

CITY OF DELAFIELD PLAN COMMISSION MEETING MINUTES

Call to Order

Mayor DeYoe called the Wednesday, January 27, 2016 Plan Commission meeting to order at 7:00PM.

Pledge of Allegiance

The Pledge of Allegiance was recited.

Roll Call for the Wednesday, January 27, 2016 Plan Commission meeting:

Present

Absent

Michele DeYoe, Mayor

Tim Aicher, Ald.

Wayne Dehn

Dave Greenway

Dan Jashinsky

Meghan Johnson

Jim Reiher

David Simon

Roger Dupler, City Planner

PUBLIC HEARING #1: **Ordinance Text Amendments – Chapter 17.29(5) Tree Preservation.**

APPLICANT: **City of Delafield, WI.**

MATTER: The City seeks approval of amended language in Chapter 17.29(5) relating to existing tree replacement requirements.

DeYoe opened the Public Hearing at 7:00 PM.

No comments were received at this hearing.

DeYoe closed the Public Hearing at 7:01 PM.

PUBLIC HEARING #2: **Architectural Revisions - Amended Conditional Use**

TAX KEY/ADDRESS: **DELC 0733.998.010, 2975 Village Square Drive, Delafield, WI**

OWNER/APPLICANT: **Owner: Heritage 15 LLC, Applicant: Mark Hammond**

MATTER: Applicant seeks approval of amended architecture to accommodate a revised porte-cochere entrance canopy.

DeYoe opened the Public Hearing at 7:01 PM.

No comments were received at this hearing.

DeYoe closed the Public Hearing at 7:02 PM.

PUBLIC HEARING #3 **Architectural Revision – Amended Conditional Use**

TAX KEY/ADDRESS: **DELC 0804.999.004, 3191 Golf Road, Delafield, WI**

OWNER/APPLICANT: **Owner: Ramco Gershenson, Inc. Applicant: Tim Schenk**

MATTER: Applicant seeks approval of storefront remodeling for Bath and Body Works.

DeYoe opened the Public Hearing at 7:02 PM.

Natalie Rauma, Project Designer and Aaron Mamarrra, Architectural Consultant, were present. Rauma explained the Bath and Body Works store located at the Nagawaukee Shopping Center on Golf Road was being remodeled with a new prototype for exterior lighting and signage. Graphic depictions were noted in the

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epacket. The signage would have a gingham illuminated transom with a blue wall. An architectural material would be added to the storefront as well to highlight the brand and draw customers to the store.

No additional comments were received at this hearing.

DeYoe closed the Public Hearing at 7:04 PM.

1. Approve Plan Commission meeting minutes of November 18, 2015 meeting.

Aicher noted that a correction to the November 18, 2015 Plan Commission meeting minutes was needed on page 1, under the Citizen Comment section for Chris Potroykus. In sentence 1, the reference to "sandwich board" should be changed to "digital message board".

Hearing no objections, the November 18, 2015 Plan Commission meeting minutes were approved as amended.

2. City of Delafield Citizen's Comments pertaining to subjects on this agenda.

Laura Schult, 935 Bahr Road, was present to provide input on Item 6c. She cautioned the Commission against creating a digital message sign corridor along I-94. She traveled the freeway a great deal and did not want the City to become the "Las Vegas of Waukesha County" by creating such a corridor.

Chris Potroykus, Delafield Dental, was present regarding Item 6a. He appreciated working with the City Planner regarding this item. The research presented was thorough and comprehensive in review. Readability and speed/timing of the scrolling message were the biggest issues. He agreed with Schult that the aesthetic appeal should also be considered in creating a corridor for this type of signage.

There were no objections; therefore, M. DeYoe stated Citizen's Comments were closed.

