



Virtual Meeting
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Department of Community Development
Taped and Televised

PLANNING COMMISSION
Regular Meeting
Monday, February 22, 2021
6:00 PM
Virtual Meeting

Minutes

1) Call to Order, Roll Call

Present:

Chair John Wirth
Alderman Andrew Nerbun
Commissioner Martin Choren
Commissioner Dan Gentges
Commissioner Rick Lemke
Commissioner Rebecca Schaefer
Commissioner James Schaefer
Commissioner John Stoker
Alternate Greg Bach
Alternate Stephanie Hawley

Mayor Wirth called the meeting to order at 6:00 p.m.
He stated the four protocols for the process of the virtual meeting.

a) Approval of Minutes from January 25 ,2021

Action

Commissioner Stoker made a motion to approve the January 25, 2021 meeting minutes.
Commissioner Becky Schaefer seconded the motion.
A voice vote was taken; vote passed (8-0)

RESULT:	APPROVED [8 TO 0]
MOVER:	John Stoker, Commissioner
SECONDER:	Rebecca Schaefer, Commissioner
AYES:	Wirth, Nerbun, Choren, Gentges, Lemke, J. Schaefer, R. Schaefer, Stoker

2) Consent Agenda

- a) Fick Family Living Trust. The applicant is seeking certified survey map approval to allow for a 2-lot land division for the property located at 3300 W. Grace Avenue.
- b) Lisa and Zach Newcomer. The applicant is seeking accessory structure approval for an 8,500 sq. ft. private horse barn/riding arena for the property located at 11361 W. Freistadt Road.
- c) Tracy & Scott Ernst. The applicant is seeking setback waiver approval to allow for a 672 sq. ft addition to the west of the existing dwelling for the property located at 13101 N. Wauwatosa Road.
- d) The Woods at Highland Park. The applicant is seeking subdivision sign and sign waiver approval to allow for a sign to be located partially in the right-of-way for the 28-unit condominium development located at the intersection of Green Bay Road and Woods Court (The Woods at Highland Park).

Action

Commissioner Bach made a motion to approve the four Consent Agenda items.

Commissioner Stoker seconded the motion.

A voice vote was taken; vote passed (8-0)

RESULT:	APPROVED [8 TO 0]
MOVER:	Gregg Bach, Commissioner
SECONDER:	John Stoker, Commissioner
AYES:	Wirth, Nerbun, Choren, Bach, Lemke, J. Schaefer, R. Schaefer, Sotker

3) Regular Business

- a) Foxtown Brewery. The applicant is seeking sign waiver approval to allow for a patio expansion for the property located east of 6411 W. Mequon Road. (REMOVE FROM TABLE)

Action

Commissioner Stoker made a motion to remove the item from the table.

Commissioner Choren seconded the motion.

A voice vote was taken; vote passed (8-0)

Asst. Dir. Zader stated this item was tabled at the last meeting after discussion about the appropriate signage for the patio wall. Staff has worked with the applicant and they have resubmitted new renderings. Staff approves of the format of the sign but believes the M-T logos should be larger and that the word “brewery” should be included to the sign in a smaller font. The applicant is not supportive of the changes recommended by staff and they would like the Planning Commission to approve the sign as submitted.

The applicant, represented by Stephen Perry Smith, stated that they object to the M-T logos being larger than the Foxtown font. They do not feel that “brewery” needs to be added as it is on the building wall behind this sign. Mr. Gregg Thompson added that they are agreeable to a slightly smaller font for both the Foxtown sign and for the logos.

Commission feedback supports staff recommendation that the M-T logos be slightly larger but not larger than the Foxtown font. Mayor Wirth stated that a slightly different font size and logo size helps to differentiate the two different signage and they do not run together. There was agreement that due to the word “brewery” located on the building wall, it would be redundant and not necessary on the patio wall.

Action

Mayor Wirth made a motion to approve the sign upon staff and the applicant working together to agree on slightly larger M-T logos and the sign does not need to include the word “brewery”.

Commissioner Stoker seconded the motion.

A voice vote was taken; vote passed (8-0)

RESULT:	APPROVED WITH CONDITIONS [8 TO 0]
MOVER:	John Wirth, John Stoker
AYES:	Wirth, Nerbun, Choren, Gentges, Lemke, J. Schaefer, R. Schaefer, Stoker

- b) Stephen Perry Smith Architects, Inc. for Foxtown. The applicant is seeking master sign plan approval for multiple signs for the property located at 11090 & 11120 N. Weston Drive.

