

**City of Oconomowoc
Architectural Commission Meeting Minutes
April 2, 2008**

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

Members Present: Michael Day, Kent Johnson, Paul Schultz and Judy Kuehn

Staff Present: Jason Gallo and Chris Dehnert

5:30 PM Public Hearing: The Hearing opened at 5:30 PM. The purpose of the hearing is to hear comments on the application of Toni Habermann of Kieffer & Co. Inc., on behalf of Pro Health Care, for a Special Exception to allow a wall sign within the SI District. Section 17.806(3)(a)(1)(a)ii of the City Zoning Code states the maximum sign area permitted is 200 SF for all combined sign faces; the proposed wall sign brings the total square footage to 216.18 SF.

Dennis Smith of Kieffer & Co. and Meg Matejka of Waukesha Health Care were present for the hearing. Smith stated this request is for urgent care signage on the east wall of the Oconomowoc Physician Center. He feels it is necessary in order to direct people to the correct location for urgent care and also wants it visible from I-94. Matejka added if the proposed sign is at the size which would keep the total signage at the requirement, the sign would be hard to read. She is asking for the increased square footage to allow better visibility.

No additional comments were received. The Public Hearing closed at 5:34 PM.

2. Approve Minutes for March 5, 2008: Motion by Kuehn to approve the minutes of March 5, 2008; seconded by Schultz. Motion carried 4-0.

3. Consider/approve special exception for a 25.58 SF wall sign for Pro Health Care, 1185 Corporate Center Drive: Gallo gave a summary of previous signage requests by this applicant. They want approval of a special exception of 16.18 SF as their total signage is already at 190.6 SF and the proposed sign is 25.58 SF. He noted the first drawing by the applicant reflects the sign at 8.75 SF which would be allowed per the zoning code. Gallo doesn't believe the signage is really necessary and pointed out a special exception is intended for unique circumstances. Day clarified the wording "Urgent Care" would also be included on the monument sign. They want the proposed sign, which will always be illuminated, to be visible from I-94. Day preferred the signage not be located on this side of the building as he felt it was a form of advertising. He added it would be acceptable if the wording was part of the existing sign in a compatible color. Day suggested they consider re-designing the existing sign on the east side to include the words "Urgent Care" as an integral part of the sign. The commission members were in agreement with Day's idea.

Motion by Day to table the special exception of Pro Health Care, 1185 Corporate Center Drive, and request they incorporate the sign into the existing sign in a compatible color; second by Kuehn. Motion carried 4-0.

4. Consider / approve sign plan for an amendment to the ground sign at the Oconomowoc Physician Center, 525 Wisconsin Avenue: Gallo reviewed this request and noted the proposed signage is compatible as to size and location. Johnson questioned if action on the previous item would affect this sign. Day thought the wording was fine but believed another color combination would be more acceptable. Smith suggested changing the background of the urgent care section from red to white, and the wording from white to blue.

Motion by Schultz to approve the ground sign as amended for Oconomowoc Physician Center, 1185 Corporate Center Drive, except to amend the urgent care section of the sign so the red background becomes white and the color of the wording is changed from white to blue; second by Kuehn. Motion carried 4-0.

5. Reports and comments from the Architectural Commissioners: None.

6. Reports and comments from the City Planner: Gallo reported on the following items:

a) Chili's Rooftop Screening – A photo of the Chili's rooftop units as taken from Summit Avenue was handed out. Gallo stated an architect working on the screening for Chili's units has submitted materials for a pre-manufactured screening system which he approves. Chili's is concerned that this screening system may draw more attention to the roof than what currently exists as it is higher than the units. Gallo still feels this is the most appropriate method and will encourage them to proceed with using it.

b) Southwest Summit Avenue Plan – Gallo handed out sections of the SW Summit plans that discuss architectural theme and style along with those sections that discuss creating architectural guidelines. He asked that the members review these and bring any suggestions along to next month’s meeting as this will be included on the agenda at that time for discussion.

During the report of the City Planner on these items, no discussion was held and no motions were made.

7. Adjourn: Motion by Johnson to adjourn; second by Kuehn. Motion carried 4-0. The meeting adjourned at 6:00 PM.

Chris Dehnert, Deputy City Clerk