3. Consent Agenda

- a. **DELIC 0804.994.019, 2726 Hillside Terrace, Delafield. Owner: Hillside Terrace Shopping Center. Applicant: Will Wait.** Applicant seeks approval of a permanent sign for Red Wing Shoes, a footwear retailer in the Hillside Terrace Shopping Center.
- b. **Extraterritorial Plat Review. Owner/Applicant Paul and Jessica Morris.** Applicant seeks approval of a Certified Survey Map for the SE ¼ of Section 28, Town of Delafield and recommendation to the Common Council of the same.
- c. **DELIC 0787.075, 810 Genesee Street, Delafield. Owner: Jean Mulvaney. Applicant: Tracey Catarozoli.** Applicant seeks approval of a Business Plan of Operation and signage for Sally's Sweet Shop, a retail bakery. Hours of Operation are Monday through Thursday 6:30 A.M. to 6:00 P.M., Friday and Saturday 6:30 A.M. to 8:30 P.M., and Sunday 8:00 A.M. to 12:00 P.M., with 6 full-time employees and 6 part-time employees.
- d. **DELIC 0798.966, 416 Genesee Street, Delafield. Owner: VT Properties, Inc. Applicant: Jason Varner.** Applicant seeks approval of permanent building signage for The Eyeglassery Co., an optometrist office.
- e. **DELIC 0804.982, 2900 Golf Road, Delafield. Owner: Ramco Gershenson Properties LP. Applicant: Coffee House Holdings, Inc.** Applicant seeks an amended Business Plan of Operation to include liquor sales at Starbucks. Hours of Operation are Monday through Saturday 5:00 A.M. to 11:00 P.M., Sunday 6:00 A.M. to 11:00 P.M., with 20 part-time employees. Recommend to the Common Council of the same.

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DeYoe explained Item 3e would be removed from the Consent Agenda for additional consideration and discussion. Hearing no objections, the Consent Agenda Items 3a, 3b, 3c and 3d were approved as presented.

Dupler explained Starbucks representatives had submitted an application for consideration; however, the application was not signed by the owner and that information had not yet been received. Because of this the Business Plan of Operation could be approved, contingent upon the signature of the owner in order to allow the matter to move forward for consideration by the Common Council.

AICHER MOVED TO APPROVE AN AMENDED BUSINESS PLAN OF OPERATION TO INCLUDE LIQUOR SALES AT STARBUCKS. HOURS OF OPERATION ARE MONDAY THROUGH SATURDAY 5:00 A.M. TO 11:00 P.M., SUNDAY 6:00 A.M. TO 11:00 P.M., WITH 20 PART-TIME EMPLOYEES FOR DELC 0804.982, 2900 GOLF ROAD, DELAFIELD. OWNER: RAMCO GERSHENSON PROPERTIES LP. APPLICANT: COFFEE HOUSE HOLDINGS, INC., CONTINGENT UPON SIGNATURE BY THE OWNER AND TO RECOMMEND TO THE COMMON COUNCIL THE SAME. JOHNSON SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

4. Unfinished Business

- a. **DELC 0804.982, 2900 Golf Road, Delafield. Owner: Ramco Gershenson Properties LP. Applicant: Firehouse Subs.** Applicant seeks Plan Commission input and direction regarding a variance from the approved multitenant sign program for Nagawaukee Shopping Center.

TAKEN FROM PLANNER DUPLER'S STAFF REPORT: Signage - The applicant seeks input from the Plan Commission regarding a variance from the multitenant sign program for Nagawaukee Shopping Center. The existing program limits sign color to be either red, white, or black and is specified for raised letters. The proposed sign introduces yellow and is a placard sign. **Recommendation: Advise the applicant that until the landlord amends their existing sign program variations will not be considered.**

Scott Widener, 836 Post Road, Beloit, Wisconsin, was present as an applicant for new signage at the Nagawaukee Shopping Center for a Firehouse Subs restaurant. Dupler provided history on the signage request, noting the introduction of yellow as a color for the proposed placard signage. All other building signage included raised lettering. Widener explained the landlord gave preliminary approval for the proposed signage and continued to work on updating their sign program. He also explained the proposed signage included raised letters on its surface. He was unaware of any reason why the landlord should be lax in providing the City with its updated sign program. Discussion ensued. Several sign proposals had come to the Commission requesting individual changes for the sign program at Nagawaukee Shopping Center. It was important to consider this signage individually. Commissioners discussed the use of alternate sign colors relative to being consistent with the current sign program. Widener indicated there would be no issue with using white and red in place of yellow until the landlord's sign program could be amended. Discussion ensued regarding the use of logo signage on the front of the building versus the inside of the store. Widener expressed interest in maintaining brand if possible; however, the current sign program requirements could be used on the signage to be able to open the business. He explained the store would not be open until May 1, 2016 and there was time to wait for the landlord to provide an amended sign program to the City. No action was taken.

