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Department of Community Development
Taped and Televised

PLANNING COMMISSION
Regular Meeting
Monday, January 22, 2024
6:00 PM
Christine Nuernberg Hall

Minutes

1) Call to Order, Roll Call

Present:
Commissioner Nancy Urbani
Chair Andrew Nerbun
Alderman Robert Strzelczyk
Commissioner Bruce Barnes
Commissioner Martin Choren
Commissioner Dan Gentges
Commissioner Stephanie Hawley
Commissioner Rebecca Schaefer
Commissioner John Stoker

Mayor Nerbun called the meeting to order at 6:00 p.m.

a) Approval of Minutes from December 4, 2023.

Action
Ald. Strzelczyk made a motion to approve the December 4, 2023, meeting minutes.
Commissioner Stoker seconded the motion.
A voice vote was taken; vote passed (8-0)

RESULT:	**APPROVED [8 TO 0]**
MOVER:	Robert Strzelczyk, Alderman
SECONDER:	John Stoker, Commissioner
AYES:	Nerbun, Strzelczyk, Barnes, Choren, Gentges, Hawley, Schaefer, Stoker

2) Consent

a) Mastec Network Solutions for AT&T Mobility. The applicant is seeking minor request approval to allow for a backup generator with block wall expansion for the property located at 10448 N. Port Washington Road.

The Commission requested that the two items be removed from the consent agenda to be discussed and voted on separately.

The Commission asked Planner Evan Hoier to explain the reasoning for the condition requiring the enclosure gate to be wood, and he explained that the materials should match and be consistent. The wood provides better screening and is more aesthetically pleasing.

Action
Commissioner Stoker made a motion to approve the minor request.
Ald. Strzelczyk seconded the motion.
A voice vote was taken; vote passed (8-0)

RESULT:	**APPROVED [8 TO 0]**
MOVER:	John Stoker, Commissioner
SECONDER:	Robert Strzelczyk, Alderman
AYES:	Nerbun, Strzelczyk, Barnes, Choren, Gentges, Hawley, Schaefer, Stoker

b) Plunkett Rayisch Architects for Lumen Christi Parish. The applicant is seeking building and site plan amendment approval to allow for an addition and renovation to the school for the property located at 11300 N. St. James Lane.

Commissioner Choren recused himself from this item.

Assistant City Engineer Cole McCraw stated that the project requires about 1,300 sq. ft. of impervious surface and they are required to meet the criteria from previous stricter approvals. They are losing two islands in the parking lot.

Action
Commissioner Stoker made a motion to approve the building and site plan amendment.
Ald. Strzelczyk seconded the motion.
A voice vote was taken; vote passed (8-0)

RESULT:	**APPROVED [6 TO 0]**
MOVER:	John Stoker, Commissioner
SECONDER:	Robert Strzelczyk, Alderman
AYES:	Nerbun, Strzelczyk, Gentges, Hawley, Schaefer, Stoker, Urbani, Barnes,
RECUSED:	Choren

3) Regular Business

a) Brookfield 16, LLC. The applicant is seeking certified survey map approval to allow for a 2-lot land division for the property located at 3319 W. Mequon Road.

Planner Hoier explained that this is 2-acre, R-3 zoning lot, which will be divided into two 1-acre lots. There is a 30-foot access easement on the west side of Lot 1 going into Lot 2. All standards for lot size and setbacks are met. He added that there are multiple specimen trees on the property that were evaluated by the City Forester, Mike Gies. The applicant has indicated that the intent is to preserve the existing trees. There is a condition of approval that the City Forester will need to review and approve all building permits associated with the two new lots created.

Action
Ald. Strzelczyk made a motion to approve the certifies survey map per staff conditions.
Commissioner Schaefer seconded the motion.
A voice vote was taken; vote passed (8-0)

RESULT:	**APPROVED [8 TO 0]**
MOVER:	Robert Strzelczyk, Alderman
SECONDER:	Rebecca Schaefer, Commissioner
AYES:	Nerbun, Strzelczyk, Barnes, Choren, Gentges, Hawley, Schaefer, Stoker

b) Concord Development Company for Concord 37. The applicant is seeking minor request approval for a master sign plan amendment for the properties located at 1300-1412 W. Mequon Road.

Assistant Director Jac Zader stated that the applicant is requesting three amendments to the master sign plan:

1. An additional sign on the east elevation for the back of the mall. This was also requested and denied by the Commission in 2013. Staff recommends denial of the request.
2. Each tenant space is allowed to have one sign regardless of the number of tenants, per the code. The applicant is requesting a larger sign for the middle sign and another sign to the right with different language on it, for a tenant that occupies three tenant spaces (Anytime Fitness).
3. Regarding the signs that overhang under the canopy; the request is that the signs be allowed to be different colors based on the ownership of the various tenants. Staff supports this request with the condition that the background color of the signs remain the

same (currently yellow in color). Staff approval required to change the background color of all the signs.

