

CITY OF DELAFIELD SIGN COMMITTEE MINUTES

CALL MEETING TO ORDER

R. Lieblang called the meeting to order at 7 a.m.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

ROLL CALL

Present

Absent

Chrys Mursky (exited at 8:16 a.m.)
Bonnie Dixon (exited at 7:46 a.m.)
Rick Lieblang
Tony McGuire
Fran Balistreri

Also Present

Mike Gavin, *Administrative Intern*
Sarah Binkowski, *Assistant City Planner*

1. PUBLIC COMMENTS

No citizens were present.

2. APPROVAL OF MEETING MINUTES

a. AUGUST 31, 2007

B. DIXON MOTIONED TO APPROVE THE AUGUST 31, 2007 MINUTES. T. MC GUIRE SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

b. SEPTEMBER 14, 2007

B. DIXON MOTIONED TO APPROVE THE SEPTEMBER 14, 2007 MINUTES. T. MC GUIRE SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

3. OLD BUSINESS

F. Balisteri distributed sample drawings of monument signage that could be used in the downtown area. One obstacle to this type of signage in the downtown care is the vision corner limitation. Discussion took place on

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possible locations that could be used. These monument signs would be mostly for pedestrian traffic. S. Binkowski stated that a sign easement could be obtained. R. Lieblang stated that because there are approximately 100 businesses on Milwaukee Street, displaying all of the names may be problematic.

a. REVIEW OF DOWNTOWN DISTRICT GUIDELINES (17.30)

1. DRAFT REVISIONS TO 17.30(1)(G), (I), AND (J).

S. Binkowski summarized that the revision would strike “g” (no backlit signs), strike “i” (signage oriented to the pedestrian), and change to “h” to reflect a maximum of 25 sf instead of 12 sf. S. Binkowski stated that monument signs are not reflected in this section but are regulated by the zoning district itself. The regulation for ground signs is that they need to meet the setbacks for the district. Discussion took place on different kinds of backlit signs. S. Binkowski discussed the Mequon lighting code, specifically page 10 of 17. The committee was in consensus that the hour regulation in that code would be appropriate for the City of Delafield. Neon signs were not viewed favorably and should not be allowed.

It was decided that flush-mounted signage should have an opaque background with the box and background opaqueness being a color harmonious with that of the building portion where the sign will be located. Foot candle reading enforcement will be incorporated. LED driven signage will not be allowed. Separation of building mounted signage will be reviewed by S. Binkowski.

C. Mursky suggested that multi-tenant businesses have a sign plan so that individual signage for the buildings could come in and be approved by staff. S. Binkowski will develop language for this.

Ground mounted signs will be discussed at the next agenda.

4. NEW BUSINESS

a. CREATION OF A PURPOSE SECTION FOR THE CITY’S SIGN CODE

No discussion took place.

b. REVIEW OF CITY’S EXISTING SIGN CODE (17.65-17.74)

1. 17.65 PERMIT REQUIRED

No discussion took place.

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2. 17.66 SIGNS PERMITTED IN RESIDENTIAL, AGRICULTURAL AND CONSERVANCY DISTRICTS.

No discussion took place.

3. 17.67 SIGNS PERMITTED IN ALL BUSINESS AND INDUSTRIAL DISTRICTS.

No discussion took place.

4. 17.68 TEMPORARY SIGNS.

No discussion took place.

5. 17.69 SIGN PLACEMENT REGULATIONS.

No discussion took place.

6. 17.70 EXTERIOR LIGHTING AND ILLUMINATION OF SIGNS.

No discussion took place.

7. 17.71 BONDS.

No discussion took place.

8. 17.72 SIGNS WITHIN A PUBLIC RIGHT-OF-WAY.

No discussion took place.

9. 17.73 NONCONFORMING SIGNS.

No discussion took place.

10. 17.74 DEFINITIONS.

No discussion took place.

c. **CREATION OF SANDWICH BOARD AND BANNER REGULATIONS**

S. Binkowski drafted a new section to be included at the end of the sign code. A release/disclaimer from the owner of the sandwich board sign should be obtained – the liability waiver would be on the form. Sandwich boards signs would be allowed under the new regulations, but would need to be taken indoors at the close of business each day. Sandwich board panels should be limited to 24”w x 36”h. There should be

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enforcement. Sandwich board construction and material descriptions were discussed.

An ordinance from Safety Harbor, Florida was referenced. This was included in the committee members' packets. The end of Item 5 (percent of chalkboard allowed) and Item 12 of that ordinance will be deleted (permanent lettering). Item 14 discussed the amount of liability – Attorney Brody suggested in his email that the Petitioner provide the City with a certificate of insurance. At time of the sandwich board adoption, letters should be sent out to all businesses with a three month time period to come into compliance with the new ordinance. Temporary use will be deleted. Location of the signage must be on the business' property. It was the consensus of the committee to use this ordinance with the above referenced changes.

d. CREATION OF ENFORCEMENT REGULATIONS

No discussion took place.

5. CORRESPONDENCE

- a. Email from Brody Richter dated September 19, 2007 regarding proposed ordinance changes.

6. ADJOURNMENT

T. MC GUIRE MOTIONED TO ADJOURN FROM THE MEETING. F. BALISTRERI SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED. THE MEETING ADJOURNED AT 8:33 A.M.

Minutes prepared by:

Accurate Business Communications, Inc.