



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262/242-3100

www.cityofmequonwi.gov

Department of Community Development
Taped and Televised

PLANNING COMMISSION
Regular
Monday, January 26, 2026 - 6:00 PM
Christine Nuernberg Hall

Minutes

1) Call to Order and Roll Call

The meeting was called to order by Chairman Nerbun at 6:00 p.m.

Roll call was taken.

Present:

Mayor Nerbun, Alderman Parrish, Commissioner Hawley, Commissioner Schaefer, Commissioner Urbani, Commissioner Ellsworth, Commissioner Hawley, Commissioner Barnes [ABSENT_ Commissioner Stoker, Commissioner Choren]

Also present: Assistant City Administrator Jessica Wolff, Director of Community Development Kim Tollefson, Assistant Director of Community Development Jac Zader, Assistant City Engineer Cole McCraw, Planner Natalie Redding, Administrative Assistant Robin Buzzell

2) Minutes

MOTION:	Approve
MOVER:	Commissioner Stephanie Hawley
SECONDER:	Commissioner Rebecca (Becky) Schaefer
AYES:	Mayor Andrew Nerbun, Alderman Brian Parrish, Commissioner Bruce Barnes, Commissioner Stephanie Hawley, Commissioner Rebecca (Becky) Schaefer, Commissioner Nancy Urbani, Commissioner Oliver Ellsworth
NAYS:	None

RESULT:	Approved by Voice Acclamation
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3) Consent Agenda

- a) Marlene Kasten. The applicant is seeking certified survey map approval for a 3-lot land division for the property located at 14325 N. Granville Road.
- b) The Hat Trick Development, LLC. The applicant is seeking certified survey map approval to allow for a correction to an existing property lot line for the property located immediately north of 8440 W. Donges Bay Road.
- c) P2 Development. The applicant is seeking certified survey map approval for a land division of five (5) parcels into 2-lots for the properties located at 11030, 11020, and 10950 N. Buntrock Avenue, 11027 N. Weston Drive and the property immediately to the south of 11027 N. Weston Drive.
- d) Mequon I LLC for The Enclave at Mequon Preserve Phase IX. The applicant is seeking development agreement approval to allow for Phase IX of The Enclave at Mequon Preserve subdivision located west and east of 10622 N. Tree Sparrow Road.

MOTION:	Approve Consent Agenda - 4 items
MOVER:	Commissioner Nancy Urbani
SECONDER:	Commissioner Stephanie Hawley
AYES:	Mayor Andrew Nerbun, Alderman Brian Parrish, Commissioner Bruce Barnes, Commissioner Stephanie Hawley, Commissioner Rebecca (Becky) Schaefer, Commissioner Nancy Urbani, Commissioner Oliver Ellsworth
NAYS:	None
RESULT:	Approved by Roll Call Vote

4) Regular Business

- a) Victory Homes of Wisconsin for Buening and Heiny. The applicant is seeking minor request approval to allow for the removal of one (1) specimen tree to allow construction of a new residential single-family home for the property located at 3101 W. Hidden Lake Road.
- b) Sign Effectz, Inc. for Stern Real Estate, LLC. The applicant is seeking master sign plan approval for a multi-tenant building located at 1000 W. Donges Bay Road.

City Planner Natalie Redding stated that this request is for a master sign plan ("MSP") for a multi-tenant building located at 1000 W. Donges Bay Road which is zoned B-5. The MSP is

proposing 8 total signs which include 7 wall signs, for each existing tenant space and each potential tenant space, and 1 existing monument sign. The monument sign was approved by the city through a sign permit in 2006, and the only changes proposed are for the tenant panels. She explained there is an existing wall sign on the south elevation of the building, referred to as sign #3, for the existing tenant, The Norscot Group. This sign was also previously approved by the city in 2005. Staff are supportive of both the monument sign and the wall sign remaining as part of the MSP.

Planner Redding explained that the proposed plan shows signs on multiple building elevations, some correlate to face parking areas or drive aisles and others that are situated in more service-orientated entrances. Specifically, three of the signs (#5, #6, #7) are facing I-43. B-5 zoning falls outside of the I-43 signage requirements of zoning districts. Based on this, and considering the sign locations are more secondary and not front-facing, staff find it unnecessary that these signs maintain the same size and the same hierarchy as signs #1-4 which are positioned on the front of the building and face the street.

Staff requested a delineated clarification of the tenant suites for analysis purposes for a better understanding of the existing suite spaces on site, but this was not received in time for finalizing the staff report.

Typically, MSPs only allow for signs for existing tenant spaces, rather than for potential build-out tenant spaces. Staff are not supportive of signs #5-7 that are facing I-43. She commented that in lieu of larger wall signs there; door decals would be allowed for delivery clarifications or people using the doors on that side of the building. Future tenant buildouts could be handled by an amendment to the MSP and through a text amendment to the city sign code to address the I-43 facing signs.

Furthermore, staff recommend that signs #1 & #2 be stacked instead of located on either side of the door as this is a shared entrance and staff believe the signs would read more cohesively and reduce visual clutter. Additionally, sign #4 should be raised to be in line with the door entry element that is consistent with the existing Norscot wall sign location and consistent with the location where the tenant wants two wall signs to be placed.

In addition to the location layouts, there are some general standards that the MSP imposes. She noted that the staff report in the packet incorrectly states that the maximum letter height is 20" and the correct height is 30". The applicant is requesting this size and staff support this request. This correction also nullifies the note in the staff report that the Norscot wall sign is non-conforming. It is within the requirements that the applicant proposed at 30".

Planner Redding stated that corporate colors are permitted and logos shall be included within the 30 square feet maximum allowable sign area. The applicant has communicated that they prefer stud-mounted wall signs instead of channel letters with raceways and staff support this.

In summary, she noted that staff report condition #7 is to be struck and condition #6 is to be changed to a maximum of 30" letter height. Staff are supportive of the master sign plan per the

conditions in the report.

There was a discussion about signs #5-7 facing I-43 and the whether there is a need for wall signs when the office space is not yet designated to specific tenants. It was noted that a text amendment would be required to allow for I-43 facing signage in the B-5 zoning district.

MOTION:	Approve with conditions to strike condition #7 and condition #6 modified to allow for letters up to 30" maximum height
MOVER:	Commissioner Nancy Urbani
SECONDER:	Commissioner Bruce Barnes
AYES:	Mayor Andrew Nerbun, Alderman Brian Parrish, Commissioner Bruce Barnes, Commissioner Stephanie Hawley, Commissioner Rebecca (Becky) Schaefer, Commissioner Nancy Urbani, Commissioner Oliver Ellsworth
NAYS:	None
RESULT:	Approved by Voice Acclamation

5) Announcements

The next meeting is Monday, February 23, 2026, at 600 p.m.

6) Adjourn

MOTION:	Adjourn
MOVER:	Commissioner Stephanie Hawley
SECONDER:	Commissioner Nancy Urbani
AYES:	Mayor Andrew Nerbun, Alderman Brian Parrish, Commissioner Bruce Barnes, Commissioner Stephanie Hawley, Commissioner Rebecca (Becky) Schaefer, Commissioner Nancy Urbani, Commissioner Oliver Ellsworth
NAYS:	None
RESULT:	Approved by Voice Acclamation

The meeting was adjourned at 6:23 p.m.

Respectfully Submitted,
Robin Buzzell, Administrative Assistant