



PLAN COMMISSION AGENDA

April 11, 2024 – 6:00 pm
Village Hall
235 Hickory Street, Pewaukee, WI 53072

To view the meeting: <https://www.youtube.com/live/gNM7ARPsNAI?si=YuPsExcbLueSdvUZ>

1. Call to Order, Roll Call, Pledge of Allegiance, & Moment of Silence.
2. Public Hearings – None.
3. Citizen Comments: *This is an opportunity for citizens to share their opinions with Commission Members on any topic they choose. However, due to Wisconsin Open Meeting laws, the Commission is not able to answer questions or respond to your comments. All comments should be directed to the Commission. Comments are limited to 3 minutes per speaker. Speakers are asked to use the podium and state their name and address.*
4. Approval of the Minutes:
 - a. Regular Plan Commission Meeting – March 14, 2024
5. Old Business. – None.
6. New Business.
 - a. Review, Discussion and Possible Recommendation to Village Board on a Draft Ordinance to Repeal Section 40.122 of the Village Code regarding petitions in protest of proposed amendments to the Zoning Code. This matter is Village initiated.
 - b. Review, Discussion and Possible Recommendation to the Village Board on a Draft Ordinance to Amend Section 40.314 of the Code (i.e. Permitted Uses in the B-5 District), adding the uses “Bicycle repair shop, excluding outside storage or display of materials, equipment, supplies, bikes, or bike parts.” and “Bicycle repair shop, including outside storage of materials, equipment, supplies, bikes, or bike parts provided the Planning Commission has first approved, through Site Plan approval, the plans for location and screening of such storage.”, as permitted uses in the B-5 Light Industrial Zoning District. The applicant in this matter is Eleazar Kelling.
 - c. Review, Discussion, and Feedback to Village Staff regarding the regulations, guidelines, and approval process pertaining to freestanding ground signs in the B-2 Downtown Business District. This matter is Village initiated.
7. Citizen Comments. – *This is an opportunity for citizens to share their opinions with Commission Members on any topic they choose. However, due to Wisconsin Open Meeting laws, the Commission is not able to answer questions or respond to your comments. All comments should be directed to the Commission. Comments are limited to 3 minutes per speaker. Speakers are asked to use the podium and state their name and address.*
8. Adjournment

Note: It is possible that members and/or possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; action will not be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in the notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. To request such assistance, contact the Village Clerk at 262-691-5660.

Dated: April 4, 2024

**Plan Commission Meeting
March 14, 2024 – 6:00 pm
Village Hall
235 Hickory Street, Pewaukee, WI 53072**

<https://www.youtube.com/live/DKGaulQWB1Y?si=RrCc-FbpHN71QGL4>

1. Call to Order and Roll Call, Pledge of Allegiance, & Moment of Silence

Trustee Roberts called the meeting to order at approximately 6:00 p.m.

Plan Commission members present: Comm. Mark Grabowski; Comm. Theresa Hoff; Comm. Brian Belt; Comm. Katie Jelacic; and Trustee Craig Roberts.

Excused: President Jeff Knutson and Comm. Sam Liebert.

Also present: Village Attorney, Matt Gralinski; Village Administrator, Scott Gosse; and Village Deputy Clerk, Jenna Peter. Village Planner, Mary Censky joined via conference call.

2. Public Hearings

a. **Conditional Use Grant request of applicant Alltrux Holdings LLC, in c/o Richard Yezzi and d/b/a JX Truck Center-Battle Motors, to add the subordinate, accessory use Medium/Heavy Duty Truck Sales to his current, principal use of the premises for vehicle service center at 1291 Hickory St. This 3.27-acre, B-5 Light Industrial zoned property is owned by Zimmermann & Schwartz Real Estate LLC in c/o John Schwartz. – no comments.**

b. **Conditional Use Grant request of applicant Jennifer & Ben Washburn, d/b/a Daily Dose Juice Bar, to locate their health café in ~2,450 sq. ft. of space at 115 W. Wisconsin Ave. This 0.16-acre, B-2 Downtown Business zoned property is owned by Joseph Grasc Development LLC in c/o Joseph Grasc. – no comments.**

3. Citizen comments – None.

4. Approval of the Minutes

a. **Regular Plan Commission Meeting – February 8, 2024.**

Comm. Grabowski motioned/seconded by Comm. Belt to approve the February 8, 2024, Regular Plan Commission Meeting minutes.

