

**MINUTES**

**City of Franklin  
Plan Commission Meeting**

**March 6, 2008**  
Approved March 20, 2008

**CALL TO ORDER**

- I. Mayor Taylor called the March 06, 2008, regular Plan Commission meeting to order at 7:01 PM in the Council Chambers at the Franklin City Hall, 9229 West Loomis Road, Franklin, Wisconsin. Present were Alderman Skowronski and Commissioners Torres, Ritter, Haley and Bennett. Commissioner Hanneman was excused. Also present were Planning Manager Dietl, Planner II Fuchs and City Attorney Wesolowski.

**MINUTES**

**Regular Meeting**

- II.
  - A. Commissioner Ritter moved and Commissioner Torres seconded approval of the February 21, 2008, minutes. Upon voice vote, all voted ‘aye.’ Motion carried.

**PUBLIC HEARINGS and BUSINESS ITEMS**

**Gary E. Jacoby and Yoshiko Jacoby (Rezone One Lot)**

1. **(Rezoning) (Public Hearing)** An ordinance to amend the Unified Development Ordinance (Zoning Map) to rezone a certain parcel of land from B-2 General Business District to R-3 Suburban/Estate Single-Family Residence District

- III.
  - A. 1. Mr. Fuchs read the public hearing notice into the record. The public hearing was opened at 7:03 PM. Three citizens spoke to the application. With no other citizens coming forward the public hearing was closed at 7:07 PM.

No action taken.

**Master Sign Program; City Administrator and City Development Department Staff Presentation of §210-9, of the Municipal Code Provisions and Process**

- B. 1. No action needed; none taken.

**Wyndham Village Retail, LLC (Shoppes at Wyndham Village Master Sign Program)**

1. **(Master Sign Program)** A resolution approving a Master Sign Program for the Shoppes at Wyndham Village Commercial Retail Center

- C. 1. Alderman Skowronski moved and Commissioner Bennett seconded to recommend a motion to approve a resolution approving a Master Sign Program for the Shoppes at Wyndham Village Commercial Retail Center (approximately 7700 to 7800 South Lovers Lane Road), with the following conditions:
  - 1. All sign illumination must utilize white lights unless otherwise stated in the MSP such as the wall signs for buildings 1 and 2.
  - 2. Monument sign materials (brick and stone) are the same materials as utilized on the buildings within the development. Note that any sign materials listed in the application as “consistent” will be interpreted as the same materials as the buildings.
  - 3. Address numbers be placed on the base of monument signs 1, 3 and 6. Address numbers shall be located on the base of each of these signs and a minimum of five inch numbers shall be used.
  - 4. Address numbers be placed at each individual storefront. These numbers shall be a minimum of five inches and generally located on the transom window above the main entrance. Any deviations must be approved by Staff.
  - 5. The clock on the opposite side, facing the development, on the corner tower between buildings 4 and 5 must be kept functional and accurate.
  - 6. No wall sign shall interfere with any structurally-required canopy supports or any architectural features

- on the buildings.
7. All tenants of buildings 3, 4, 5 and 7 are allowed a maximum of two signs on separate building elevations, except for end cap tenants, which will be allowed one wall sign on each separate building elevation, for a total of three.
  8. The tenant within building 5 is limited to one sign on the east elevation and may choose from the two sign locations as shown on the applicant's Exhibit D(2), page 2.
  9. Where building façade shows tenant signs between brick pilasters, the sign must be centered and not encroach closer than 8 inches.
  10. Future buildings 6 and 8 signage requires a Master Sign Program Amendment. Note that the maximum square footage of allowed signage for these buildings has been calculated in the MSP.
  11. All wall sign text for buildings 3, 4, 5 and 7 must be white in color, excepting where reasonably required by a tenant's corporate branding, but not to exceed 5 such exceptions within The Shoppes at Wyndham Village Commercial Retail Center. Color variations may exist in the tenant's logo portion of the sign.
  12. Tenant advertising signage shall be prohibited on shopping cart corrals located within the parking lot.
  13. "Architectural Illumination" as found in the Master Sign Program documents refers to internal illumination.
  14. "Indirect" lighting as referenced in the Master Sign Program documents refers to halo effect lighting with illumination behind the letters.
  15. "Reverse Channel Letters" as found in the Master Sign Program documents refers to individual letters and does not represent any type of raceway being used.
  16. The Harris Bank sign on the Sendik's storefront is the same type of wall sign materials being utilized as other Sendik's signage, such as the "PRODUCE" sign.
  17. The City of Franklin Master Sign Program document shall be incorporated into the Master Sign Program criteria submitted by the applicant and is enforceable as such.

Upon roll call vote, Commissioners Torres and Bennett, Mayor Taylor and Alderman Skowronski voted 'aye.' Commissioners Ritter and Haley voted 'no.' Motion carried with 4 affirmative votes.

Alderman Skowronski moved and Commissioner Bennett seconded to add the following conditions to the previously approved resolutions approving a Master Sign Program for the Shoppes at Wyndham Village Commercial Retail Center (approximately 7700 to 7800 South Lovers Lane Road):

1. The total square footage amount for all signs is 3,742 square feet. This includes all proposed signage by the

applicant, including the additional Sendik's graphics around the "PRODUCE" type signs on the front elevation, signage not previously in the application, which was presented to and approved by the Plan Commission on March 6, 2008 for the Sendik's building, with a 5% square footage buffer added, resulting in an increase in sign area of approximately 60%, which is hereby approved as a Special Exception to the square footage amount otherwise permitted by the City of Franklin Sign Code.