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5. New Business

- a. **DELIC 0798.024.001, 606 Genesee Street, Delafield. Owner: Ace Delafield Properties, LLC. Applicant: Amy Quinn.** Applicant seeks approval of a Business Plan of Operation for Belfre Kitchen, a restaurant. Hours of Operation are Monday through Friday 6:00 A.M. to 10:30 P.M., Saturday and Sunday 7:00 A.M. to 12:00 P.M., with 20 full-time employees and 10 part-time employees.

TAKEN FROM PLANNER DUPLER'S STAFF REPORT: Business Plan of Operation and Concept Presentation: The old Presbyterian Church at the corner of Genesee and Wells Street is being considered for a boutique restaurant. Such operation is an approved use in the district. The operators of Belfre Kitchen also own a food truck that delivers dining opportunities to remote locations. The intent is to conduct the restaurant business within the building; the food truck will leave the property in the morning and return in the evening. There is a garage on the property; however it is not large enough to accommodate the size of the truck. The food truck will therefore be parked in the lot immediately south of the building. Ordinance 17.545 prohibits the parking of commercial vehicles for more than two hours in any zoning district. Ordinance 17.545(3) allows a conditional use for the parking of commercial vehicles that are otherwise necessary to a permitted use. Recommendation: The operation and storage of the food truck is not necessary to the operation of the permitted restaurant use. The Plan Commission may therefore wish to conduct a public hearing before considering a conditional use permit. The applicant has been informed that site plan or architectural improvements may be required to either house the truck in an enlarged garage or screen the truck from view. The Plan Commission should share opinions and concerns with the applicant and schedule a public hearing accordingly. The Business Plan of Operation may be approved at this time for the restaurant operation.

Amy Quinn, 2035 Coachlight Court, was excited to open a new business in Delafield called the Belfre Kitchen. She requested onsite parking for a Belfre Kitchen brand gourmet food truck. The truck would be used to travel to various events and offsite locations. Dupler explained options available regarding parking the food truck either onsite or at a different location. Quinn noted the truck could be parked offsite to accommodate the situation; however, ideally it would be helpful to have it onsite. Discussion ensued. No other similar commercial food truck operations were allowed to park trucks longer than two hours in the City.

DEHN MOVED TO APPROVE THE BUSINESS PLAN OF OPERATION AS PRESENTED. REIHER SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

- b. **DELIC 0624.004, 34352 Valley Road, Delafield. Owner: Mark Reinders. Applicant: Architectural Homes.** Applicant seeks approval of a site plan and architecture for a boathouse on Upper Nashotah Lake.

TAKEN FROM PLANNER DUPLER'S STAFF REPORT: Site Plan and Architecture: The proposed boathouse has been recommended to the Plan Commission by the Lake Welfare Committee. This structure is proposed on the south shoreline of Upper Nashotah Lake. The location, size and height conform to the ordinance requirements. The architecture is compatible with the existing home and there are no conflicts with neighboring views to the lake. The design departs from the typical boathouse design in that the management of stormwater is not routed to a required rain garden. Instead, storm water is captured and transported to an underground

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*vault that provides adequate storage volume for short-term detention and slow release into the permeable soil. **Recommendation: Approval, contingent upon review and approval by the Public Works Committee. Stormwater calculations and design details of the vault must be provided for an engineering review.***

Dale Kolbeck of Architectural Homes was present. Dupler provided historical background information on this matter. A letter had been received earlier in the day from the City Engineer noting engineering review had been completed and approval recommended. **(Note: This document is attached at the end of the minutes.)** The subject property had been subdivided by court order. As such it had not been required to connect to the City's sanitary sewer system. Any action taken by the Commission should include this requirement of connection. Kolbeck stated the owner had no problem with connections to the City's sanitary sewer system. While he had not installed this type of vault structure before, its capacity was larger than that of a rain garden and would be useful with the steep topography of the site.