Motion carried 5-0.

5. Old Business – None.

6. New Business

a. **Review and Possible Action on Conditional Use Grant request of applicant Alltrux Holdings LLC, in c/o Richard Yezzi and d/b/a JX Truck Center-Battle Motors, to add the subordinate, accessory use Medium/Heavy Duty Truck Sales to his current, principal use of the premises for vehicle service center at 1291 Hickory St. This 3.27-acre, B-5 Light Industrial zoned property is owned by Zimmermann & Schwartz Real Estate LLC in c/o John Schwartz.**

Village Planner Recommendation:

1. Conditional Use Grant document (per the DRAFT CUG contained in the Planning Commission packet) to be fully signed and recorded prior to the start of vehicle sales use at this site.

Comm. Belt motioned/seconded by Comm. Hoff to approve the amendment to the Conditional Use Grant as presented.

Motion carried 5-0.

b. Review and Possible Action on Conditional Use Grant request of applicant Jessica & Ben Washburn, d/b/a Daily Dose Juice Bar, to locate their health café in ~2,450 sq. ft. of space at 115 W. Wisconsin Ave. This 0.16-acre, B-2 Downtown Business zoned property is owned by Joseph Grasc Development LLC in c/o Joseph Grasc.

Planner Censky explained this would be a new use for the property and that it is allowed by CUG in the B-2 District. The plans submitted show there will be 7 off-street parking stalls – the Code requires 6. There is also on-street parking in the front of the building, as well as a public lot nearby. No changes will be made to the exterior with respect to walls, roofing, doors, landscaping, parking, or exterior lighting. No alcohol is proposed to be served at this café. The proposed hours of operation are Tuesday – Friday 7 a.m. to 2 p.m. and Saturdays 9 a.m. to 3 p.m. They would also like to be open for extended hours during community and special events happening in the downtown area. The site plan does not prescribe an outdoor seating area, however there is some space directly adjacent to the front building wall for up to 3 tables. Censky touched on the need for a dumpster enclosure and resolving the final location/screening for that.

The applicant, Jessica Washburn stated the owner of the property, Joe Grasc is working with staff on the dumpster enclosure and a required handicapped access ramp.

Village Planner Recommendations:

1. Approval is subject to applicants' full compliance with the terms of the attached DRAFT CUG document and related floor plan and site plan.
2. Applicant to secure all required building, electrical, plumbing, ... and similar permits prior to the start of any building or site work in support of this project.
3. Full signatures and recording of the Conditional Use Grant (per the DRAFT CUG contained in the Planning Commission packet) prior to the start of any building or site work in support of this project.
4. Applicant to work with Village Staff in resolving the final location and structure details as to a dumpster/enclosure to serve this site as well as any other exterior structures or improvements as may be required by building code due to this new occupancy type in the building (such as handicapped ramp for instance). Occupancy as to this café use shall not be permitted until the dumpster/enclosure are in place at this site and any other exterior structures or improvements as may be required by building code due to this new occupancy type in the building (such as but not necessarily limited to handicapped ramp for instance) are completed and ready for use.

Comm. Hoff motioned/seconded by Comm. Grabowski to approve the Conditional Use Grant with the Planner's recommendations, changing the hours of operation to 7 a.m. to 10 p.m. 7 days a week and the number of outdoor tables, chairs, and furnishings to be worked out with staff.

Motion carried 5-0.

c. Review and Possible Action on the Building and Site Plan Amendment request of property owner/applicant Wisconsin Shirdi Sai Inc. to add screened HVAC equipment along the south side/wall of their existing temple building located at 111 Prospect Avenue. This .98-acre property is zoned IPS Institutional & Public Service District.

