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Department of Community Development
Taped and Televised

PLANNING COMMISSION
Regular Meeting
Monday, May 22, 2023
6:00 PM
Christine Nuernberg Hall

Minutes

1) Call to Order, Roll Call

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

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

a) Approval of Minutes from April 24, 2023

Action
Alderman Strzelczyk made a motion to approve the meeting minutes from April 24, 2023.
Mayor Nerbun seconded the motion.
A voice vote was taken; vote passed (6-0)

RESULT:	**APPROVED [6 TO 0]**
MOVER:	Robert Strzelczyk, Alderman
SECONDER:	Andrew Nerbun, Chair
AYES:	Urbani, Nerbun, Strzelczyk, Choren, Hawley, Schaefer
ABSENT:	Gentges, Stoker

2) Regular Business

a) Jilly's Car Wash. The applicant is seeking master sign plan approval for the property located at 10829 N. Port Washington Road.

Assistant Director Jac Zader stated that this request is mainly for free standing signs as the monument and wall signs have previously been approved and installed. Upon final inspection it was noted that there were additional signs on site, so a master sign plan was required. He explained that the original package submitted included 27 signs. Staff and the applicant worked together and narrowed down the requested signs to a total of eight, located in the less conspicuous locations as possible.

He explained that an unresolved issue is the size of the signs located at the entrance way to the carwash. Staff believes the font can be smaller and the overall sign can be reduced from 14 sq. ft. to 8 sq. ft. The signs are for wayfinding and 2' x 4' signs should be adequate to accommodate their intent.

Staff does recommend approval of the eight signs with the recommendation that the signs be reduced to 8 sq. ft. in area.

The applicant, Jon Zimmerman, stated that they really like the signs and the size as proposed. They had already produced all the signs and would have to start over and lose the total cost of the produced signs.

There was feedback from the Commission that the applicant should have gotten approval before having the signs produced. There was discussion about the size of the signs and what is most desirable at this location. There was support for the proposed size of the signs.

Public Comment

Joe Sorensen – 1428 De La Warr Circle – stated that he feels that the Commission is setting a precedent by allowing the deviation from the sign code and allowing the larger signs to be approved.

Action

Alderman Strzelczyk made a motion to approve the signs as proposed because the signs are not visible from the public road, the need to communicate wayfinding based on the nature of the business with the understanding that as part of the master sign code that any changes of color or font or any other changes must have Planning Commission approval.
Commissioner Choren seconded the motion.
A voice vote was taken; vote passed (6-0)

RESULT:	**APPROVED WITH CONDITIONS [6 TO 0]**
MOVER:	Robert Strzelczyk, Alderman
SECONDER:	Martin Choren, Commissioner
AYES:	Urbani, Nerbun, Strzelczyk, Choren, Hawley, Schaefer
ABSENT:	Gentges, Stoker

b) Aurora Healthcare. The applicant is seeking building and site plan amendment approval to a allow for a 2,700 sq. ft. addition for the property located at 6425 W, Mequon Road. REMOVE FROM TABLE

Action
Commissioner Schaefer made a motion to remove the item from the table.
Commissioner Hawley seconded the motion.
A voice vote was taken; vote passed (6-0)

Director Kim Tollefson stated that this request is for a 2,700 sq. ft. addition to the property located in the Town Center neighborhood at the corner of Mequon Road and Buntrock Avenue. There are non-conformities on this site in terms of building placement and parking lot location. Staff has spent a lot of time working with the applicant to determine appropriate features for along the public streets as this is located at an intersection and in proximity of redeveloped properties. Building and parking lot location were explored, and many proposed suggestions resulted in creating other conflicts on site.

It was decided to mimic the current streetscaping on Buntrock Avenue similar to what has been implemented by Foxtown in particular but also with the sequencing by Artesa and the townhome development south of there.

In keeping with the spirit and intent of the Town Center, there will be modification and enhancement of the existing monument sign and the structure of the sign. There will be a seat wall, no less in height than 3' 6", as well as another seat wall that faces Buntrock Avenue that will include the sign cabinet. An enhanced landscaping bed will be included as well. She explained that the city's Town Center gateway sign will be relocated to the northwest corner of this site via an easement.

Dir. Tollefson stated that a few conditions need to be considered:

- Below grade utilities are located outside the utility easement.
- The request is for the sign to be taller in height (8 feet) than the Town Center zoning district allows (6 feet). Staff wants to ensure the sign is not any higher than 8 feet in height.

She mentioned that the city will be landscaping the right of way where the transformers are located, and the applicant and staff will work together to ensure there is continuity among the various landscaping beds.

Action
Alderman Strzelczyk made a motion to approve the item per the conditions in the staff report.
Commissioner Choren seconded the motion.
A voice vote was taken; vote passed (6-0)

RESULT:	**APPROVED [5 TO 0]**
MOVER:	Robert Strzelczyk, Alderman
SECONDER:	Martin Choren, Commissioner
AYES:	Urbani, Nerbun, Strzelczyk, Choren, Hawley, Schaefer
ABSENT:	Gentges, Stoker

c) Fifth-Main. The applicant is seeking sign design approval for the property located at 1550 W. Mequon Road.

