

**City of Oconomowoc  
Architectural Commission Meeting Minutes  
December 8, 2010**

Chairman Day called the meeting to order at 5:30 pm.

**Members Present:** Michael Day, Paul Schultz, Chad Vande Zande and Jeremy Flint  
**Members Absent:** Kent Johnson  
**Staff Present:** Jason Gallo and Chris Dehnert

**2. Approve Minutes for November 3 and 15, 2010:** Motion by Schultz to approve the November 3 and 15, 2010 minutes; second by Vande Zande. Motion carried 4-0.

**3. Feng's Kitchen - Consider / approve sign plans at 1320 Pabst Farms Circle, Suite #140:** Gallo explained this sign request on behalf of Beryl Hsiang, who was present, for an internally lit wall sign. It will consist of white channel letters along with their logo which have a white face with purple graphics. The sign will be 18" x 14'8" for a total of 22.5 sf. Gallo noted the height of the letters is consistent with other Pabst Farms wall signage, and the applicant said the sign will turn off by 10 pm. Pabst Farms has submitted a letter indicating approval of the proposed signage, and Gallo recommends approval as submitted.

Motion by Vande Zande to approve the sign plan for Feng's Kitchen, 1320 Pabst Farms Circle, Suite #140, as presented, and a sign permit is required; second by Schultz. Motion carried 4-0.

**4. US Bank - Consider / approve sign plans for 1674 Old School House Road:** The applicant, Tim McGrath, was present on behalf of US Bank who is requesting approval of 2 identical wall signs and 3 directional signs. The wall signs will be internally illuminated and placed on the front and rear of building 4 of Brennan's Marketplace which is a multi-tenant building. There is an approved master sign plan in place for this development, and the sign meets all requirements of it. The developer has also submitted a letter indicating his approval of it. Gallo noted his concerns with the request are 1) there is no Certificate of Zoning Compliance in place for the requested use as a bank; and 2) the sign must turn off by 10 pm. Schultz questioned the size allowed for the sign on the back of the building. Gallo said the property is located in the SO-Suburban Office District with a PD overlay which allows for up to 2 primary wall signs, one on the front of the business and one on the rear as long as it fronts a service road or main street.

Motion by Flint to approve the sign plan as presented for US Bank, 1674 Old School House Road, subject to the sign turning off by 10 pm and the applicant receiving a certificate of zoning compliance; second by Schultz. Motion carried 4-0.

**5. Mattress FIRM - Consider / approve sign plans for 1370 Pabst Farms Circle, Suite #370:** Gallo explained the applicant's request for signage as he was not present. This request is for 2 identical wall signs consisting of internally illuminated channel letters to be located over the north entrance and south end. Each sign will be 17" x 176" for a total of 20.77 sf each which is in conformance with the SC-Suburban Commercial District requirements. Pabst Farms has submitted a letter approving of the sign as submitted. Gallo noted the sign should turn off at 10 pm. In addition, the applicant has indicated a desire for a potential 3<sup>rd</sup> sign to be placed on the west side of the building which fronts Hwy 67. He added they may request a special exception to be allowed to add a 3<sup>rd</sup> sign which would require a public hearing before the Architectural Commission.

Motion by Schultz to approve the sign plans for Mattress FIRM, 1370 Pabst Farms Circle, Suite #370, as presented except the sign is to be turned off at 10 pm; second by Flint. Motion carried 4-0.

**6. 3M - Consider / approve sign plans for 1060 Corporate Center Drive:** Gallo explained this request for the replacement of the face of an existing ground sign as the applicant was unable to attend the meeting this evening. The cabinet will be slightly larger than before but it still is in conformance with code requirements. The sign will be internally illuminated, and Gallo originally had concern with the background of the sign being white. However, the applicant informed him only the "3M" will be illuminated while the background will be opaque. Gallo also requested the applicant add landscaping around the base of the sign which he agreed to install in the spring.

Motion by Vande Zande to approve the sign plans for 3M, 1060 Corporate Center Drive, as presented, subject to a landscape plan being submitted to the City Planner with plantings installed in the spring and getting a sign permit; second by Schultz. Motion carried 4-0.

**5. Mattress FIRM - Consider / approve sign plans for 1370 Pabst Farms Circle, Suite #370:** Chad Schultz of Mattress FIRM, arrived late noting he had additional information on his sign request which he wished to share with the members. The members all agreed to hear this additional information.

Schultz explained he has changed his original request to have the wall signs for Mattress FIRM be placed on the North and West elevations of the building, rather than the North and South as previously requested, as the sign facing west would be more visible to traffic on Hwy 67. Schultz indicated Pabst Farms has approved the change to the location of the signage though he did not have the letter with him. The members were in agreement that this was a minor change to what had previously been reviewed.

Schultz amended his motion for Mattress FIRM, 1370 Pabst Farms Circle, Suite #370, to approve the signage be placed on the north and west elevations, no larger than 17"x176", and a letter of approval must be received from Pabst Farms; second by Flint. Motion carried 4-0.

**7. Reports and comments from the Architectural Commissioners:** Day questioned the reasoning behind the repealing of Chapter 26, which contained rules on signage, by the Common Council last night. Gallo explained years ago Chapter 26 was replaced with Chapter 17 with the intention that it would be repealed thereafter. However, nothing further was done, and there have been 2 sets of rules on signage in the code since then. Day also questioned when there are signs which are fully compliant with a master sign plan for a development, why can't they be approved by staff instead of coming to the commission for review and approval. Gallo explained staff is in the process of streamlining the signage process which should help in these types of situations. Lastly, the next meeting of the Architectural Commission is scheduled for Monday, December 20, at 5:30 pm to address the Pabst Farms Town Centre signage. Staff plans to send packets to the members either Tuesday or Wednesday of next week so they have plenty of time to review the material submitted.

**8. Reports and comments from the City Planner:** None.

**9. Adjourn:** Motion by Schultz to adjourn at 5:55 pm; second by Flint. Motion carried 4-0.

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Chris Dehnert, Deputy City Clerk