AICHER MOVED TO APPROVE THE A SITE PLAN AND ARCHITECTURE FOR A BOATHOUSE ON UPPER NASHOTAH LAKE FOR DELC 0624.004, 34352 VALLEY ROAD, DELAFIELD. OWNER: MARK REINDERS. APPLICANT: ARCHITECTURAL HOMES, CONTINGENT UPON CONNECTION TO THE CITY'S SANITARY SEWER SYSTEM AS EXPLAINED IN THE MEMORANDUM FROM THE CITY ENGINEER DATED JANUARY 27, 2016 TO THE PLAN COMMISSION. GREENWAY SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

- c. **DELC 0733.998.010, 2975 Village Square Drive, Hartland. Owner/Applicant: Heritage-15 LLC.** Applicant seeks approval of site plan and architectural modifications for Heritage Delafield to accommodate a porte-cochere at the building entrance and recommend to the Common Council of the same.

TAKEN FROM PLANNER DUPLER'S STAFF REPORT: Amended Conditional Use – Architecture - The residential facility wishes to modify the architectural appearance of the porte-cochere entrance canopy. The new design is complimentary to the building and exhibits appropriate materials. The space beneath the canopy is not smaller than the previously approved space, emergency vehicles are appropriately accommodated. Other changes that impact the outdoor space include a refined patio design, landscaping, transformer placement, and relocation of the trash dumpster to the north side of the south parking bay. Recommendation: Approval, recommend to the Common Council for concurrence.

Dupler explained MSP Housing - Heritage Delafield memory care facility under construction requested a change to a porte-cochere element in the recently approved site plan. The property was governed by a Conditional Use and required a Public Hearing for this type of change to occur. The public hearing was held earlier in the meeting with no comment received. Aicher questioned the location of the dumpster. Mark Hammond, MSP Housing, Inc. was present. He explained the garbage truck would not be able to pick up trash with the dumpster in its currently approved location. In moving the dumpster, the frequency of pickups for trash would be reduced. The same screening would be provided. Dupler noted other minor modifications in the request including transformer placement and a refined patio design as noted.

AICHER MOVED TO APPROVE THE SITE PLAN AND ARCHITECTURAL MODIFICATIONS FOR HERITAGE DELAFIELD TO ACCOMMODATE A PORTE-COCHERE AT THE BUILDING ENTRANCE FOR DELC 0733.998.010, 2975 VILLAGE SQUARE DRIVE, HARTLAND. OWNER/APPLICANT: HERITAGE-15 LLC. AS PRESENTED AND TO

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RECOMMEND TO THE COMMON COUNCIL THE SAME. JOHNSON SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

- d. **DEL 0804.999.004, 3131 Golf Road, Delafield. Owner: Ramco Gershenson Properties LP. Applicant: Bath and Body Works, Tim Schenk.** Applicant seeks approval of architectural modifications for Bath and Body Works in the Nagawaukee Shopping Center to accommodate storefront improvements, and recommendation to the Common Council of the same.

TAKEN FROM PLANNER DUPLER'S STAFF REPORT: *Amended Conditional Use – Architecture* - The cosmetics retailer wishes to upgrade their storefront at the Nagawaukee Shopping Center. The space introduces a new appearance to the storefront by altering the façade beneath the existing loge. An all glass curtail wall will be enhanced with white and blue window graphics, white pilasters, and opaque spandrel glass to the east of the entrance. The primary feature of this new presentation is a lighted transom across the entire storefront highlighted by the plaid graphics. The existing sign of red raised letters is not proposed to be altered. **Recommendation: Approval, recommend to the Common Council for concurrence.**

Rauma explained the red font on the existing sign would be replaced with the signage depicted in the epacket for this meeting. Dupler clarified the white/blue gingham pattern was intended to be illuminated. This would introduce additional light and color than what was currently in place. The signage was not consistent with the sign program; however, the applicant was allowed to modify this aspect of signage.

JASHINSKY MOVED TO APPROVE OF ARCHITECTURAL MODIFICATIONS FOR BATH AND BODY WORKS IN THE NAGAWAUKEE SHOPPING CENTER FOR DEL 0804.999.004, 3131 GOLF ROAD, DELAFIELD; OWNER: RAMCO GERSHENSON PROPERTIES LP; APPLICANT: BATH AND BODY WORKS, TIM SCHENK TO ACCOMMODATE STOREFRONT IMPROVEMENTS AND TO RECOMMEND TO THE COMMON COUNCIL THE SAME. SIMON SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

- e. **DEL 0743.999.005, 0743.999.006, and 0742.982. 345 Nashotah Road, Nashotah Owner: William and Barbra Knoff. Applicant: Ogden and Company Investment Partners, LLC.** Applicant requests preliminary input regarding a proposed Planned Development on the Bil-Bar Farm.

