

# VILLAGE OF OCONOMOWOC LAKE

**OCONOMOWOC LAKE PLAN COMMISSION MEETING MINUTES of  
Monday, April 2, 2012.  
Unofficial until approved by the Plan Commission.  
Approved as written ( X ) or with corrections ( ) on 07/02/2012.**

The regular monthly meeting of the Plan Commission of the Village of Oconomowoc Lake was held on Monday, April 2, 2012, commencing at 7:00 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 – present  
Messrs. Barquist, Bickler, Foster, Kohl, Owens /Members – present  
Ms. Cameron/Member – absent  
Mr. Clarkson/Member – absent  
Ms. Schlieve/Clerk– present  
Mr. Wiemer/Administrator – present  
Mr. Macy/Attorney – present

## **ATTENDANCE**

Brian Ewald, Craig Ewald

## **MINUTES**

Motion (Bickler/Foster) to approve the minutes as printed for the Plan Commission meeting held on March 5, 2012, Carried Unanimously.

Mr. Birbaum requested that the meeting be opened to public comment and that the order of the agenda be revised to take items 3, 5, and then 4. Motion (MB/RF) to open the meeting to public comment and revise the order of the agenda, Carried Unanimously.

Mr. Craig Ewald explained some of the history of the requests made for electronic message signs by Ewald Chevrolet Buick and Ewald Kia. He noted that he is aware of concerns the Plan Commissioners and Village Trustees have regarding multiple signs on business properties, but also noted the difficulties the businesses have in promoting their businesses due to the fencing along Hwy 16 and the multiple lanes of traffic that may make the visibility of the signs more difficult. Mr. Craig Ewald further advised the Commissioners that he had met with Mr. Tom Schuetz, owner of NAPA Oconomowoc Auto Parts, in regard to the possibility of relocating the NAPA sign to be more centered on his property. If Mr. Schuetz' sign was centered on his property, then an Ewald Kia electronic message sign would not block visibility of the NAPA sign. He felt that would address all the issues regarding the electronic message sign receiving approval for Ewald Kia.

Motion (Bickler/Owens) to close public comment, Carried Unanimously.

## **DISCUSSION/ACTION REGARDING THE REQUEST FOR AN ELECTRONIC MESSAGE SIGN FOR EWALD CHEVROLET BUICK LOCATED AT 36833 E. WISCONSIN AVENUE IN THE BUSINESS DISTRICT OF THE VILLAGE OF OCONOMOWOC LAKE**

A motion (Owens/Bickler) was made to approve the request for an electronic message sign for Ewald Chevrolet Buick located at 36833 E. Wisconsin Avenue in the business district of the Village of Oconomowoc Lake.

Mr. Macy noted that the Commissioners must review the site specific issues as listed in section 4 of Ordinance 263, the ordinance that established the procedures for approval of electronic message display signs. Those issues include the following.

- The time of day that the electronic message display sign can be turned on and be used for messaging and
- The time of day that the electronic message sign can be turned on but only used for a static message or time and temperature and
- The time of day that the electronic message display sign must be turned off and not used for any messaging or time and temperature
- The specific days of the week that the electronic message display sign can be turned on and be used for messaging and
- The specific days of the week that the electronic message sign can be turned on but only used for a static message or time and temperature and
- The specific days of the week that the electronic message display sign must be turned off and not used for any messaging or time and temperature

An amendment to the motion was made (Bickler/Owens) to state that the electronic message display sign may be turned on seven (7) days a week from 6:00 a.m. to 10:00 p.m.; the electronic message sign must be turned off, with no display of any kind, seven (7) days a week from 10:00 p.m. to 6:00 a.m.

The amended motion reads: to approve the request for an electronic message sign for Ewald Chevrolet Buick located at 36833 E. Wisconsin Avenue in the business district of the Village of Oconomowoc Lake, with the provision that the electronic message display sign may be turned on seven (7) days a week from 6:00 a.m. to 10:00 p.m.; the electronic message sign must be turned off, with no display of any kind, seven (7) days a week from 10:00 p.m. to 6:00 a.m. The motion was 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. Birbaum made reference to the solution Mr. Craig Ewald spoke about during the public comment portion of the meeting. He noted that the ordinance does not allow for electronic message signs on properties with less than 500 feet of frontage on E. Wisconsin Avenue; therefore, in order to consider the solution, the ordinance must first be amended with respect to the front footage. It was suggested that there should be a minimum of 70 feet between signs along E. Wisconsin Avenue. At this point, it was decided that the Commissioners needed to consider an amendment to the ordinance before a decision could be made about the request for an electronic message sign at Ewald Kia.

**DISCUSSION/ACTION REGARDING THE POSSIBLE AMENDMENT OF ORDINANCE 263 REGARDING 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**

Mr. Bickler provided a copy of a map obtained from the Waukesha County GIS site for the E. Wisconsin Avenue businesses in the Village of Oconomowoc Lake. Mr. Bickler had measured the distance of the current signs from each other, and noted the distance that would be achieved if the plan presented by Mr. Craig Ewald to relocate the NAPA Oconomowoc Auto Parts sign was accepted. Mr. Bickler suggested that the ordinance be modified to strike the 500 feet of frontage on E. Wisconsin Avenue, and insert 145 feet of frontage on E. Wisconsin Avenue.

Motion (Bickler/Owens) to recommend to the Village Board of Trustees approval of an amendment to Ordinance 263 (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) in section 1 Approval Process, to strike the phrase "500 feet of frontage" and insert "145 feet of frontage, Carried Unanimously.

At this time the Commissioners returned to the discussion 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. Discussion included concern regarding the distance between signs along E. Wisconsin Avenue, the visibility of the sign for NAPA Oconomowoc Auto Parts, and the effect the signs will have on the rest of the business district.

A motion (Bickler/Owens) was made to approve, as submitted, the request for an electronic message display sign for Ewald Kia located at 36883 E. Wisconsin Avenue in the business district of the Village of Oconomowoc Lake, with the provision that the electronic message display sign may be turned on seven (7) days a week from 6:00 a.m. to 10:00 p.m.; the electronic message sign must be turned off, with no display of any kind, seven (7) days a week from 10:00 p.m. to 6:00 a.m. The approval is further contingent upon the approval by the Village Board of Trustees of the amendment to Ordinance 263; that the NAPA Oconomowoc Auto Parts sign be relocated approximately 70 feet from the proposed Kia message display sign; that a letter of agreement between Ewald Kia and NAPA Oconomowoc Auto Parts to relocate the NAPA sign be placed on file with the Village; that Ewald Kia will not be issued a permit for its message display sign until the relocation of the NAPA sign has been completed; and with the understanding that the Ewald Kia message display sign will be placed in the vision triangle created in the parking plan for Ewald Kia. The motion was Carried Unanimously.

Mr. Macy noted that Mr. Schuetz, owner of NAPA Oconomowoc Auto Parts, will need to appear before the Plan Commission in order to get approval to relocate his business sign since the current location is included in his Conditional Use Permit. A special meeting of the Plan Commission will be scheduled for Monday, April 16, 2012, at 6:30 p.m., immediately preceding the regular monthly Village Board of Trustees meeting.

#### **ADJOURNMENT**

With no further discussion, a motion (Bickler/Foster) to adjourn the meeting at 8:08 p.m., Carried Unanimously.

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