

VILLAGE OF OCONOMOWOC LAKE

**OCONOMOWOC LAKE PLAN COMMISSION MEETING MINUTES of
Monday, December 5, 2011.
Unofficial until approved by the Plan Commission.
Approved as written (X) or with corrections () on 03/05/2012.**

The regular monthly meeting of the Plan Commission of the Village of Oconomowoc Lake was held on Monday, December 5, 2011, commencing at 7:00 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 – absent
Messrs. Barquist, Bickler, Foster, Owens /Members – present
Ms. Cameron/Member – present
Messrs. Clarkson, Kohl/Members – absent
Ms. Schlieve/Clerk– present
Mr. Wiemer/Administrator – present
Mr. Macy/Attorney – present

ATTENDANCE

Craig Ewald, Brian Ewald, Kean Kemnitz, Tom Schuetz

APPOINTMENT OF CHAIR IN THE ABSENCE OF THE VILLAGE PRESIDENT

Ms. Schlieve called the meeting to order and requested nominations for chair of the meeting in the absence of President Birbaum. Motion (Bickler/Owens) to nominate Mr. Foster to act as chair of the meeting in the absence of President Birbaum, *Carried Unanimously.*

MINUTES

Motion (Owens/Bickler) to approve the minutes as printed for the Plan Commission meeting held on November 7, 2011, *Carried Unanimously.*

Discussion/action regarding building addition and remodeling for Ewald Chevrolet Buick for the property located at 36833 E. Wisconsin Avenue, in the business district of the Village of Oconomowoc Lake

Mr. Wiemer noted that Kean Kemnitz (Professional Consultants, Inc.), Brian and Craig Ewald (Ewald Chevrolet Buick), and Tom Schuetz (Oconomowoc Auto Parts) were present at the meeting in regard to this matter. Mr. Wiemer explained that if the Plan Commission gave its recommendation to the Village Board for approval of the proposed project, then Ewald Chevrolet Buick must submit a request to amend its Conditional Use Permit, a public hearing must be held, and approval must be received from the Trustees in order to proceed with the proposed project. The public hearing could be held immediately preceding the regular monthly meeting of the Village Board of Trustees, and the matter placed on the monthly meeting agenda for December 19, 2011.

Mr. Kemnitz reviewed the proposed plans that include two small additions, one on each of the northwest and northeast corners of the existing building. There are also extensive interior remodeling plans for the Chevrolet Buick building. At the Architectural Control Board meeting held on November 28, 2011, concern was expressed by the board members regarding the ingress and egress of emergency vehicles. Mr. Kemnitz showed the Commissioners that those concerns had been addressed in the parking plan for the property.

Motion (Bickler/Owens) to recommend to the Village Board of Trustees approval of the proposed addition and remodeling plans as presented for Ewald Chevrolet Buick, located at 36833 E. Wisconsin Avenue in the business district of the Village, Carried Unanimously.

Commissioners commented on the signage proposed for the building, as shown on the plans. It was the consensus of the Commissioners that the recommendation for approval to the Trustees included the concept of the signage as presented.

Discussion/action regarding the parking plan for Ewald Chevrolet Buick for the property located at 36833 E. Wisconsin Avenue, in the business district of the Village of Oconomowoc Lake

Mr. Wiemer stated that he had reviewed the proposed parking plan with Mr. Kemnitz. He feels the plan will meet the needs of emergency equipment. Commissioners noted that the driveway that enters the Ewald dealerships is shared with the Oconomowoc Auto Parts property (owned by Tom Schuetz), and asked whether a driveway agreement was currently in place between the two property owners. Mr. Schuetz and Mr. Craig Ewald both stated that no agreement was presently in place.

Motion (Bickler/Owens) to approve the driveway plan for Ewald Chevrolet Buick as presented, subject to a driveway agreement between Ewald Chevrolet Buick and Oconomowoc Auto Parts being submitted to, and approved by, Village Administrator Don Wiemer, Carried Unanimously.

Discussion/action regarding an ordinance to establish procedures for the approval of electronic message display signs in the Village of Oconomowoc Lake, per correspondence from Mr. Macy dated November 28, 2011

Mr. Wiemer stated that the draft ordinance provided by Mr. Macy was very complete, but noted that some policy decisions needed to be made before adopting the ordinance. Mr. Macy reviewed each section of the draft ordinance with the Commissioners.

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

- A definition of electronic message signs should be included along with definitions of figures, pictures, videos and symbols (all sections of the proposed ordinance)
- Brightness: there needs to be a range of brightness, which may require consulting with experts in the field
- Color: the Commissioners felt there was no need to restrict any colors
- Message: in this section, add the phrase other than time and temperature immediately following the phrase "Only advertising of on-site business activity messages"
- Symbols: change the minimum duration of symbols to be displayed from 5 minutes to 3 minutes
- Pictures: same as "Symbols"
- Minimum display time: change from five (5) minutes to 3 minutes
- Number of electronic message display signs: change to read: There may only be a maximum of one electronic message display sign per parcel whether or not the parcel is occupied by one or more businesses or whether or not the parcel contains condominium units. The one electronic message display sign may have an electronic face on both sides of the sign. No additional electronic message display signage will be permitted in addition to, or in lieu of, an electronic message display sign.
- Site Specific Issues: the number of pole signs section should be revised to include as well as the location of pole signs on neighboring properties, at the end of the section

Mr. Macy will revise the draft ordinance as discussed and bring it back to a future Plan Commission meeting for review.

*Plan Commission Meeting
December 5, 2011*

Adjournment

With no further discussion, a motion (Bickler/Owens) to adjourn the meeting at 8:12 p.m.,
Carried Unanimously.

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