TAKEN FROM PLANNER DUPLER'S STAFF REPORT: *Preliminary Presentation* - The Knoff Farm, north and south of Nashotah Road is presented to the Plan Commission for preliminary consideration and feedback. The property includes 135.13 acres, zoned as Agricultural. The City's Comprehensive Plan allows for conversion of agricultural district property to Rural Estate Two Acre without a change to the master plan. Therefore the proposed Planned Development may be pursued as a residential subdivision and proceed directly to a General Development Plan submittal. A Yield Plan has been created to demonstrate the achievable density of two acre lots and establish an applicable density for the development. The plan illustrates forty-five achievable lots, serviced by a public road with ample open space to accommodate stormwater basins. However, Lots 27 and 28 may not be considered viable since they contain wetlands; Ordinance 18.19 prohibits such lots. The inclusion of wetlands in a lot may be considered part of the flexibility afforded in a Planned Development but may not be considered in the Yield Plan. Therefore only forty-three lots

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may be applied to the property. In addition, the road system provides two points of egress to the neighboring Binkowski property immediately north of the Knoff Farm as required by the subdivision ordinance and negates the necessity for exceptionally long culs-de-sac. The application of a Planned Development is justified in this instance in that it seeks to preserve vast amounts of open space and environmentally sensitive areas as prescribed by ordinance. It complies with the master plan vision of development in this area. It offers forty-seven residential lots, forty-six proposed and one large lot that maintains the Knoff farmstead. The plan employs a reduced lot size as permitted by ordinance. In a Planned Development the minimum lot size and platting geometry may be reduced to 70% of the underlying district requirements. As such, the minimum lot size may be 1.4 acres with a minimum lot width of 140'. The Plan Commission may wish to consider the following elements to improve the proposed plan and guide the applicant to realize a desirable Planned Development that achieves ordinance compliance and community expectations:

- *Nashotah Road is a collector street. Individual driveways are not to be accessed directly from a collector street. Lots 9, 16-19, and the Knoff farmstead currently access directly from the collector street.*
- *Lots 10-15 have double road frontage. A substantial landscape buffer should be implemented along the Nashotah Road right-of-way.*
- *The eastern cul-de-sac may be extended to provide a second point of access to the Binkowski property. It is illustrated in the Yield Plan and has been engineered in previous development proposals for this property. This requirement may be relaxed if the neighboring owners are able to demonstrate an agreement with the Village of Oconomowoc Lake regarding access to County Highway P.*
- *Lots 33 and 34 will require extra design effort to achieve a building envelope. Additional sections and topographic analysis should be submitted to demonstrate a reasonable building expectation.*
- *The western road that extends from Nashotah Road to Lots 29 and 30 must have an emergency access drive to provide a second point of egress. Such drive may be routed through Outlot 2 and through the farmstead to gain access from the Mission Road intersection.*

*The plan provides for a considerable amount of open space that may be improved to become community assets. The possibility for a multimodal trail system may be incorporated in conjunction with the Park and Recreation Commission plans for a City-wide trail system. In addition, space for a neighborhood park may be dedicated. Other items to consider should include a concept for future development of the farmstead, a concept for future development of the Binkowski property, and realignment of the south cul-de-sac to gain access from Nashotah Road rather than Mission Road. **Recommendation: Share opinions and concerns with the applicant and identify requested modifications to be incorporated prior to the public hearing submittal.***

Pete Ogden, W290N2171 Happy Hollow Road, Delafield and Tony Zahn, Jahnke and Jahnke Associates, Inc., 711 Moorland Road, Brookfield, were present. Dupler explained the history of the property. The concept plan for the property had been reviewed with staff and recommendations noted in the epacket for this meeting. He reviewed the property regarding zoning requirements, number of lots and noted major elements related to the Binkowski property. He noted concerns related to access and potential development layout with suggestions for change provided to the applicants. Dupler also noted there was ample green space within the development to accommodate stormwater storage and an accommodation to the City's trail system and/or a neighborhood park. A public hearing on this item would be held at the February or March Plan Commission meetings.

