

**JOINT ARCHITECTURAL BOARD/PLAN COMMISSION MINUTES**  
**MONDAY, JUNE 21, 2021**  
**7:00 PM**  
**BOARD ROOM**  
**MUNICIPAL BUILDING, 210 COTTONWOOD AVE.**

Present: Jeff Pfannerstill, James Schneeberger, Tim Hallquist, Jeff Bierman, David deCourcy-Bower & Ann Wallischlager. Dino Xykis attended via Zoom.

Others Present: Interim-Administrator Bailey, Ryan Amtmann, Scott Hussinger, Ben Nelson, and Deputy Clerk Bushey.

Call to Order- 7:02 pm

Public Comments: Please be advised the Joint Architectural Board/Plan Commission will receive comments from the public related to any item(s) on the agenda for a three-minute time period per person, with time extensions per the Chairman's discretion.

**1. Consideration of a motion to approve the Architectural Board/Plan Commission minutes from May 17, 2021.**

Motion (Hallquist/Schneeberger) to approve the minutes for the Architectural Board/Plan Commission meeting on May 17, 2021. Carried (6-0). 1 abstention – deCourcy-Bower.

**2. Discuss existing and proposed standards for internally illuminated signage-**

Pfannerstill said this meeting is just a chance for the Plan Commission to just discuss internally illuminated signage. He reminded everyone this topic came up recently when Bailey Dental came to the Plan Commission last month for internally lit signage. Pfannerstill said that a business such as Creole Café not having a sign that is lit, someone not from the area may not know they are there. He again reminded everyone this is only a discussion and no action will be taken.

Wallischlager commented that Dr. Baileys sign being lower to the ground should not be an issue. She said for example Citgo's sign which is bright, would not work where Dr. Bailey is.

deCourcy-Bower asked where internally illuminated signs are allowed. Building Inspector Hussinger said in B-1, B-2 and M-1 zoning areas. deCourcy-Bower commented that consistency is important and he said what if every business wants internally lit signs.

Xykis commented that the code states where signs cannot be internally lit.

Hallquist said in a commercial area it would be no problem. He also commented that timers should be on all internally lit signs and there should be a standard shut-off time. He pointed out that the Hartland Business District (BID) doesn't oversee that. Hussinger said he thinks they are backing away from that. Pfannerstill explained that in the past a disagreement came about between the BID & the Architectural Board regarding signage.

Hallquist said he doesn't mind if the Architectural Board makes a decision as long as it is consistent. Bierman said they would have to start with perimeters like height of monument signs. He went on to say that they can add up the amount of illumines for signs and can make a total of the amount of

illumes in a sign. Hussinger said the problem is that the Industrial Park signs are set back and the residential and downtown areas are more critical.

Xykis said look at downtown Delafield, it looks orderly. He suggested the board look at other areas and then make a decision. He said he is against not letting a business owner have their sign lit for after they close. Pfannerstill thinks it is difficult because for example in Delafield a business there is across the street from another business. deCourcy-Bower commented that the strip mall that Creole Café is in, sits back so it almost needs it. He said he understands a business would want to advertise when they are not there. He said maybe the choice should be, what do we want in the downtown area to be – historic or more modern.

Pfannerstill pointed out how Piggly Wiggly is across from a residential houses but Bailey Dental is not. Wallschlager asked doesn't the owners of the strip malls where for example Sendiks and Piggly Wiggly get to decide on the signage. Hussinger commented that Hartbrook Plaza has a sign plan that was approved.

There was more discussion on signage. Pfannerstill pointed out that in some other municipalities they don't get to pick out their own signs while other places they don't get to pick out the colors. He said he thinks the downtown area of Hartland has about 40%. He said you do not have to go far to see another illuminated sign.

Interim Administrator Bailey commented that in other municipalities you go to they have signs illuminated. Hussinger said sign policies are hard, he said the standard has to come from the board but you need to be careful to not approve too much light. Xykis said we should walk around and then make a decision. deCourcy-Bower said we should look at other municipalities/communities to see how they allow it but not let it get out of hand. Bierman said he has not been on the board very long but one question that is always asked is, how long will it be lit.

Pfannerstill asked Hussinger if the standard for the length of time has always been 6 – 10pm?

Hussinger said yes. deCourcy-Bower said but sometimes we adjust it.

Bierman said it should be determined the time allowed and the amount of the illumes.

deCourcy-Bower commented that he liked the ability to discuss internally lit signs without someone for an agenda item being here.

Pfannerstill said it should be looked into on how to measure light. Hussinger said they make devices to measure it, but it is tricky. Pfannerstill asked him if he could send some information to Interim Administrator Bailey and Hussinger said yes.

### **3. Announcements-**

Pfannerstill reminded everyone the Tour of Hartland Bike race will take place on Wednesday June 23, 2021.

### **4. Adjourn**

Motion (Hallquist/Schneeberger) to adjourn. Adjourned at 7:54 pm.

Respectfully submitted by

Recording Secretary,

Deidre Bush y, Deputy Clerk