

VILLAGE OF OCONOMOWOC LAKE

**OCONOMOWOC LAKE PLAN COMMISSION MEETING MINUTES of
Monday, November 7, 2011.
Unofficial until approved by the Plan Commission.
Approved as written (X) or with corrections () on 12/05/2011.**

The regular monthly meeting of the Plan Commission of the Village of Oconomowoc Lake was held on Monday, November 7, 2011, commencing at 7:07 p.m., at the Village Hall, 35328 W. Pabst Road, Oconomowoc. Legal requirements for notification as required by law have been met. Roll was taken with the following in attendance:

Mr. Birbaum/Chairperson – present
Messrs. Barquist, Bickler, Clarkson, Owens /Members – present
Ms. Cameron/Member – present
Messrs. Foster, Kohl/Members – absent
Ms. Schlieve/Clerk– present
Mr. Wiemer/Administrator – present
Mr. Macy/Attorney – present

ATTENDANCE

Craig Ewald and Brian Ewald

MINUTES

Motion (Bickler/Owens) to approve the minutes as printed for the Plan Commission meeting held on October 3, 2011, Carried Unanimously.

Discussion/action regarding the request for a sign replacement by Ewald Chevrolet Buick for the property located at 36833 E. Wisconsin Avenue, in the business district of the Village of Oconomowoc Lake

Mr. Birbaum introduced the matter. Mr. Wiemer noted that page two of the materials included in the Commissioners' packets showed the existing GM sign; page one, item P92, shows the proposed replacement sign. The size of the sign will be consistent with the existing sign.

Motion (Bickler/Owens) to approve the replacement sign for Ewald Chevrolet Buick as presented, Carried Unanimously.

Discussion/action regarding issues to be addressed in an electronic message center ordinance, per correspondence from Mr. Macy dated October 18, 2011

Mr. Birbaum explained that the objective for the discussion was to give Mr. Macy direction in creating an ordinance regulating electronic message center signs in the Village of Oconomowoc Lake. Mr. Macy stated that the items he presented for consideration were obtained primarily from a seminar he attended earlier in the year and from his experience with other communities he serves.

Below are the items for consideration and the comments made by the Commissioners.

- Flashing: No flashing lights; no rapidly pulsating signs
- Brightness: Brighter in the daytime and dimmer at night; no greater brightness than necessary for good visibility; research formulas recommended by experts in the field
- Color: Keep the colors from being too distracting

- Speed: Changes of messages should be a minimum of once every five (5) minutes
- Message (type of message): On-site advertising pertinent to the business option; prohibit off-site advertising, public service message, off-premise messages
- Symbols (such as logo): acceptable as long as not flashing; timing as noted in “Speed”
- Video: No video allowed
- Size of type: Minimum five (5) inches; consider one line of text per foot of sign area; consult with Steve Prochaska of Michael Sign to get his opinion on the number of lines of type that can be easily read
- Pictures: same as “Symbols”
- Scrolling (traveling or segmented messages): No scrolling allowed
- Rate of traveling message: Prohibited
- Minimum display time: Five (5) minutes
- Maximum repetition intervals: Not Applicable
- Approval process: Must be reviewed by the Plan Commission
- Maximum segmented display time: Not allowed

Mr. Macy additionally noted site specific issues that can be handled as part of the conditional use permit.

- Time of day that sign can be on as well as when messages can change and are allowed
- Density of signage – on property as a whole
- Height of signs – maximum to top of sign
- Number of signs – on property as a whole
- Days of Week – clarify which days of the week signs can be on
- Size of signs – how big, square feet, etc.
- Distance between pole signs

Mr. Wiemer noted that several of the issues listed under the site specific section above are already covered by ordinance. Discussion followed regarding number of signs, density of signage, height of signs (on poles or monument style), and the number of message signs per property. Mr. Craig Ewald answered questions as they were raised by the Commissioners to aid them in their discussion. Mr. Macy will use all of the information provided by the Commissioners in preparing a first draft of an electronic message sign ordinance, to be available at the next Plan Commission meeting.

Discussion/action regarding an ordinance to repeal and recreate the definition “Lot Width, Minimum” within the Village of Oconomowoc Lake Zoning Code, Second draft dated October 3, 2011

Mr. Macy stated that all matters were revised as per instructions from the October Plan Commission meeting.

Motion (Bickler/Owens) to recommend approval to the Village Board of Trustees of the ordinance to repeal and recreate the definition “Lot Width, Minimum” within the Village of Oconomowoc Lake Zoning Code, *Carried Unanimously*.

Adjournment

With no further discussion, a motion (Bickler/Owens) to adjourn the meeting at 8:15 p.m., *Carried Unanimously*.

Respectfully submitted by:
Cindy J. Schlieve, Clerk-Treasurer