

**City of Oconomowoc
Architectural Commission Meeting Minutes
September 1, 2010**

Chairman Day called the meeting to order at 5:32 pm.

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

2. Approve previous meeting minutes of August 4, 2010: Motion by Flint to approve the August 4, 2010 meeting minutes; second by Schultz. Motion carried 3-0.

3. Lakerz Pub & Eatery – Consider/approve plan for canopy sign at 118 E. Wisconsin Avenue: The applicant, Lynn Reed, was present to explain her request for a new canopy for her business. She wants to remove the current one as it is worn, and she feels it doesn't look good. The canopy will consist of a burgundy fabric material with cream letters, and it will not be illuminated. Reed noted she chose the colors because she wanted to be compatible with the buildings next door to help them flow together better. She also shared different ideas she has for the façade of the building though no formal action was taken.

Motion by Schultz to approve the plan for a canopy sign at Lakerz Pub & Eatery, 118 E. Wisconsin Avenue, as submitted; second by Flint. Motion carried 3-0.

4. Edward Jones Investments - Consider / approve sign plan at 1195 Summit Avenue, #300: Gallo explained the applicant, who was not present, told him he may have a conflict with tonight's meeting. They intend to replace the signage from the former business with new 2'x15.5' channel letters totaling approximately 30.8 sf. He noted it is well within code requirements, and he recommends approval. The application has the approval of the property owner.

Motion by Flint to approve the sign plan for Edward Jones Investments, 1195 Summit Avenue, #300, as submitted; second by Schultz. Motion carried 3-0.

5. Create-A-Pack Foods - Consider/approve sign plan at 1730 Executive Drive: Gallo explained this request is for a face change on an existing monument sign. The applicant, Gary Timmel, said he plans to peel off the letters on the existing sign and replace it with the logo of the company. He clarified the address of the building will be gone and the landscaping has been trimmed up. The members preferred the address remain on the sign, and Timmel noted he will look into this with the owner.

Motion by Schultz to approve the sign plan for Create-A-Pack, 1730 Executive Drive, as presented; second by Flint. Motion carried 3-0.

6. Whitman Park Professional Building – Consider/approve sign plan at 888 Thackery Trail: Timmel explained he will be replacing the existing pole sign with a new monument sign. It will consist of an aluminum cabinet with the base of the sign being hardiplank, though Timmel's preference would be veneer stone, and its top will be shingled. Flint didn't agree with the choice of hardiplank as he stated it would eventually rot, which Day agreed. Timmel said the sign will include a readerboard which will be set to scroll (1) line message though it has the ability to run (2). He prefers the single line as 2 lines become too small and hard to read. Flint questioned when the minutes include special directions, how signage removal issues are handled and enforced. Gallo

thought all enforcement issues were being done, noting he shares his recommendations with the Building Inspector who also gets the minutes from each meeting.

Motion by Schultz to approve the sign plan for Whitman Park Professional Building, 888 Thackery Trail, as presented except the base of the monument sign should be a thin stone instead of hardiplank, and the readerboard is to meet City requirements for readerboards; second by Flint. Motion carried 3-0.

7. Reports and comments from the Architectural Commissioners: Flint stated he brought up his comment during the last item as he has had concerns with special directions that are given during meetings not being followed up on by any one at the City.

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

9. Adjourn: Motion by Schultz to adjourn at 5:53 pm; second by Flint. Motion carried 3-0.

Chris Dehnert, Deputy City Clerk