioner Gattoni asked how a resident knows what a permit is required for in the Village. Assistant Administrator Landisch-Hansen shared that many times residents do call the Village Hall to check; some do not. Fees collected from a resident are any fees incurred over ½ hour of Planner review. A play set or a fence will take approximately ½ hour to review. What takes time is writing a report and attending a meeting.

When a request is submitted, the Village Hall forwards to Planner Censky to be reviewed. Nine times out of ten there are no issues. After reviewed a call could be placed to Village Hall and the permit would be issued. If there is anything that generates discussion, the item would go to Plan Commission. The easy items without any issues would be approved. There have been a number of Plan Commission meetings that have included one or two items that only takes about 5 minutes.

The item of sheds will still require Plan Commission approval. Driveways need Plan Commission approval only if the size/shape is different but do not require a Building Permit.

Commissioner Gengler inquired about roofing permits and hot water heater permits. It was confirmed that a permit must be pulled for this work no matter who is doing the work. If it is discovered that permits were not pulled for work that had been done, the homeowner may face double permit fees. This is often discovered when a home is sold.

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 Gattoni, **SECONDED** by Commissioner Dyer to adjourn the meeting at 6:57 PM.
MOTION CARRIED UNANIMOUSLY.

Submitted by,



Amy L. Langlois
Village Clerk

Approved by,



Colleen Landisch-Hansen
Assistant Administrator

Signed by,



Dianne S. Robertson
Administrator