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Ogden anticipated a change to the development layout would not be an issue. There was an existing "path" easement allowed for fire access that could remain. Discussions were underway with the Village of Oconomowoc Lake and the property owner to have this in written form. Zahn noted the existing path currently held logging vehicles and farm equipment. This could impact the layout of the development; however, changes would be made to accommodate the yield plan. A trail system through the woods existed as well and this area would be surveyed for a potential trail system. Wetland delineation was slated for spring months.

Aicher noted the Parks Master Plan included discussion on a satellite park in the proposed development area. This could be accomplished through a dedication of land to the City. DeYoe appreciated the discussion of the trail system. Discussion ensued regarding the process for consideration of a trail connection and park in the development that included discussions with the Park and Recreation Commission. Aicher also noted the conceptual layout showed a drive directly across from St. Joan of Arc Church. This layout would negatively impact the parishioners in the church as motorists exited the development and a small shift in roadway of 20-30 feet would be helpful.

Jashinsky questioned the sewer connections for the development. Zahn explained there would be a separate lift station and pump to a force main. In addition, the new yield plan included approximately 68 total lots and was lower than the originally approved plan for the property. Jashinsky questioned whether acceleration/deceleration lanes were needed on Nashotah Road relative to the entrance. The Public Works Committee should review the development layout including a traffic analysis provided in that review process.

6. Zoning and Ordinance Revision

- a. Discussion and action regarding 17.29(5) Tree Preservation and recommend same to the Common Council.

TAKEN FROM PLANNER DUPLER'S STAFF REPORT: Text Amendment - The Park and Recreation Commission has requested text amendments to 17.29(5) Tree Preservation. The proposed changes are relatively minor. They recommend that the measurement of existing trees be conducted at a height of 4.5' above the ground when performing a tree study. Additionally, minimum size tree replacements will be 2.5" caliper trees. Other changes are numbered section references. **Recommendation:** Approval, recommend to the Common Council for concurrence.

Dupler explained the Municipal Code 17.29(5) Tree Preservation had included various changes. These changes had already been approved and a public hearing conducted earlier in the meeting without necessity. However, in reviewing the existing code, it was noted that a list of preferred trees included ash trees which was incorrect. He suggested a revision to remove ash trees from the preferred tree species list be included in a recommendation to the Common Council on this matter.

AICHER MOVED TO RECOMMEND TO THE COMMON COUNCIL THAT ASH TREES BE REMOVED FROM THE PREFERRED TREE SPECIES LIST REFERENCED IN CHAPTER 17.29(5) TREE PRESERVATION OF THE CITY'S MUNICIPAL CODE. REIHER SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

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- b. Discussion regarding amending 17.63 Sandwich Board Signs

TAKEN FROM PLANNER DUPLER'S STAFF REPORT: *Text Amendment* - The previous text amendments approved by the Plan Commission were reviewed by the City Council and returned with direction for further modifications. The following illustrates the requested revisions for Plan Commission consideration. These changes revert to the original text allowing sandwich board signs throughout the City, and eliminate the requirement for a sandwich board sign permit.

- **17.734 - Sandwich Board or A-Frame Style Signs. (Cr. #597) Added** Sandwich board or A-frame style signs are permitted for commercial businesses in the City of Delafield without permit (deleted: review, or fee collection.) ~~review, or fee collection,~~ so long as the board or sign complies with all of the following provisions:
- (13) An approved business plan of operation (deleted: and permanent sign permit) ~~and permanent sign permit~~ is required prior to the display of a sandwich board sign. The sign rights of the business are nontransferable.

Recommendation: Approval, return to the Common Council for concurrence.

Dupler explained the requested changes for consideration by the Commission. DeYoe noted it seemed the issues related to sandwich board signage were mitigated with letters to business owners outlining the City's enforcement process. No action was taken. This matter was moved to the next Commission agenda.

- c. Discussion regarding amending 17.70 Exterior Lighting and Illumination of Signs.

TAKEN FROM PLANNER DUPLER'S STAFF REPORT: The use of electronic message boards is a growing concern in the industry. There are many approaches used to standardize and regulate their use. Staff has been asked to provide direction for Plan Commission consideration as we continue to seek resolution to the inherent issues of this media. Research indicates that a minimum of 2 seconds is required for the conveyance of information in short bursts of text. It is also recommended that messages should not require more than three seconds of reading comprehension to deliver a message and ensure undistracted attentive driving. These are minimum standards employed by the DOT for traffic warning messages. Recommendations for commercial advertising via electronic message boards vary greatly. Whitepapers available on industry websites suggest that the optimal duration for message display is eight seconds.