Dir. Tollefson stated the application for approval is strictly for design. The sign otherwise technically complies with the sign code. She explained that the sign was modified in the fall of last year which made it non-conforming to its sign permit. There was a lot of public feedback regarding the design of the sign, and it has been modified in advance of this approval request. A pink outline detail was added to each of the tenant panels. The sign code requires that the color scheme of the sign match the colors of the principal building or attributes of the property. Staff does not believe the tone of pink matches anything on the structure of the building. When staff does not believe compliance with the design standards can be achieved within the code, the item shall be advanced to the Planning Commission for final decision.

She further commented that another option would be for a contrasting color be used for the sign but the applicant would be required to submit a proposal that shows that the contrasting color is incorporated throughout the site or the building. The city's architectural review standards as it relates to structures address colors being consistent with the building or surroundings and must have a significant visual impact.

The applicant stated that they incorporated new branding and that the pink color is part of their website and other marketing for their business. Their customers communicate that their location is difficult to find, and the unique coloring of the sign helps their customers find their building. They believe there are different hues of pink in the building stone.

There was discussion among the Commission that the color is not acceptable and that it is not believed to be part of their branding or their logo (upon review of their website). The feedback is that there is not coloring in the building that matches the tone of the pink sign and it is not cohesive with the surrounding area.

Action
Alderman Strzelczyk made a motion to deny this item.
Commissioner Hawley seconded the motion.
A voice vote was taken; vote passed (5-1) (No: Schaefer)

RESULT:	**DENIAL [5 TO 0]**
MOVER:	Robert Strzelczyk, Alderman
SECONDER:	Stephanie Hawley, Commissioner
AYES:	Urbani, Nerbun, Strzelczyk, Choren, Hawley
ABSENT:	Gentges, Stoker
DEEMED NO:	Schaefer

d) Gerald Nell, Inc. for Roettgers Company. The applicant is seeking expansion of a non-conforming use and building and site plan amendment approval to allow for a car wash and ancillary facilities for the property located at 11155 N. Wauwatosa Road (Mobil). REMOVE FROM TABLE

Action

Commissioner Choren made a motion to remove the item from the table.
Commissioner Hawley seconded the motion.
A voice vote was taken; vote passed (6-0)

Dir. Tollefson stated that this item has been before the Commission at the last few meetings as there were a number of unresolved issues related to the site as well as operational issues. All of the matters have been resolved as detailed in the staff report except for one which is the proposal for the location of the vacuums. Some of the issues resolved include:

- Curbing location confirmed along the queue lane to help protect the landscaping and control run off from the site.
- Dumpster location will be in the southeast corner of the site where there are fewer constraints.
- Parking lot repairs will be made to portions of the site and sealed.
- Landscaping will be coordinated with neighboring properties, in fill of species where needed and street trees will be included.

She reminded the Commission that service-oriented features are typically not located at the front of the site.

The applicant explained the style of vacuum they are proposing.

The Commission provided feedback that most of the Commissioners prefer ground level vacuums without the canopy arms and that landscaping must be present to help shield the vacuum bank. They agree that due to the limited size parcel that the vacuums need to be located at the front of the site.

Action

Commissioner Choren made a motion to approve 3 ground level vacuums, under 6 feet in height, they must be well-screened by landscaping and aluminum in color.
Commissioner Hawley seconded the motion.
A voice vote was taken; vote passed (6-0)

RESULT:	**APPROVED WITH CONDITIONS [6 TO 0]**
MOVER:	Martin Choren, Commissioner
SECONDER:	Stephanie Hawley, Commissioner
AYES:	Urbani, Nerbun, Strzelczyk, Choren, Hawley, Schaefer
ABSENT:	Gentges, Stoker

3) Policy

1) Chapter 58 Zoning Code Text Amendment Related to the Storage of Recreational Vehicles

Asst. Dir. Zader stated that he incorporated feedback from the Commission and drafted a revised ordinance for Recreational Vehicles on residential properties. The proposed changes allow for one vehicle under 20 feet in length and one vehicle, not to exceed 27 feet in length, be allowed on residential properties from May 15 through October 31st. Vehicles greater than 27 feet in length are allowed temporarily from May 15 through October 31 for up to 7 days with approval from the

Community Development Director. The vehicles are only allowed on the principal residence and must be located at least 20 feet from side property lines and must be located on a impervious surface.

He explained that the proposed changes will be forwarded to the Common Council for approval.

Action

Commissioner Schaefer made a motion to recommend the proposed changes to the Common Council.
Alderman Strzelczyk seconded the motion.
A voice vote was taken; vote passed (6-0)

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

4) Announcements

The next meeting is Monday, June 26, 2023, at 6:00 p.m.

5) Adjourn

Action

Alderman Strzelczyk made a motion to adjourn the meeting.
Commissioner Schaefer seconded the motion.
A voice vote was taken; vote passed (6-0)

Meeting concluded at 7:25 p.m.

Respectfully Submitted,

Jac Zader