Censky explained back in December 2022 the applicant received Planning Commission approval to make modifications to/expansion of their existing kitchen use and facilities located in the basement level of this existing temple building. As a condition of that approval, the applicant was requested to work out a plan to properly screen, without visually obstructing the very beautiful wall of colored window glass, the new/more substantial HVAC equipment that is required to support the kitchen modifications. The plans bring the HVAC equipment out through the south basement level building wall into an excavated area with the grade set low enough into the sloping yard, so the proposed landscaped, cement capped, screening wall only has to be a few feet tall to screen the equipment that sits on the excavated grade. The plan also calls for a new vertical chase to be constructed along the south building wall near its east end wherein the exhaust equipment will be run out from the basement level wall and up through the roof. Both the new screening wall and the chase are proposed to be constructed of brick material matching the existing brick building

wall. Where the exhaust system comes through the roof line, the equipment is proposed to be sprayed to color match the existing shingles.

Village Planner Recommendations:

1. Applicant to secure all required building, electrical, plumbing, and similar permits as may be required, prior to the start of work on this project.
2. The elevation at the top of the landscaped screening wall shall not exceed 6-inches less than the elevation of the existing window ledge directly behind the landscaped screening wall.
3. Any new/replacement roofing membrane or flashing needed in the area of the roof penetration shall be color spec'd in black.
4. If the roofing of the building is ever changed, the Village may require that the property owner repaint the exhaust equipment to color match the new roofing.
5. The applicant shall work with Village Staff to gain approval of a landscaping plan to be implemented in the foreground of the new structural features as might enhance the final appearance of this work, such landscaping to be completed within 6 months of completion of the project. Any existing landscaping that is removed in order implement this project, whether in the foreground of the wall or not, shall be replaced with like/similar kind plantings of a size to be reviewed/approved by Village Staff.

Censky added a 6th recommendation pertaining to the equipment contained behind the screening wall should not extend above the screening wall.

Village Engineer, Tim Barbeau submitted his report and recommends approval of the proposed exterior site modifications as shown on the site plan.

Roberts asked if signage was part of the plan. Censky stated when the final plan is approved, they would come back and discuss the signage. That will go through the ordinary sign process.

Comm. Grabowski motioned/seconded by Comm. Belt to approve the building and site plan amendment request with the Planner's conditions plus addition of recommendation #6 and with the Engineer's recommendation.

Motion carried 5-0.

- d. **Review, discussion, and possible action on the Sign code waiver request of Aaron Grochowski of Signarama, Glendale Heights, IL, to install an oversized wall mounted front façade sign for tenant Rosati's Pizza in c/o John Bakas, at 690 Westfield Way-Suite C. This 4.4-acre, B-1 Community Business zoned property is owned by 690 Westfield Way LLC in c/o Saf Sarich.**

Censky explained the requested sign is 193% of what is permitted (30 sq ft is what is allowed, and they are asking for 86 sq ft.) The building is setback over 500 feet from Capitol Dr. The proposed sign appears to be consistent in scale to other existing signs already/ previously in place on this building façade.

Village Planner Recommendation:

1. Applicant to secure all necessary permits, such as but not limited to Sign Permit, Electrical Permit,...prior to placement/installation at the site.

Hoff asked if the sign was comparable to another that was recently approved (We Rock the Spectrum).

Censky stated that sign was 172 sq ft. that was approved.

Comm. Grabowski motioned/seconded by Comm. Hoff to approve the Sign Code Waiver with the Planner's recommendations.

Motion carried 5-0.

7. **Citizen Comments – None.**

8. **Adjournment**

Comm. Belt motioned/seconded by Comm. Hoff to adjourn the March 14, 2024, Regular Plan Commission meeting at approximately 6:38 p.m.

Motion carried 5-0.

Respectfully submitted,

Jenna Peter
Deputy Clerk

DRAFT

STAFF REPORT

To: Village of Pewaukee Plan Commission

By: Mary Censky

Date Prepared: April 11, 2024

General Information:

Agenda Item: **6.a.**

Applicant:

N/A

Status of Applicant:

Village initiated item

Requested Action:

Review, discussion, and recommendation to the Village Board.

