

CITY OF DELAFIELD PLAN COMMISSION MINUTES

CALL MEETING TO ORDER

Mayor McAleer called the meeting to order at 8:55 p.m.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

ROLL CALL

Present

Mayor Ed McAleer
Kent Attwell
Dirilee Curtis-Costa
Ald. Beth Leonard
Roger Dupler, Planner
Tim Schuenke, Administator

Absent

Larry Chapman
Mike Frede
Kevin Fitzgerald
Tom Maney, Inspector

- 1. DELAFIELD CITIZEN’S COMMENTS PERTAINING TO SUBJECTS ON THIS AGENDA.

Matthew Willert, 328 Lawn Street, Hartland – He is considering opening a business and was concerned about signage use. He has met and discussed the signage issues with business owners in the area; many are concerned regarding the reduction of traffic into their businesses. This is influencing his decision to open business in Delafield.

Bonnie Dixon, President of the Delafield Area Chamber, Owner of The UPS Store – She urged the Plan Commission to take timely action on the Sign Committee’s recommendations and encouraged the relaxation of enforcement of the present sign ordinance on businesses. She understood that the City had initiated a developmental survey to property owners. She felt that lost business revenues would affect property values and the current tax base to the City. Inspection letters were mailed to many businesses during the third week of June. Many business owners have signed a petition that will be presented to the City this evening. City enforcement involves all city sectors. She addressed lost business as a result of the enforcement. Asked if it would make sense to allow the signage under the new recommendations that control the size, location, distance from each other, and fees charged versus direct civil disobedience. She hoped that the Plan Commission would act quickly.

Mayor McAleer stated that members on this Plan Commission were not serving when the remainder of the sign ordinance was brought forward by the Sign Committee. He felt that sandwich boards are important and that the ordinance is a good ordinance. He would ask that the Plan Commission to do everything they can to expedite this enforced and passed so that the businesses enjoy some advertising in fall.

CITY OF DELAFIELD PLAN COMMISSION MINUTES

Paula Hornbeck, Eye Candy Eyewear, 524 Milwaukee, Street – She is a new business owner and did not appreciate the letter that came to her. If there were issues with her signage she would have liked to have known. The letter was angry in feeling and was threatening. The expense of taking a sign down and having a business with no signage would greatly harm her business. The letter was unrealistic. Many signs in the city were not unattractive. This should have been dealt with in a friendlier way in order to keep businesses going in Delafield.

Thomas Halverson, Bennollis Hand-Made Pizza, 615 Main Street – He expressed disappointment in the way the sign issue was handled. Because he was aware of what the Sign Committee was working on, he waited on a sidewalk sign and has been waiting for quite some time. His business has dropped 50% since his sign has been down. He understands the need for restrictions, but found that it is hard to successfully run a small business without the signage. For businesses that want to have a special everyday, signage is the most cost effective method. Many businesses make all of their profit in the summer months and he felt that it was not a good idea to take the signs down during the summer months.

Rick Lieblang, 607 Main Street – Presented a petition with 80 signatures to G. Gresch from the Chamber of Commerce. He was a participant on the Sign Committee and was surprised that the letter came out the way it did.

Dennis Bork, Aniquity Design, 719 Genesee Street – Has been in located downtown for 15 years. For each of these 15 years they have applied for a national award and during these years he was a jury judge and was in the top 200 in America. They had a banner made to celebrate his 15 years – his customers loved it. During the past two years he has received four offers to move his store to other cities. He does not need Delafield any more to sell his furniture. The Common Council doesn't do anything to support businesses in the downtown area. He recalled the businesses that went out of business approximately two years ago during the reconstruction and was disappointed to receive a letter from the City regarding removing their banner. Tax funds were used to work against small businesses. Since September 2000, business traffic has been declining. He asked if the Plan Commission wanted the downtown to be void of any life or spirit. This is a difficulty economy and the City should be helping. Other communities would love to have the businesses that Delafield has. Signs are informative and add interest. Delafield businesses do not need another expense to put up a sign. What is next? He found it insulting to get the letter from the City.