Asst. Dir. Zader stated that this master sign plan request is for buildings E1 & E2. There are a lot of signs proposed in this submittal. The E1 building has commercial tenants slated for the first floor and the Fromm Family Food offices on the 2nd floor. The E2 building also has commercial tenants on the 1st floor, offices on the 2nd floor and Extended Stay Suites on the 3rd floor. Staff has worked with the applicant on this submittal and there are a few variations of the sign plan included in the packet:

- Exhibit A – Original submittal by applicant
- Exhibit B – Staff Recommendations
- Exhibit C – Revised submittal after staff recommendations.

Exhibit C mostly matches the staff recommendations with a few exceptions:

- E1 Building: North elevation includes a “Foxtown Market” sign on the west and one of the meat tenant signs to the south.
- E1 Building: South elevation includes a Foxtown market sign and another tenant sign.

Staff recommends that on the end caps there should only be one sign at the front of the building along Weston, and not along the back. This is an effort to keep down the amount of signage. He explained that the signs along the interior of the buildings will not be seen from the road and staff believes they are unnecessary.

- E2 Building: North & South elevations should only have signs located in the front of the building that identify the actual tenants that are adjacent to that space.

The applicant is adding a tenant panel sign to both buildings in the back for the Extended Stay Suites, but the sign is not in the location of the Extended Stay Suites nor at the entrance way.

The major difference of agreement are the signs on the east side of the end caps of those two buildings. Asst. Dir. Zader stated that staff supports everything else that was submitted as the signs do a nice job of balancing the architecture of the building and all the signage is within the 30 sq. ft. requirement of the code.

The applicant, represented by Stephen Perry Smith, stated they feel that the signage on the end caps provide a visual balance and helps with the aesthetics of the building. They feel that the goose-neck lighting is enhanced with the signage added. The signage on the north end along Mequon Road of Building E1 provides an opportunity to promote the meat tenant and they feel it looks odd as a blank wall.

The Commission discussed the signage on the end caps and in the interior of the buildings. Asst. Dir. Zader stated that there are other areas on the building that have goose-neck lighting, used as architectural features, without signage. He also explained that the signs recommended for removal on the north and south ends, do have tenant signage on the east and west elevations as well as on the tenant panel sign. Mayor Wirth stated that he is concerned with what has been approved elsewhere, as these signs are not at entry ways. Some Commissioners believe that it looks more balanced with the additional signs.

Asst. Dir. Zader explained that typically only one tenant sign is allowed. On 4-sided architecture at MTC1, tenant signs were allowed at both ends at the entry ways; one in the front and one in the back. Some end caps at MTC1 were also allowed to have a 3rd sign as they are visible through the entrance ways. Some limited circumstances on Port Washington Road were also allowed to have end cap signs with an additional sign. He reminded the Commission that the restaurant at the River Site property was denied a sign on the end cap because the sign was not located by the tenant space. This is the same reason that the Extended Stay Suites signs are not approved by staff for this submittal; the tenant is not located on the first floor and the signs are not located by their tenant space.

The applicant stated that the tenant sign on the north end of the Building E1 end cap might state “butcher” or “meat” as opposed to a specific tenant. He commented this would be similar to the fish types that are listed on the St. Paul Fish Market building across the street.

Action

Commissioner Stoker made a motion to approve the item per staff recommendations.

Commissioner Choren seconded the motion.

A roll call vote was taken; vote passed (8-0)

RESULT:	APPROVED WITH CONDITIONS [8 TO 0]
MOVER:	John Stoker, Commissioner
SECONDER:	Martin Choren, Commissioner
AYES:	Wirth, Nerbun, Choren, Gentges, Lemke, J. Schaefer, R. Schaefer, Stoker

4) **Announcements**

The next meeting will be on Monday, March 22, 2021 at 6:00 p.m.

5) **Adjourn**

Action

Commissioner Stoker made a motion to adjourn the meeting.

Commissioner Gentges seconded the motion.

A voice vote was taken; vote passed (8-0)

Respectfully Submitted,

Jac Zader