Background:

See the attached letter from Village Attorney Matt Gralinski explaining why it is timely to repeal Section 40.122 of the Village Code pertaining to petitions in protest of proposed amendments to the Zoning Code.

Discussion/Recommendation:

If the Planning Commission supports this change as presented (ref DRAFT Ordinance attached), the appropriate action would be to recommend approval of the Ordinance to the Village Board. As a part of their review and consideration of the Ordinance, the Village Board will conduct a public hearing on the matter prior to taking any final action.

Law Office of

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March 4, 2024

Via Email ONLY

Scott Gosse
Village of Pewaukee
235 Hickory Street
Pewaukee WI 53072

Mary Censky
Village of Pewaukee
235 Hickory Street
Pewaukee WI 53072

Re: Repeal of Municipal Code Section 40.122

Dear Scott and Mary:

As you may be aware, the state legislature enacted 2023 Wisconsin Act 16 which made a number of changes to local zoning law. One of these changes was the creation of Wisconsin Statute Section 66.10015(3)(a), which effectively prohibits supermajority requirements for the approval of zoning enactments upon receipt of a protest petition. You will recall that previous legislation, 2017 Wisconsin Act 243, repealed a previous state statutory provision which required a 3/4 vote by a governing body to approve a proposed zoning amendment when a protest petition was filed. Although that Act eliminated the state statutory protest petition, the League of Wisconsin Municipalities, as well as our office, opined that municipalities could still enact or maintain local ordinances establishing a protest petition process similar or identical to the one provided in previous state statute. With the enactment of 2023 Wisconsin Act 16, that is no longer the case. There is now a clear prohibition on supermajority voting requirements for zoning changes, as the section requires approval of any zoning amendments by a simple majority of the Board's members elect. Only in limited circumstances may a 2/3 vote be required. Those circumstances are a downzoning ordinance or zoning change related to an airport.

The effective date of this change is January 1, 2025. However, given the Village's protest petition procedure in Section 40.122 will eventually be out of compliance with the change in state law, I enclose for your review and consideration a proposed ordinance repealing Village of Pewaukee Municipal Code Section 40.122 with regards to protest petitions.

March 4, 2024

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I would suggest this matter be placed on an upcoming Plan Commission agenda for consideration and possible recommendation to the Village Board. Should you have any questions, please do not hesitate to contact me. Thank you for your consideration.

Sincerely,

HIPPENMEYER, REILLY, BLUM,
SCHMITZER & FABIAN, S.C.

/s/ Matthew R. Gralinski

Matthew R. Gralinski
Village Attorney

MRG/sm
Enc.

ORDINANCE NO. 2024-____

ORDINANCE TO REPEAL SECTION 40.122 OF THE MUNICIPAL CODE OF THE VILLAGE OF PEWAUKEE REGARDING ZONING PROTEST PETITIONS

WHEREAS, the Village of Pewaukee Municipal Code Section 40.122 currently provides a procedure for property owners to file a petition in protest of a proposed amendment to the zoning code of the Village of Pewaukee, whereby the receipt of a duly signed and acknowledged petition would require a three-fourths vote of the members of the Village of Pewaukee Village Board for passage of the proposed change; and

WHEREAS, 2023 Wisconsin Act 16 created Wisconsin Statute Section 66.10015(3)(a), which prohibits a local protest petition process requiring a supermajority vote of the governing body to approve a proposed zoning amendment.

NOW, THEREFORE, the Village Board of the Village of Pewaukee, Waukesha County, Wisconsin do ordain as follows:

SECTION I

Section 40.122 of the Municipal Code of the Village of Pewaukee is hereby repealed in its entirety.

SECTION II

All Ordinances or parts of Ordinances contravening the terms and conditions of this Ordinance are hereby to that extent repealed;

SECTION III

The several sections of this Ordinance shall be considered severable. If any section shall be considered by a court of competent jurisdiction to be invalid, such decision shall not affect the validity of the other portions of the Ordinance.

