

**Village of Holmen
Planning Commission Minutes
May 29, 2012**

Village President Proctor called the Planning Commission meeting to order at 6:30 PM on Tuesday May 29, 2012. Present were commission members Ebner, Szak, Evenson, Proctor, Dunham and Johnston, along with advisory members Olson, and Heinig. Commission member Horvath was excused.

Motion by Szak, seconded by Evenson to approve the minutes of the April 24, 2012 meeting. Carried unanimously.

Public Comment

None

Agenda Items

#4 – Review of and possible action and recommendation on Preliminary Concept for Cherry Lane Condominiums, including Commerce Street extension and Cherry Lane. – The Commission members were provided a copy of the building plans for the project being proposed by Dale Brott. Administrator Heinig explained the development is planned as a condominium, consistent with the zoning for the property. Since a condominium is essentially a single family type development, this may or may not fall under the review of the SPAR Board. Director Olson informed the Commission that the Village had been working with the developer's engineer to finalize a set of construction plans so the construction of the water main and roads can proceed. The sanitary sewer was installed in 2009 through what will be Cherry Lane. Member Dunham felt an obligation to the existing residents in the area to assure them the Village wants to protect their investment and that developments of this type should fall under SPAR Board review and approval. Member Ebner asked if the units could be rented. The covenants for the project have not been developed yet, but that should be clarified within that document. The Village typically does not restrict an owner from renting their property to someone else and rental of these units could be possible. The developer has indicated he intends to sell the units, but past history and the variable economy has sometimes forced a developer into a rental situation when sales are slow. Motion by Dunham, second by Szak that this, all residential developments of three or more units should fall under the review of the SPAR Board. Carried unanimously.

#5 – Discussion on Proposed Amendments of Article XII: Signs, Awnings, Canopies, and Billboards. – Administrator Heinig gave an overview of the amended ordinance and some of the specific points prompting the need for change. The original ordinance dates back to the 1970's and needs to be amended to address new technology available to the industry today. In general, most of the change relates to reducing the allowable sign size and height. These changes are consistent with the recently adopted modifications to the Design Overlay District and Comprehensive Plan. There is also a need to consider restrictions or limitations on electronic/digital signs.

Can limits could be placed on the electronic type signs to reduce the effect on drivers - can they be dimmed? As a Village, we will need to allow certain types of digital signs that could be used for community messaging. The Fire Department is in the process of erecting a new sign donated by Richard Daffinson that will have a message area. This could be used to display community events or other information such as burn bans. We do want to prevent signs that scroll messaging, change frequently or flash displays that are distracting to drivers.

How are portable lighted signs on trailers to be handled on private property? This type of sign is not allowed and citations would be issued to someone in violation.

How does this affect the Town of Onalaska related to the South Holmen Drive Corridor study? We should try to work with the Town, but the priority would be to establish a Boundary Agreement as suggested in the study and work within those areas as they pertain to the communities.

How will "Special Event" signs like Yes, Holmen and Garage Sales or Spaghetti Supper... be addressed? These signs are not allowed, but historically have not been regulated or enforced due to the temporary nature of the use.

Do we want to have an education program to inform people on sign use? This is typically a futile exercise and has little effect.

How are fold out "sandwich board" type signs handled? These would fall under the "Temporary Sign" category.

How does the Village determine whether a sign is a nuisance or a traffic hazard? Do we review after one complaint... 10 complaints? This will need to be considered when revisions to the electronic portion are made.

Can time limits be placed on the electronic signs, especially near residential areas? Could they be turned off after 10:00? This is a good question that will also need to be considered in the revisions.

Administrator Heinig will prepare a final draft of the proposed amendments for Planning Commission review next month, taking into consideration the discussion and ideas, as well as additional planned research.

No other items came before the commission.

Motion by Szak, seconded by Ebner to adjourn at 7:35 PM - Carried unanimously.

Dean K. Olson
Director of Public Work