Regarding the second request, Asst. Dir. Zader explained there is a change to the staff report based on a missed stipulation of the code. Staff requested the applicant submit a sign that meets the 30-ft code requirement. Neither sign proposed is code compliant as submitted. Staff recommends that the master sign plan be followed without allowances for larger signage.

In conclusion, the only portion of the request that staff recommends approval is the change to the blade signs, staff recommends denial of all other requested changes.

The applicant, Colleen Jordan from Concord Development Company, stated that the larger size sign is requested due to the lettering and design of the tenant's corporate branding.

There was discussion about the size of the channel lettering and how to make it best work for the applicant to achieve their requested signage and to also be in compliance. They are very close, and the sign only needs a little modification. The Commission commented about not setting precedent for master sign plans going forward.

Amendment #1
Action
Ald. Strzelczyk made a motion to deny the request for an east elevation wall sign.
Commissioner Choren seconded the motion.
A voice vote was taken; vote passed (8-0)

Amendment #2
Action
Commissioner Choren made a motion to table the requested larger sign than allowed per the code.
Commissioner Schaefer seconded the motion.
A voice vote was taken; vote passed (8-0)

Amendment #3
Action
Ald. Strzelczyk made a motion to approve the request to allow additional font colors on the blade signs per staff recommendations.
Commissioner Schaefer seconded the motion.
A voice vote was taken; vote passed (8-0)

c) Sign Effectz, Inc. for Landmark Credit Union. The applicant is seeking minor request approval for a sign waiver allowing an electronic menu board for the property located at 10865 N. Port Washington Road.

Planner Hoier stated that the request is for a sign waiver for an electronic sign board at Landmark Credit Union. This would replace some of the plastic inserts currently being used to advertise interest rates and other products available. Th signs would be located in the drive-thru lanes at the rear of the building. The applicant submitted a letter of hardship stating that they are unable to offer a consistent experience for customers. Staff suggested window decals or window signs as an alternate option that would offer a consistent experience.

The electronic signs violate a few different ordinances; having more than one wall sign per façade, they are not allowed in the B-2 zoning district and they are not allowed for the use of financial institutions. For these reasons, staff recommends denial of the sign waiver request.

The applicant representing the Landmark Credit Union, stated that in their opinion this is not an electronic message center but more of an electronic poster board stating various programs and services available. The signs will be stagnate and not moving screens and they are not visible to the general public and that can be controlled from the corporate level and not the on-site staff. He compared them to a menu board at a fast food restaurant for the customers in the drive-thru.

The Commission concluded that some additional research needs to be done in the city to review what businesses are currently using electronic sign boards and some distinctions may need to be made to the zoning code to address this issue from a policy standpoint. The Commission is reluctant to approve this as it will set a precedent for many other uses in the city to come forward for approval.

Action
Ald. Strzelczyk made a motion to table the request until further policy review can be done.
Commissioner Gentges seconded the motion.
A voice vote was taken; vote passed (8-0)

RESULT:	**TABLED [7 TO 0]**
MOVER:	Robert Strzelczyk, Alderman
SECONDER:	Dan Gentges, Commissioner
AYES:	Nerbun, Strzelczyk, Choren, Gentges, Hawley, Schaefer, Stoker, Barnes

4) Policy

1) Changes to Chapter 58 and Chapter 10 as it relates to responsibilities of the Architectural Review Board and the Guidelines for residential structures.

Asst. Dir. Zader stated that these policy changes are a result of the study done by Managing Partners report to streamline the processes in the department. There has been some cumbersome and unclear information that has now been modified and cleared up. These are in Chapter 58 and require Planning Commission approval.

A few issues addressed include:

1. One of the main issues changes is what staff can review and approve at the staff level regarding detached structures. Currently staff reviews structures that are 150 sq. ft or less in area. The change would increase the staff review of structures up to 300 sq. ft. in area, provided than no one length is longer than 18 feet (staff to be able to review shed).

2. There were changes made to the detached structure requirements.
3. Flexibility on materials on additions (sometimes materials are no longer available).
4. Picture windows and patio doors do not have to have grids to match the rest of the house.
5. Removed the requirement that the Architectural Board review agricultural buildings less than 1,000 sq. ft.

These changes will be beneficial to staff and residents as it allows for some more flexibility. It was suggested that language be added so that staff has discretion to send an applicant to Architectural Board if a decision is questionable.

Action
Ald. Strzelczyk made a recommendation of approval to the Common Council with the suggestion that the additional language be added to allow Architectural Board review if staff demies the application.
Commissioner Stoker seconded the recommendation.
A voice vote was taken; vote passed (8-0)

5) Announcements

The next meeting is Monday, February 19, 2024, at 6:00 p.m.

6) Adjourn

Action
Commissioner Schafer made a motion to adjourn the meeting.
Commissioner Stoker seconded the motion.
A voice vote was taken; vote passed (8-0)

The meeting was adjourned at 7:00 p.m.

Respectfully Submitted,

Jac Zader