Jamie Hardt, Fitness Director, Anytime Fitness – Delafield, 3130 Village Square – Her store is one of the only five stores open in Village Square. They do approximately \$12,000 - \$15,000 in marketing which includes banner marketing. Their most profitable time is January – February. They need signage for summer months in order to survive. Taking away the opportunity to market via signage is devastating to her during summer months. She received

CITY OF DELAFIELD PLAN COMMISSION MINUTES

the letter but did not expect to hear about an \$800 permit. Felt that \$400 per year was unrealistic and would drastically affect her budget. If signage is taken away, in addition to banners, businesses are hurt. Suggested a yearly fee or some type of size ordinance, but taking it away all together is not an option.

Steven P. Kistner, Steven Paul Designs, 700a Genesee Street – Urged the Plan Commission to review the sign proposal that was in effect. He bought signage which paid phenomenally and put them on the map. However, he has seen a drastic drop in business since his sign has been down. The sign is crucial. He hoped that appropriate fast action would be taken to bring it back.

Jason R. Heckendorf, Steven Paul Designs, 700a Genesee Street – He addressed how the letter was worded; it was not received well. Strongly urged that the Sign Committee's proposal should be addressed. They were here as a structure and base for Delafield and asked why Delafield wanted to hurt them. Requested that the Plan Commission get the issue resolved.

Dawn Pennala, Salon Cover – New business owner. Her signs were taken down and it has hurt her business. She is on 83 and 94 attached to the Delafield Animal Hospital. Her clientele has no clue where she is. She was extremely disappointed in the Plan Commission and stated that this must be handled better.

Susan Kinds, Delafield Hotel and Andrews - Delafield Hotel has a beautiful sign, but Andrews, to many individuals, is not known. Many calls are received asking how to get there. One small sign has cost them \$7,000. Quick action needs to be taken.

Mike, House of Prime Meats – He is a new business owner and received the letter regarding sign removal. He did not know why it was illegal. It is his only form of advertising. No one knows he is there and he has lost business and money because of it. This needs to be addressed fast. Asked why the City could put a sign out regarding July 4 events and he can't. This does not make sense. He hoped that the Plan Commission would take serious action.

Mr. Sloan, Loaf n Jug Restaurant – Asked if there was a way to address this instead of putting a fee on the sign every 90 days. Is there a way that the Plan Commission could propose a sign, design, font, placement, etc. with no charge? If there is a violation, a letter could be written notifying the business and a fine could be imposed. This is penalizing everyone. His business has suffered from this. This is the high season for businesses in Delafield.

Debra Smith, Executive Director, Delafield Chamber of Commerce – She thanked the Plan Commission for allowing them to come tonight. She has spent 17-20 hours answering phone calls from businesses in Delafield who have received the letter. The businesses are passionate about Delafield and about staying here. She is passionate about continuing to work to support the businesses so that they thrive and are successful. The businesses are

CITY OF DELAFIELD PLAN COMMISSION MINUTES

struggling with the economy. The businesses were thanked for speaking their thoughts. She hoped that at least sandwich board signs could be allowed for the rest of the summer with restrictions on placement and that they be taken in at night. This would help advertise the businesses throughout summer while there is tourism.

Mayor McAleer asked if there were any further comments. There were none.

D. CURTIS-COSTA MOTIONED TO CLOSE CITIZENS COMMENTS. B. LEONARD SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

2. ADMINISTRATOR'S REPORT.

a. DISCUSSION AND POSSIBLE ACTION OF CITY SIGNAGE AS RECOMMENDED BY THE SIGN COMMITTEE.

Mayor McAleer asked T. Schuenke, City Administrator, and R. Dupler if they could institute a 90 day trial for the ordinance received by the Sign Committee specifically for sandwich board signs and allow businesses to do that, understanding that the ordinance change process needed to go through and at end of 90 days it may be possible that the Common Council may not wish to make that approval. The City Attorney would need to be consulted. R. Dupler commented that sandwich board signs have never been complained about. Believed that there was the power to suspend and implement the sandwich board signs on a trial basis. Mayor McAleer stated that if this was done, it was temporary and could not be considered permanent. He stressed that there was a risk to the business owner.