SECTION IV

This Ordinance shall take effect upon passage and publication as approved by law, and the Village Clerk shall so amend the Code of Ordinances of the Village of Pewaukee, and shall indicate the date and number of this amending Ordinance therein.

Passed and adopted this _____ day of _____ 2024 by the Village Board of the Village of Pewaukee.

APPROVED:

Countersigned:

Jeff Knutson, Village President

Cassie Smith, Village Clerk

DRAFT

STAFF REPORT

To: Village of Pewaukee Plan Commission

By: Mary Censky
Date Prepared: April 11, 2024

General Information:

Agenda Item: **6.b.**

Applicant:

Eli Kelling

Property Owner:

N/A (This request is not site specific)

Requested Action:

Review, discussion, and recommendation to the Village Board.

Discussion:

The applicant requests the Planning Commissions consideration to add the uses:

- “Bicycle repair, assembly, and/or fabrication, excluding outside storage or display of materials, equipment, supplies, bikes, or bike parts. This use does not permit outdoor display of bicycles without first obtaining approval, through Conditional Use Grant (CUG), for retail sales of bicycles, bicycle parts, and bicycle accessories as may be permitted pursuant to Section 40.316(10) below, in which case the Planning Commission shall establish the parameters, such as scale, manner and location of bicycle display, as a part of the CUG.” *and*
- “Bicycle repair, assembly, and/or fabrication, including outside storage of materials, equipment, supplies, bikes, or bike parts provided the Planning Commission has first approved, through Site Plan approval, the specific and limited plans for location and screening of such storage. This use does not permit outdoor display of bicycles without first obtaining approval, through Conditional Use Grant (CUG), for retail sales of bicycles, bicycle parts, and bicycle accessories as may be permitted pursuant to Section 40.316(10) below, in which case the Planning Commission shall establish the parameters, such as scale, manner and location of bicycle display, as a part of the CUG.”

as permitted uses in the B-5 Light Industrial District.

The Village Code does not presently provide clearly for bicycle repair as a permitted or conditional use in the B-5 Light Industrial District, a use that the applicant would like to conduct in a B-5 zoned property in the Village. This draft of changes to the B-5 District (see DRAFT Ordinance attached) would incorporate that use. If favorably recommended by the Planning Commission and ultimately approved by the Village Board following a public hearing on the matter, the applicant could make application for bicycle repair business occupancy in a B-5 zoned business space either as a use by right and/or through the conditional use process, depending on the specific circumstances of his business model.

Recommendation:

If the Planning Commission supports this change as presented (ref DRAFT Ordinance attached), the appropriate action would be to recommend approval of the Ordinance to the Village Board. As a part of their review and consideration of the Ordinance, the Village Board will conduct a public hearing on the matter prior to taking any final action.

ORDINANCE NO. 2024-_____

ORDINANCE TO CREATE SECTIONS 40.314(10) and 40.314(11) OF THE MUNICIPAL CODE OF THE VILLAGE OF PEWAUKEE AS WOULD PERMIT THE USES

“Bicycle repair, assembly, and/or fabrication, excluding outside storage or display of materials, equipment, supplies, bikes, or bike parts. This use does not permit outdoor display of bicycles without first obtaining approval, through Conditional Use Grant (CUG), for retail sales of bicycles, bicycle parts, and bicycle accessories as may be permitted pursuant to Section 40.316(10) below, in which case the Planning Commission shall establish the parameters, such as scale, manner and location of bicycle display, as a part of the CUG.” and

“Bicycle repair, assembly, and/or fabrication, including outside storage of materials, equipment, supplies, bikes, or bike parts provided the Planning Commission has first approved, through Site Plan approval, the specific and limited plans for location and screening of such storage. This use does not permit outdoor display of bicycles without first obtaining approval, through Conditional Use Grant (CUG), for retail sales of bicycles, bicycle parts, and bicycle accessories as may be permitted pursuant to Section 40.316(10) below, in which case the Planning Commission shall establish the parameters, such as scale, manner and location of bicycle display, as a part of the CUG.” RESPECTIVELY, IN THE B-5 LIGHT INDUSTRIAL ZONING DISTRICT.