2. Conflict: If any provision, sentence, or clause of the Master Sign Program as approved herein, or as may be amended from time to time, is found to be in conflict with the requirements of the Municipal Code of the City of Franklin, including but not limited to Chapter 210 – Signs and Billboards, the requirements of the Municipal Code shall prevail.
3. Severability. If any provision, sentence, or clause of the Master Sign Program as approved herein, or as may be amended from time to time, is declared invalid or unenforceable, such invalidity or unenforceability shall not affect the whole Master Sign Program, but the whole, remaining Master Sign Program shall be construed and enforced accordingly and such provision, sentence, or clause shall be severable.
4. Enforcement. If the City fails to enforce any requirement of the Master Sign Program or fails to exercise any right or remedy available under this Master Sign Program or the Municipal Code of the City of Franklin, including but not limited to Chapter 210 – Signs and Billboards, that failure shall not be construed as a waiver of any requirement, right, or remedy, and shall not restrict the City from enforcing any such requirement or exercising any such right or remedy.
5. Timeline. All monument signs approved herein shall be completed within 12 months of the date of the granting of occupancy to a building included in the development to which is Master Sign Program pertains.
6. Master Sign Program Amendments. When considering an application for an amendment to a Master Sign Program, the Plan Commission may, at its discretion, require amendment to any other requirement or condition of the Master Sign Program and shall not be limited to the items contained in the application for amendment to the Master Sign Program.
7. The Plan Commission Findings, as noted, also reflect those conditions that warrant the approval of the Special Exception, as noted.

- 8. Traffic, Direction, and Informational Signs, which include signs such as “Stop”, “No Parking,” “One-way”, “Fire Lane”, “No Skateboarding”, “Clearance X”, or other legals notices, etc., but do not include way-finding signs (direction signs that incorporate advertising or store names), may be installed by the developer or his designee in accordance with a plan submitted to the City Development Department. Such plan may be modified from time to time as needed. The City, acting through the Planning Manager, reserves the right, based upon recommendations of the Engineering Department as appropriate, to deny such signs as requested or to require such additional signs as determined by the City. Traffic, directional, and informational signs do not require a Sign Permit Application or fee and may not include advertising.

Upon roll call vote, Commissioners Torres, Ritter and Bennett and Alderman Skowronski voted ‘aye.’ Commissioner Haley voted ‘no.’ Motion carried with 4 affirmative votes.

**Cricket Communications, Inc. (Collocated Antennas Upon Existing Tower)**

- 1. (Special Use Amendment) (Public Hearing)  
A resolution to amend resolution no. 2006-6139 imposing conditions and restrictions for the approval of a special use for a communication facility and tower site, to allow for additional collocated antennas and equipment

- D . 1. Alderman Skowronski moved and Commissioner Torres seconded a motion to recommend approval of a resolution to amend Resolution No. 2006-6139 imposing conditions and restrictions for the approval of a special use for a communication facility and tower site for property located at 5550 West Airways Avenue, subject to the applicant providing evidence of the existence of a collocated back-up electrical power source for all communications uses at this site, in form and content satisfactory to the City Engineer. Upon voice vote, all voted ‘aye.’ Motion carried.

**Cricket Communications, Inc. (Collocated Antennas Upon Existing Tower)**

- 1. (Site Plan Amendment) A resolution approving a site plan amendment for Cricket Communications, Inc., to allow for additional collocated antennas and equipment

- E . 1. Commissioner Ritter moved and Commissioner Torres seconded a motion to approve a resolution approving a site plan amendment for Cricket Communications, Inc. (at 11217 West Forest Home Avenue, subject to the applicant providing evidence of the existence of a collocated back-up electrical power source for all communications uses at this site, in form and content satisfactory to the City Engineer. Upon voice vote, all voted ‘aye.’ Motion carried.

**Cricket Communications, Inc. (Collocated Antennas Upon Existing Tower)**

- 1. (Site Plan Amendment) A resolution approving a site plan amendment for Cricket Communications, Inc., to allow for additional collocated antennas and equipment

- F . 1. Commissioner Haley moved and Commissioner Ritter seconded a motion to approve a resolution approving a site plan amendment for Cricket Communications, Inc. (at 11841 West Oakwood Road, subject to the applicant providing evidence of the existence of a collocated back-up electrical power source for all communications uses at this site, in form and content satisfactory to the City Engineer. Upon voice vote, all voted ‘aye.’ Motion carried.

**SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION WORKSHOP NOTICE: “PLAN COMMISSION BASICS”**

- G . 1. No action needed; none taken.

**MINUTES**

**City of Franklin  
Plan Commission Meeting**

**March 6, 2008**  
Approved March 20, 2008

(WEDNESDAY, MARCH 19, 2008, 6:00 P.M.  
– 8:30 P.M.)

**ADJOURNMENT**

- IV. Commissioner Ritter moved and Commissioner Bennett seconded to adjourn the March 06, 2008, regular Plan Commission meeting. Upon voice vote, all voted ‘aye.’ Motion carried. The meeting adjourned at 10:12 PM.