

# VILLAGE OF OCONOMOWOC LAKE

**OCONOMOWOC LAKE PLAN COMMISSION MEETING MINUTES of  
Monday, March 5, 2012.  
Unofficial until approved by the Plan Commission.  
Approved as written ( X ) or with corrections ( ) on 04/02/2012.**

The regular monthly meeting of the Plan Commission of the Village of Oconomowoc Lake was held on Monday, March 5, 2012, commencing at 7:22 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, Owens /Members – present  
Ms. Cameron/Member – present  
Messrs. Clarkson, Foster, Kohl/Members – absent  
Ms. Schlieve/Clerk– present  
Mr. Wiemer/Administrator – present  
Mr. Macy/Attorney – present

## **ATTENDANCE**

Brian Ewald, Steve Prochaska (Michael's Sign)

## **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/Barquist) to nominate Mr. Owens to act as chair of the meeting in the absence of President Birbaum, Carried Unanimously.

## **MINUTES**

Motion (Bickler/Barquist) to approve the minutes as printed for the Plan Commission meeting held on December 5, 2011, Carried Unanimously.

## **DISCUSSION/ACTION REGARDING AN ORDINANCE TO ESTABLISH PROCEDURES FOR THE APPROVAL OF ELECTRONIC MESSAGE DISPLAY SIGNS AND TO ESTABLISH STANDARDS FOR THE USE OF ELECTRONIC MESSAGE DISPLAY SIGNS IN THE VILLAGE OF OCONOMOWOC LAKE, PER CORRESPONDENCE FROM MR. MACY DATED DECEMBER 14, 2011**

Mr. Wiemer stated that the Department of Transportation (DOT) has established brightness levels for signs and for communities with signs along highways. Those levels were used in the draft provided to the Plan Commissioners. Mr. Wiemer noted that messages or pictures used on an electronic message display sign must remain in place for a minimum of 3 minutes in duration, which was reduced from the 5 minutes previously discussed.

Motion (Bickler/Barquist) to suspend the rules and take comments from the floor, Carried Unanimously.

Mr. Prochaska noted that in other communities the location of signs on a property is handled on a case-by-case basis.

Motion (Bickler/Barquist) to close comments from the floor, Carried Unanimously.

Commissioners made the following revisions to the proposed ordinance.

- On page 2, strike Color and move it to Site Specific Considerations (page 4 of the proposed ordinance) to be stated "The specific colors that may be used on the electronic message display sign."
- On page 2, under Brightness, revise to include the phrase "The day brightness setting shall be between 7500 and 11000 NITS. If the electronic message display sign is allowed to be illuminated during nighttime, the brightness shall not be brighter than 0.3 foot candles than the abundant light levels at night at the lot line."
- Under Definitions, add the definition for nighttime: "Nighttime is defined as that period of time ½ hour after sunset to ½ hour before sunrise."

Motion (Barquist/Cameron) to recommend to the Village Board of Trustees adoption of the ordinance to establish procedures for the approval of electronic message display signs and to establish standards for the use of electronic message display signs in the Village of Oconomowoc Lake, with the above noted changes, Carried Unanimously.

**DISCUSSION/ACTION REGARDING THE REQUEST FOR AN ELECTRONIC MESSAGE SIGN FOR EWALD KIA LOCATED AT 36883 E. WISCONSIN AVENUE IN THE BUSINESS DISTRICT OF THE VILLAGE OF OCONOMOWOC LAKE**

Mr. Wiemer explained the request made by Ewald KIA for an electronic message sign, noting that the proposed sign would be located in the vision corner that was created in the Conditional Use Permit (CUP) to prevent blocking the view of Oconomowoc Auto Parts. Concern was expressed regarding the number of pedestal signs on the 150 feet of frontage that Ewald KIA owns. Discussion followed. It was determined that it does not appear that Ewald KIA will need an amendment to its CUP.

Motion (Barquist/Bickler) to table the matter to the next Plan Commission meeting, Carried Unanimously.

**CORRESPONDENCE**

**Notice of public hearing on March 14, 2012 at 6:30 pm in the Common Council Chambers on the second floor of City Hall regarding the establishment of Institutional Public zoning on a vacant parcel owned by the City of Oconomowoc located adjacent to the east water tower between Pioneer Ridge Condominiums and Lorleberg's Hardware**

Ms. Schlieve advised the Commissioners that the notice had been provided for their information only.

**ADJOURNMENT**

With no further discussion, a motion (Bickler/Barquist) to adjourn the meeting at 8:30 p.m., Carried Unanimously.

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