WHEREAS, the Village of Pewaukee Municipal Code Sections 40.314 and 40.316 do not currently list bicycle repair, assembly, and/or fabrication with or without outside storage or display of materials, equipment, supplies, bikes, or bike parts as a permitted or conditional use in the B-5 Light Industrial Zoning District.

WHEREAS, the Village of Pewaukee finds that the use bicycle repair, assembly, and/or fabrication with or without outside storage or display of materials, equipment, supplies, bikes, or bike parts would be compatible with the other uses listed as either permitted or conditional uses in the B-5 Light Industrial Zoning District.

WHEREAS, the Village of Pewaukee Planning Commission did, on April 11, 2024, review, discuss, and favorably recommend the addition of these uses as permitted uses in the B-5 Light Industrial District.

NOW, THEREFORE, the Village Board of the Village of Pewaukee, Waukesha County, Wisconsin does ordain as follows:

SECTION I

Section 40.314(10) of the Municipal Code of the Village of Pewaukee is hereby created to read as follows:

“Bicycle repair, assembly, and/or fabrication, excluding outside storage or display of materials, equipment, supplies, bikes, or bike parts. This use does not permit outdoor display of bicycles without first obtaining approval, through Conditional Use Grant (CUG), for retail sales of bicycles, bicycle parts, and bicycle accessories as may be permitted pursuant to Section 40.316(10) below, in which case the Planning Commission shall establish the parameters, such as scale, manner and location of bicycle

display, as a part of the CUG.”

SECTION II

Section 40.314(11) of the Municipal Code of the Village of Pewaukee is hereby created to read as follows:

“Bicycle repair, assembly, and/or fabrication, including outside storage of materials, equipment, supplies, bikes, or bike parts provided the Planning Commission has first approved, through Site Plan approval, the specific and limited plans for location and screening of such storage. This use does not permit outdoor display of bicycles without first obtaining approval, through Conditional Use Grant (CUG), for retail sales of bicycles, bicycle parts, and bicycle accessories as may be permitted pursuant to Section 40.316(10) below, in which case the Planning Commission shall establish the parameters, such as scale, manner and location of bicycle display, as a part of the CUG.”

SECTION III

All Ordinances or parts of Ordinances contravening the terms and conditions of this Ordinance are hereby to that extent repealed;

SECTION III

The several sections of this Ordinance shall be considered severable. If any section shall be considered by a court of competent jurisdiction to be invalid, such decision shall not affect the validity of the other portions of the Ordinance.

SECTION IV

This Ordinance shall take effect upon passage and publication as approved by law, and the Village Clerk shall so amend the Code of Ordinances of the Village of Pewaukee, and shall indicate the date and number of this amending Ordinance therein.

Passed and adopted this _____ day of _____ 2024 by the Village Board of the Village of Pewaukee.

APPROVED:

Countersigned:

Jeff Knutson, Village President

Cassie Smith, Village Clerk

STAFF REPORT

To: Village of Pewaukee Plan Commission

By: Mary Censky

Date Prepared: April 11, 2024

General Information:

Agenda Item: **6.C.**

Applicant:

N/A

Status of Applicant:

Village initiated item

Requested Action:

Review, discussion, and consultative feedback regarding monument signs in the B-2 Downtown Business District.

Background:

The Planning Commission has requested that the regulations currently applicable to freestanding (i.e., ground mounted monument or pole mounted) signs be presented for review and discussion.

