

CALL TO ORDER

- I. **Chairman Skowronski called the regular meeting of the Economic Development Commission of October 29, 2007 to order at 6:00 PM in the Hearing Room of Franklin City Hall, 9229 W. Loomis Road, Franklin, Wisconsin. Present was Chairman Skowronski, Commissioners Moulds, Bartoshevich, Burac-Englert, Haselow, Hintz, Karolewicz, Kerr, Oleson and Alderman Sohns. Commissioners Grintjes and Rhiner were excused. Also present was City Development Director Wheaton. Commissioner Bartoshevich arrived at 6:35 p.m.**

CITIZEN COMMENT PERIOD

- II. **No Citizens came forward.**

MINUTES

Approval of Regular meeting minutes of Monday, September 24, 2007.

- III.
 - A. **Commissioner Hintz moved and Commissioner Haselow seconded to approve the minutes of the regular meeting of the Economic Development Commission of Monday, September 24, 2007. Upon voice vote, all voted 'aye'. Motion carried.**

Recent News Articles about Economic Development in the City of Franklin.

- A. 2007 Wisconsin Good Government Award (*Franklin Citizen* 10/5/07).
- B. Major Developments Progressing in Franklin (*Small Business Times* 10/12/07).

- IV. **City Development Director Wheaton gave a report on recent news articles relating to economic development.**

BUSINESS

A. Ordinance to amend the Municipal Sign Code to repeal and recreate Chapter 210 of the Municipal Code, entitled "Sign Code."

- V.
 - A. **Presentation by Director of Administration, Mark Luberda.**

Phil Nickerson, Franklin Historical Society member had questions about a banner they use at Country Dale School to generate income for the Franklin Historical Society and about political signs being allowed on city property.

Scott Fisher, Gifts of Wings, had questions about his signs and products and questions regarding business v. non-business signs. Doesn't like outright prohibitions; wants exceptions for temporary signs.

Jim Kerr, EDC member, asked why Brookfield was used as a model and if new sign ordinance would be among the most restrictive in the Milwaukee area.

Jack Henry, Orchard View Shopping Center, asked about whether existing signage would be grandfathered; the large Remax balloon sign; kids wearing sandwich board signs; Hallmark Gift Shop table signs; Harry's Tru Value annual sale signs; Domino's Pizza signs on delivery cars; Orchard View message board.

Aldermen Olson addressed comments by Phil Nickerson and stated that signs in the right-of-way are illegal.

Diane Oleson, EDC member, questioned how sign ordinance would be enforced.

David Jasenski of Clear Channel has 17 sign faces on 6 structures in Franklin and is willing to talk about relocating billboards. Has offered a "Welcome to Franklin" sign at 27th & Rawson.

Alderman Sohns noted that billboards would likely be banned on 27th Street, especially south of Rawson Avenue.

Rosanne Burac-Englert, EDC member, expressed concern that new sign code could be too restrictive; asked if businesses would have to remove signage.

Mary Karolewicz, EDC member, wants interests of School District and Historical Society taken into consideration.

Mark Lake, MRED Cummings, and former planner for 15 years with the City of New Berlin noted importance of signage to prospective retailers. Sign Ordinance should be narrowly tailored and focus on existing problems. Indicated that City of Franklin should not be exempt from sign code. Stated that accidents take place when people walk around wearing sandwich boards. Noted ad-mobiles driving around Brookfield.

Alderman Sohns, EDC member, said City has been working on sign code since he became alderman 4-1/2 years ago.

Andy Khullar, Andy's Station at 5040 W. Rawson Ave. asked about blimps and inflatable devices.

Steve Perrigo, President, South Suburban Chamber of Commerce, indicated that he and the Executive Director of the Chamber will work with the City. Mr. Perrigo wants consideration for businesses facing road construction and exceptions for ground-breaking and ribbon-cutting ceremonies.

Alderman Olson said he and Mark Lake have had lots of conversations and expressed concern about the image of the City. Windows are made to be looked through, not to be used as advertising. Noted ordinance provision to obtain a variance.

Alderman Sohns, EDC member, expressed concern about car dealers using banners.

Alderman Ken Skowronski indicated that the City wants to work with businesses.

B. South 27th Street Corridor Plan Area Streetscape Design and Marketing. This item will include, but not be limited to, services provided by the Zizzo Group relating to the development of branding, theme, and logo for the South 27th Street Corridor Plan Area.

B. City Development Director Wheaton provided a report on the South 27th Street Corridor. The next meeting of the South 27th Street Steering Committee will be on November 26, 2007 at 8:00 a.m. The Zizzo Group will provide a presentation at the EDC meeting on November 26, 2007, at 6:00 p.m.

C. City of Franklin Comprehensive Master Plan: Planning for business development areas in the City of Franklin.

a. West County Line Road corridor, west of South 27th Street to approximately South 60th Street

b. West Rawson Avenue corridor, west of South 27th Street to approximately West Loomis Road (Wisconsin State Hwy 36)

c. West Loomis Road (Wisconsin State Hwy 36) corridor, north of West Forest Hill Avenue

d. West Loomis Road (Wisconsin State Hwy 36) corridor, south of West Forest Hill Avenue

e. Wisconsin State Hwy 100 corridor, west of South 27th Street

C. No action taken.

Next Meeting Date:

D. The next Economic Development Commission meeting is scheduled for Monday, November 26, 2007 at 6:00 pm.

ADJOURNMENT

VII. Commissioner Haselow moved and Commissioner Oleson seconded the motion to adjourn the October 29, 2007, regular meeting of the Economic Development Commission. Upon voice vote, all voted 'aye.' Motion carried. The meeting was adjourned at 8:18 PM.