

**VILLAGE OF THIENSVILLE
PLAN COMMISSION
MINUTES**

DATE: Tuesday, December 5, 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 (excused)
Asst. Administrator:	Colleen Landisch-Hansen	
Planner:	Jon Censky	

III. BUSINESS

- A.** Approval of Minutes
1. November 7, 2017

MOTION by Commissioner Gengler, **SECONDED** by Commissioner Cabaniss to approve the November 7, 2017 Minutes. **MOTION CARRIED UNANIMOUSLY.**

- B.** Review and approval of Sign Code Waiver and Sign Plan Approval for Roettgers Co., Inc., Thiensville Mobil, 301 North Main Street

Kevin Brandis, representative of the Roettgers Co., Inc., submitted to the Commission a sign plan for Thiensville Mobil, 301 North Main Street. Diesel is going to be added to the station, and state law requires pricing to be posted so diesel needs to be added to the current sign. Mr. Brandis is requesting for the pricing to be LED. The square footage of the sign will not change.

Planner Censky indicated that there are two issues with respect to this request. The first is that this existing sign is nonconforming due to height, size and the interior lit aspect does not comply to current standards. Code indicates that any existing nonconforming sign shall not be reconstructed or remodeled until the entire sign is brought into conformity.

Second is the issue of LED, or an electronic message. Code currently does not allow electronic signs unless it is displaying temperature or time. Mr. Censky reported that there are some communities that allow gas station pricing signs for the pricing to be electronic. If the Commission supports the electronic sign request, an amendment to the Sign Code would need to be drafted. Past history of the Commission has been not to support this type of request.

Also, this sign would need to be changed in order to conform to the current Code.

Chairman Mobley stated that conformance to the standards would fall in line with the BP sign on South Main Street. Planner Censky shared that Code for the height limit is 15 feet. The current sign stands 19 feet high. The existing sign is 73 square feet. Code allows 40 square feet on one side or 80 square feet on all sides. Also, internally lit signs shall be constructed with an opaque surface to allow internal light to only project through cut-out lettering and/or logos; the current sign does not comply as it has a white background. The current sign was installed in 1998.

Commissioner Gattoni stated that a new sign would clean up that corner in the Village.

Commissioner Dyer is not opposed to LED pricing but would like the sign to be conforming to the current Sign Code. Commissioner Cabaniss agreed and would like the Code to be amended to allow the pricing for the gas station.

Commissioner Kucharski supports the LED pricing, having the sign in conformance and would support a variance for the white background as this is the standard Mobil logo. Commissioner Gengler agreed.

Chairman Mobley stated that this is an opportunity to conform with the Sign Code. Chairman Mobley also inquired as to if the tanks were going to be replaced. Mr. Brandis indicated that no tanks will be replaced but that one will be converted to diesel and all the pumps will be replaced.

Mr. Brandis indicated that it will be considerably more costly to change the whole sign. The company that made the current sign is still in business and can be updated with the electronic monitor. Mr. Brandis confirmed how the square footage of the sign is calculated – this includes the name as well as the pricing.

Concerns about a monument sign blocking turning traffic was discussed. Planner Censky shared that there is a vision setback that must be maintained.

Commissioner Gattoni has concerns regarding the white background and would like to see a code compliant sign presented to the Commission. The Mobil sign in Mequon is a monument sign, has a blue background and would comply with our Sign Code.

Mr. Brandis believes that a monument sign may be too far into the driveway. Planner Censky indicated that a waiver may need to be requested for this. The fact that this intersection is a controlled intersection helps as opposed to an uncontrolled intersection where the visual is more of a factor. It may be that the site is too small and a waiver may need to be considered for this location.

This item has been tabled. Mr. Brandis will work with Planner Censky and return with a new request.

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 6:17 PM.
MOTION CARRIED UNANIMOUSLY.

Submitted by,



Amy L. Langlois
Village Clerk

Signed by,



Colleen Landisch-Hansen
Assistant Administrator

Approved by,



Dianne S. Robertson
Administrator