B. Leonard asked if these sandwich board signs were already purchased. If there was a moratorium on sandwich board signs and no new signs needed to be purchased, and the Common Council did not adopt the change, there would not be as much of a risk to the business. Mayor McAleer did not know what the application process would be, but for 90 days, he would like to waive the fee. R. Dupler stated presently there were 10-12 petitions for sandwich board signs. He suggested this would be a way for tracking the signage. Those businesses that already submitted the application and paid a fee should be refunded. The proposed ordinance stated that every business is afforded a sandwich board sign. Mayor McAleer suggested a 90 day trial period. T. Schuenke believed if it was possible to have a moratorium or to somehow put the new ordinance into effect on an emergency basis with confirmation from the City Attorney, that at the staff level this could be expedited within one week or less. He needed to check the City ordinances would allow the City to temporarily on an emergency basis place this ordinance into effect. B. Leonard would be more comfortable not referring to the ordinance at all and just did a 90 day moratorium on sandwich board signs. B. Leonard stated that she has not seen the Sign Committee's language at this point in time. However, it was

CITY OF DELAFIELD PLAN COMMISSION MINUTES

noted that the materials had been emailed to the commissioners. Mayor McAleer did not have an objection with an emergency accommodation for 90 days allowing this with the City Attorney's approval.

R. Dupler noted that there was only one sandwich board sign that drastically exceeded the size. Sarah Binkowski sat in during the Sign Committee process. When the final recommendations were made, the Plan Commission chose to leave the aesthetic recommendations because they seemed to be inconsistent with things in the downtown plan. After the downtown plan is updated, the aesthetics would be addressed. The Plan Commission did chose to introduce the purpose and intent section, the enforcement section was added, and updated several definitions. The permit processing has helped some businesses. She reviewed suggestions that were made to change things for the downtown area.

MAYOR MC ALEER MOTIONED TO APPROVE A 90 DAY TEMPORARY ALLOWANCE USING THE LANGUAGE IN THE PROPOSED SIGN ORDINANCE THAT DEALS WITH SANDWICH BOARD SIGNS AS A TEMPLATE FOR BUSINESSES TO USE THEIR SANDWICH BOARD SIGNS CONTINGENT UPON CITY ATTORNEY REVIEW AND APPROVAL. S. BINKOWSKI RECOMMENDED THAT THE PAPERWORK BE ACQUIRED DURING THE 90 DAYS. E. MC ALEER ADDED TO THE MOTION THAT IF THERE WERE ANY OTHER CAVEATS THAT THE CITY ATTORNEY WANTED TO ADD IN THAT THEY WOULD. R. DUPLER STATED THAT THE SANDWICH BOARDS WERE NOT APPROVED AS REMOTE BILLBOARDS. HE SUGGESTED THAT THIS NOT BE INCLUDED. E. MC ALEER SUGGESTED THAT THE SANDWICH BOARDS FOLLOW THE PROPOSED LANGUAGE OF THE ORDINANCE. K. ATTWELL ADDED THAT THE BUSINESSES BE REQUIRED TO FILL OUT FORM AND TURN IT INTO THE CITY. E. MC ALEER ACCEPTED THE ADDITION. B. LEONARD ADDED THAT THE APPROPRIATE INSURANCE LIABILITY WOULD BE REQUIRED (PAGE 2 OF PROPOSAL). E. MC ALEER AGREED TO THE ADDITION. R. DUPLER STATED THAT THE APPLICATIONS THAT HAVE BEEN RECEIVED NOW HAVE PROVIDED INSURANCE. E. MC ALEER STATED THAT THERE IS NO GUARANTEE THAT THE ORDINANCE WOULD PASS AND THAT THERE WAS A RISK ASSOCIATED WITH PURCHASING A SIGN DURING THIS 90 DAY PERIOD. D. CURTIS-COSTA SECONDED THE MOTION. E. MC ALEER CLARIFIED THAT THIS MOTION WAS ONLY FOR THE SANDWICH BOARD SIGNS. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

R. Lieblang requested that when the City Attorney provides his comments, that G. Gresch email the Chamber. In addition, they will also be put on the website.

b. DISCUSSION OF SMART GROWTH CHAPTERS 1 THROUGH 4.

No discussion took place.

CITY OF DELAFIELD PLAN COMMISSION MINUTES

3. ADJOURNMENT.

B. LEONARD MOTIONED TO ADJOURN FROM THE MEETING. K. ATTWELL SECONDED THE MOTION. ALL WERE IN FAVOR. MOTION CARRIED. THE MEETING ADJOURNED AT 9:57 P.M.

Minutes Prepared By:

Accurate Business Communications, Inc.