

CITY OF DELAFIELD PLAN COMMISSION MEETING MINUTES

Call to Order

Mayor McAleer called the meeting to order at 7:00 P.M.

Pledge of Allegiance

The Pledge of Allegiance was recited.

Roll Call for the January 30, 2013 Plan Commission meeting:

Present

Ed McAleer, Mayor
Michele DeYoe, Ald.
Kent Attwell
Kevin Fitzgerald
Dan Jashinsky
Matthew Katz
Chris Smith
Roger Dupler, Planner
Scott Hussinger, Building Inspector

Absent

Tony Drake

1. Approve Plan Commission meeting minutes of October 31, 2012 meeting.

K. ATTWELL MOVED TO APPROVE THE OCTOBER 31, 2012 PLAN COMMISSION MEETING MINUTES AS PRESENTED. D. JASHINSKY SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

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

M. DEYOE MOVED TO CLOSE CITIZEN'S COMMENTS PERTAINING TO SUBJECTS ON THE AGENDA AT 7:01 P.M. K. ATTWELL SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

3. Consent Agenda

- a. **DELC 0793.001.003, 440 Wells Street, Delafield. Owner: Ace Delafield Properties. Applicant: Ann Lestina – Delafield Jazzercise Center.** Applicant seeks approval of a Business Plan of Operation Amendment to relocate the Delafield Jazzercise Center from 711 Wells Street to 440 Wells Street. Hours of Operation and number of employees remain the same.
- b. **DELC 0793.001.004, 514 Wells Street, Delafield. Owner: 514 Wells, LLC. Applicant: Delafield Design Gallery.** Applicant seeks approval of a Business Plan of Operation Amendment to relocate the Delafield Design Gallery from 711 Wells Street to 514 Wells Street. Hours of Operation and number of employees remain the same.

R. Dupler requested Item 3b be removed from the Consent Agenda for clarification.

M. DEYOE MOVED TO APPROVE ITEM 3A ON THE CONSENT AGENDA IN ACCORDANCE WITH THE STAFF REPORT. K. ATTWELL SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

R. Dupler questioned the applicant about the suite number associated with the request. Laura Slain, 2362 Lakeview Court, explained it was Suite C. K. Attwell questioned whether the use of the sandwich-board style sign would continue to be utilized on site if the request were approved.

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L. Slain stated if the signage request were approved, then there would not be a need for the sandwich board any longer.

C. SMITH MOVED TO APPROVE ITEM 3B ON THE CONSENT AGENDA IN ACCORDANCE WITH THE STAFF REPORT. K. ATTWELL SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

4. Final Consideration, Approvals, Previous Approval.

None.

5. Plans of Operation, Signage and Site Plan.

- a. **DEL 0789.966, 418 Genesee Street, Delafield. Owner: Thomas Aul. Applicant: Response Realtors.** Applicant seeks approval of an amended sign program for a multi-tenant building.

TAKEN FROM PLANNER ROGER DUPLER'S STAFF REPORT: Response Realtors is a new tenant in the Aul multi-tenant building just south of City Hall. The building has a number of tenants that display their signs in accordance with the approved sign program. Response Realtors have one sign installed in conformance with the sign program but wish to have more signage. The Plan Commission is asked to consider additional signage that goes beyond the pre-approved sign presentation format. Currently all signage is displayed above the storefront windows on the west façade facing Genesee Street. Each tenant is afforded 25 sf, in accord with the sign ordinance in the Downtown Delafield District. Ord. 17.67(2) limits the amount of signage for the CBD-2 district to 2 square feet per foot of street frontage. The lot has 150' of frontage and therefore is entitled to 300 sf of signage. Currently that signage is distributed between 5 tenants, each with a 25 sf sign. Ord. 17.30(1)(j) limits the size of each sign to 25 sf within the Downtown Design District. Each proposed sign conforms to the 25 sf requirement. In total they constitute 125 sf, with a balance of 175 sf of allowable signage unused. The two proposed signs are designed to be 25 sf, which would create 175 sf of signage utilized and a balance of 125 sf left unused. The proposed additional signage will be displayed on the north and south facing elevations of the tenant space. The building footprint is an "L" shape; Response Realty is in the portion of the building closest to the road. The proposed south facing sign will be displayed in the parking area associated with the storefronts of the other tenants. The north facing sign will be exposed to the Library street front plaza. This proposal has been submitted with the explanation that the additional signs will increase the visibility of the business tenant, particularly to north and south bound traffic on Genesee Street. Unfortunately, this conflicts with the intent of the ordinance as expressed in 17.30(1)(i). The existing sign program, in combination with the allowable window signage is sufficient to present tenant signage to the pedestrian. The proposed signage may be considered as automobile oriented. **Recommendation:** The Plan Commission should determine if these signs are intended for pedestrian or automobile traffic. The signs conform to the size limitations, aggregate signage for the entire parcel, and historic color palette. They may therefore be approved, if the Plan Commission determines that they satisfy the spirit of the ordinance.

K. Fitzgerald clarified the request was an issue due to the orientation of the proposed sign location. He noted several signs in the City that were oriented in the same manner. Ralph Caviani, owner of Response Realtors, was present and noted the location of the building as it impacted the proposed signage locations. K. Attwell clarified the allowable square footage for the building. R. Dupler confirmed the signage request was within the limits for the signage program for the building.

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K. FITZGERALD MOVED TO APPROVE THE AMENDED SIGN PROGRAM FOR A MULTI-TENANT BUILDING FOR DELC 0789.966, 418 GENESEE STREET, DELAFIELD. OWNER: THOMAS AUL. APPLICANT: RESPONSE REALTORS. C. SMITH SECONDED THE MOTION. THERE WAS NO FURTHER DISCUSSION. ALL WERE IN FAVOR. MOTION CARRIED.

6. Preliminary
7. Zoning and Ordinance Revision.
8. Reports of City Officials:
 - a. Clerk
 1. Feb 27 (Meeting); Jan 30 (PH Deadline); Feb 13 (Reg. Deadline)
 - b. Planner
 - c. Building Inspector

S. Hussinger stated the total number of permits to date was 26 with 0 occupancy permits this month.
9. Adjournment

M. DEYOE MOVED TO ADJOURN THE JANUARY 30, 2013 PLAN COMMISSION MEETING AT 7:11 P.M. K. ATTWELL SECONDED THE MOTION. ALL WERE IN FAVOR. MOTION CARRIED.

Minutes Prepared By:

Accurate Business Communications, Inc.