

VILLAGE OF OCONOMOWOC LAKE

**OCONOMOWOC LAKE PLAN COMMISSION MEETING MINUTES of
Monday, December 6, 2010.**

Unofficial until approved by the Plan Commission.

Approved as written () or with corrections (X) on 02/07/2011.

The regular monthly meeting of the Plan Commission of the Village of Oconomowoc Lake was held on Monday, December 6, 2010, 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. Kneiser/Chairperson – present
Messrs., Barquist, Bickler, Clarkon, Foster, Owens/Members – present
Ms. Cameron/Member - present
Mr. Birbaum/Member – absent
Ms. Schlieve/Clerk– present
Mr. Wiemer/Administrator – present
Mr. Macy/Attorney – present

Attendance

Bob Williams, Craig Ewald (Ewald KIA), Tom Schuetz (NAPA Auto Parts)

MINUTES

Motion (Bickler/Foster) to approve the minutes as printed for the Plan Commission meeting held on August 2, 2010, Carried Unanimously.

Discussion/action regarding parking plan revision and additional signage for Ewald KIA, located at 36883 E. Wisconsin Avenue, in the Village of Oconomowoc Lake business district.

Mr. Wiemer stated that Craig Ewald (Ewald KIA) had submitted a request for a parking plan revision and additional signage. Mr. Ewald explained that the proposed revision to the parking plan adds a display pad to the northeast corner of the lot on which a KIA vehicle would be displayed. The additional signage requested is a digital message board that Mr. Ewald proposed to also place on the northeast corner of the property. The proposal was for a 20 foot high sign post with a digital message board measuring 4 feet high by 8 feet wide. Mr. Ewald explained that the message board would have stationary messages (i.e. not flashing, rolling or moving, etc., only changed periodically) relating specifically to the KIA vehicles and service. The proposed message board would be in addition to the previously approved KIA sign.

Mr. Bickler expressed concerns regarding the density of signs on the three Ewald dealerships; and, additionally, expressed reservations regarding allowing message boards to be installed in the Village. Commissioners suggested that if a message board were to be allowed, it should be placed on the previously approved KIA sign in order to eliminate an additional sign on the property. Mr. Ewald stated that KIA would not allow any additional signs to be placed on their brand sign. Commissioners advised Mr. Ewald to obtain the written policy from KIA and to provide that document to the Village.

There was additional discussion regarding the placement of the proposed message board in regard to the NAPA Auto Parts sign. Commissioners expressed concern that the NAPA sign would be blocked by the Ewald message board, and ultimately set up the need for all the signs along E. Wisconsin Avenue to be moved and re-aligned. Mr. Schuetz (NAPA Auto Parts) stated that he was concerned that the proposed additional signage would make his business sign more difficult to see. Mr. Ewald advised that he had originally planned for a larger message board, but had reduced the size in an attempt to allow better visibility for the NAPA sign.

Motion (Foster/Owens) to approve the proposed revision to the parking plan, which includes a concrete pad to be used for display of a KIA vehicle, and will be placed in the northeast corner of the parking lot, for Ewald KIA, located at 36883 E. Wisconsin Avenue, in the Village of Oconomowoc Lake business district, Carried Unanimously.

Motion (Foster/Owens) to approve the proposed additional signage for Ewald KIA, Defeated Unanimously.

Discussion/action regarding “An Ordinance to Repeal and Re-Crete Section 17.19(3)(d) Entitled Signs in Residence Districts of the Village of Oconomowoc Lake Zoning Code”, per correspondence from Mr. Macy dated July 15, 2010, and referral of the Village Board of Trustees at their November 15, 2010 meeting.

Mr. Wiemer explained that this matter had been reviewed by the Village Board of Trustees and they requested the proposed ordinance be changed to reflect that two signs, instead of only one sign, pertaining to the lease, hire, or sale of such premises would be allowed. The proposed revision is as follows.

- 17.19(3) SIGNAGE RESTRICTIONS
(d) Signs in Residence Districts
 No sign of any character shall be permitted in any residence district, except as provided in ss. 17.10 (Office, Professional Home) and except for two signs for each main building not exceeding four (4) square feet in area pertaining to the lease, hire, or sale of such premises.

Motion (Bickler/Owens) to recommend to the Village Board of Trustees adoption of the re-creation of Section 17.19(3)(d) in the Village Zoning Code, as noted above, Carried Unanimously.

Discussion/action regarding “An Ordinance to Repeal and Re-Crete Section 17.81 Entitled Penalties of the Village of Oconomowoc Lake Zoning Code”, per correspondence from Mr. Macy dated November 3, 2010, and referral of the Village Board of Trustees at their November 15, 2010 meeting.

Mr. Kneiser explained the proposed revision to the penalties of the Village Zoning Code increases the penalties for violation of the zoning code. The existing penalties are minimal and may not encourage compliance with the zoning code.

Motion (Owens/Bickler) to recommend to the Village Board of Trustees adoption of the re-creation of Section 17.81 entitled “Penalties of the Village of Oconomowoc Lake Zoning Code”, Carried Unanimously.

Discussion/action regarding “An Ordinance to Repeal and Re-Creat Sections 18.02(2), 18.06, and 18.15 of Chapter 18, the Subdivision and Platting Ordinance for the Village of Oconomowoc Lake”, per correspondence from Mr. Macy dated August 27, 2010.

Mr. Macy explained that legislation has modified the platting law; therefore, he has prepared an amendment to Chapter 18, the “Subdivision and Platting” ordinance, to address statutory changes. Commissioners noted that in item number three of Mr. Macy’s letter regarding the proposed amendment, Mr. Macy offered to provide some additional factors/issues for inclusion in the draft ordinance. Commissioners requested Mr. Macy to provide those additional factors/issues for them to review.

Motion (Bickler/Foster) to table the matter to a future Plan Commission meeting when the requested information from Mr. Macy has been compiled, Carried Unanimously.

Discussion/action regarding zoning violation enforcement procedure, per correspondence from Mr. Macy dated November 3, 2010, and referral of the Village Board of Trustees at their November 15, 2010 meeting.

Mr. Kneiser stated that the violation enforcement procedure had been adopted by the Village Board of Trustees at their November 15, 2010 meeting, and the procedure was provided to the Plan Commissioners for their information.

Mr. Macy noted that the Village needed to have a written procedure for violation enforcement due to some recent reticence by property owners to comply with the Village Zoning Code.

Adjournment

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

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