How these recommendations may be applied to the existing dental office sign are as follows:

- The dental office sign has an exposure to passing vehicles of 6 to 9 seconds, thus the possible messaging could allow for a 2 second message followed by a 1 second delay three times in eight seconds of visibility.
- The digital screen is capable of displaying 13 characters, a reasonable message could therefore contain up to 39 characters in the time one has to read the display.
- This signage program conforms to the DOT recommended safety standard.

Ideally the DOT safety standard should not set the standards for the City in terms of aesthetics and perceived community expectations. One possible solution to this issue may be to create an electronic sign freeway district. The City already allows for special consideration of static signs in the I-94 corridor, see 17.30(3). In this hypothetically mapped zone commercial messages may be allowed to change at a greater rate than elsewhere in the City. By respecting the ratios established by the dental sign any proposed sign could be allowed to change every three seconds or a display panel three times larger could be limited to changing only once in eight seconds. In either instance the amount of information available for public viewing would be

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*comparable. Any determined ratio of change should be tempered by safety concerns. The balance between flashing signs versus long distracting messages will be more of an art than science. Potential text amendments could be made to 17.30(3) so that all information pertinent to the highway district are contained in one location. **Recommendation: Review the research information provided. The Plan Commission may wish to evaluate the aesthetics of other communities and be prepared to share with Staff further direction. It may also be possible to arrange for a demonstration of these type of systems in the coming month.***

Dupler reviewed information in the epacket regarding electronic message board research. He requested Commissioners provide information to him regarding other municipalities' efforts in electronic message boards. Dehn offered to provide a demonstration of materials at a future Commission meeting. Jashinsky offered to provide additional industry research from the Department of Transportation on this type of signage. This item would be placed on a future Commission agenda for additional discussion.

- d. Discussion and action to adopt the revised zoning district map and recommend same to the Common Council.

TAKEN FROM PLANNER DUPLER'S STAFF REPORT: *The City Zoning Map has been updated to reflect the actions and approvals of the past few years. Changes are labeled on the epacket map as follows:*

- 1) *All base information has been updated per Waukesha County cadastral data.*
- 2) *The legend contains all map symbols.*
- 3) *The Gruenke annexation has been added.*
- 4) *The CU hatch has been removed from the gun club.*
- 5) *The private road at the end of Indian Springs Road had been added.*
- 6) *The CU hatch is removed from the City owned parcel.*
- 7) *The PD hatch is applied to Delafield Woods and Bleeker Street is extended.*
- 8) *Wells Street Station is added and Dopkins vacation updated.*
- 9) *The CU hatch is updated for Westbrook Church.*
- 10) *The CU hatch is removed from the parcel east of Hwy 83.*
- 11) *The CU hatch is applied to the Geason cell tower parcel. Never mapped before*
- 12) *The CU hatch is applied to Rustic Manor.*
- 13) *The CU hatch is removed from the Neubert property.*
- 14) *The CU hatch is applied to the marina property.*
- 15) *The SEH logo replaces the Yaggy Colby logo.*

If there are no requested changes to this map it will return to the Plan Commission next month for approval as a resolution.

Dupler reviewed the changes to the zoning map as referenced in the epacket for this meeting. No action was taken. This item would be placed on the next Commission meeting agenda for discussion and consideration.

7. Reports of City Officials:
Clerk

1. Plan Commission Meeting Dates & Deadlines
Meeting: February 24, 2016 Regular submittal deadline: February 10, 2016
Public Hearing submittal deadline: January 28, 2015

DeYoe noted the dates and deadlines for the next Plan Commission meeting.

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b. Planner

Dupler noted an informational item had been provided in the epacket for this meeting related to an analysis of fair housing impediments by the Southeastern Wisconsin Regional Plan Commission/ Waukesha County.

c. Building Inspector

No report.

8. Correspondence: None.

a. Email from Sandy Collard to Alderperson Jackie Valde re: multi-family units in the City of Delafield.

9. Adjournment

There was no further business; therefore, the Wednesday, January 27, 2016 Plan Commission meeting adjourned at 8:28PM.

Minutes Prepared By:

Accurate Business Communications, Inc.