Current Regulations:

Section [70.100](#) of the Village Code provides the following statement of Purpose as to signs in the Village, generally:

The purpose of this chapter shall be to:

- (1) Regulate the size, type, quantity, construction standards, maintenance and placement of signs situated within the boundaries of the Village of Pewaukee, Wisconsin.
- (2) Promote the public health, safety, welfare and comfort of the general public by:
 - a. To enable the public to locate goods, services, activities, places and facilities without difficulty or confusion;
 - b. To protect property values, public investment and overall neighborhood character by promoting an attractive, harmonious and aesthetically-pleasing environment free from excessive visual clutter of signs and preventing conditions which have undesirable impacts on surrounding properties;
 - c. Reducing distractions and obstructions from signs which could adversely impact pedestrian and/or traffic safety; and
 - d. Alleviating potential hazards caused by signs projecting over or encroaching upon the public right-of-way; and
 - e. Preserving or enhancing the natural beauty and unique physical characteristics of the village as a community in which to live and work by requiring new and replacement signage which is:
 1. Aesthetically harmonious with the nearby buildings, surrounding neighborhood aesthetics and other signs in the area as to, for instance but not necessarily limited to, materials, colors, scale, placement/location, landscaping, manner/hours of illumination;
 2. Complementary to the village's architectural character and unobtrusive

style of development.

Section [70.115\(d\)\(2\) of the Village Code](#) lists the specific permissions for freestanding signs in the B-2 Downtown Business Zoning District as follows:

Freestanding ground signs. On properties zoned B-1 — B-5, IPS, P-1 and containing permitted and approved use(s) and building(s):

a. *Number.* There shall not be more than one freestanding ground/monument sign for each principal building except where a building is situated on a lot that abuts two or more streets, then one freestanding sign may be allowed for each abutting street frontage.

b. *Area.* The gross surface area of a ground sign shall not exceed 50 square feet of area (not to exceed 40 square feet for properties zoned B-2).

c. *Location.* A ground sign may not be located closer than ten feet to any property line, or driveway. No freestanding ground signs shall be placed closer than 50 feet to another freestanding sign on any single property measured as the crow fly's between the nearest points on the sign or sign structure of the two freestanding permanent signs.

d. *Height.* A ground sign shall not project higher than ten feet, as measured from preconstruction grade at the base of the sign.

The [Village of Pewaukee Downtown Design Guidelines](#) provides the following direction with respect to signs in the Downtown Area:

1. Introduction & Guiding Principles

The following design guidelines have been prepared for the Village of Pewaukee's downtown area. The downtown consists of several unique parts. The guidelines in this report provide general recommendations for the entire downtown, and more detailed guidelines that are specific to certain parts of the study area.

Relationship to Current Guidelines and Ordinances

Although Pewaukee does not currently have specific design criteria, the Village does review site and architectural plans. Additionally, Pewaukee enforces a signage ordinance. The following guidelines are intended to supplement these existing standards. The new guidelines offered in this report will help provide consistency and a design framework for future development and redevelopment.

These guidelines represent the policies and recommendations of the Village and should be shared with property owners and the development community. The Village will have the opportunity to formalize the enforcement of these recommendations through the adoption of new zoning standards and regulations.

Design Principles for the Downtown

The guiding principles developed for the downtown are not new. Based on the key elements of historic downtowns, these principles underpin the design of some of the most popular and economically viable commercial business districts in the nation. "Walkable" streets, human-scaled architecture, public spaces, street furnishings, and landscaping are common design

features that make these places attractive locations for shopping, working, visiting and living.

The design principles are as follows:

1. Improve Visual and Physical Access to the Pewaukee River.
2. Design for "walkable" streets, while maintaining functionality for all traffic types.
3. Promote pedestrian interconnectivity.
4. Coordinate public streetscape with private improvements.
5. Improve the aesthetic qualities of gateways into the downtown.

Section 2.10 Signage.

Building Signage should fit with and enhance the character of a building and the overall Downtown area. As buildings in the corridor exhibit a broad period of architectural history, signage should be reviewed based on three major design components:

Style

The sign style consists of the type, color, material, font, and background of the sign itself.

Appropriate signage types include:

- Awning signs
- Decal or vinyl on glass
- Projecting and hanging signs mounted on brackets
- Transom lettering
- Raised or painted letters
- Wall mounted cast bronze plaques or tablets
- Small monument signs
- Freestanding bracket signs

Examples of acceptable freestanding signs:



