

**CITY OF MEQUON
WISCONSIN
PLANNING COMMISSION MINUTES
December 1, 2014**

Commissioners present: Mayor Dan Abendroth, Brian Parrish, Patrick Marchese, John Mason, James Schaefer, Alderman Adams, Alt. Bessler (arrived at 7:30pm)

Staff members present: Jac Zader, Asst. Director of Community Development
James Keegan, Engineering Services Manager

Minutes of the meeting held on Monday, November 11, 2014 at 7:00 p.m. in the Common Council Chambers, Mequon City Hall, 11333 N. Cedarburg Road. [Note: Planning Commission meeting was audiotaped.]

1. a. Call to Order, Roll Call

- b. Approval of the November 11, 2014 Planning Commission meeting.**

Action:

Commissioner J. Schaeffer moved to approve the November 11, 2014 minutes.

Commissioner Parrish seconded the motion to approve minutes.

A voice vote was called. All voted aye, 6-0.

Regular Business

2. Techteriors LLC

Address: 12308 Corporate Parkway District: # 3 Tax Key: #15-017-10-007.00 Zoning: B-4

Request:

- 1. Minor Request – Sign Approval on I-43

Briefing:

The applicant is seeking approval for a new sign on their building facing I-43.

Staff Conditions of Approval:

- 1. Submittal of a sign permit to be reviewed and approved by staff.
- 2. All other requirements of the sign code shall be met.

Discussion:

Asst. Dir Jac Zader stated that in 2011 the Common Council amended the sign code to allow for signage facing I-43 although it does require Planning Commission approval for all signage. The renderings submitted comply with all the requirements of the sign code and staff feels that it is an appropriate and attractive sign for the development and recommends approves.

The applicants, John and Alex DeToro, asked for the approval of the sign to help build their brand and promote their business.

Alderman Adams asked about how lit signs were monitored and what hours the signs are allowed to be lit.
Asst. Dir. Zader stated that all signs are required to be off at the time of business close.

Action:

Commissioner Marchese moved to approve the motion.

Commissioner Parrish seconded the motion.

A voice vote was called, All voted aye, 6-0

3. **Mequon Town Center**

Address: 11205 -11315 N. Cedarburg Rd and 5900-6048 W Mequon Road District: #2

Tax Key: # 14-050-02-050.003 Zoning: TC

Address: 10922 N. Cedarburg Rd District: #6 Tax Key: # 14-171-0002.000 Zoning: B-3, FFO, FW

CANCELLED

Request:

2. Minor Request – Master Sign Plan

Briefing:

The applicant is seeking a master sign plan for the Mequon Town Center.

4. **Andrew Petzold, Concord Development Company for Mark & Lynn Leonard**

Address: 11409 N. Port Washington Road District: # 5 Tax Key: #15-019-13-014.00 Zoning: B-3

Address: 11421 N. Port Washington Road District: # 5 Tax Key: #15-019-13-013.00 Zoning: B-3

Request:

1. Building and Site plan
2. Certified Survey Map approval
3. Master Sign Plan

Briefing:

The applicant is seeking a building and site plan, certified survey map and master sign plan approval for a 13,800 square foot multi-tenant building.

Discussion: Asst. Dir. Zader stated that this item was cancelled from the previous month's meeting as a conditional use grant. It was a conditional use grant because the applicant was asking for waivers to code

requirements for a redevelopment project. Staff has worked with the applicant over the past month and they do now comply with all of the district standards. The plan shows 79 parking stalls which exceeds the 69 stall requirement. The parking count requirement is based on general office use. The applicant is proposing additional stalls in anticipation of a potential sit-down restaurant or other high demand user. The applicant is asking to reduce the parking aisles for two-way traffic which is required to be 25 feet in width. On the plan there are 2 stubs shown at 24 feet in order to get the open space ratio to be in compliance with code. Staff does not object to either of the two stubs being 24 feet in width because they are dead ends and do not connect through to the property to the north. The applicant has also relocated the dumpster enclosure to the far north west corner of the site which is in limited in terms of public view. The building is designed to allow for up to six tenant suites each with individual entrances. Overall staff is in support of the building architecture and choice of building materials. One critique is the EIFS treatment on the tower elements. The stone stops partially up the tower elements. Staff feels those are prominent features of the building and would like to see the brick or stone extend all the way up to the top and wrap around the tower elements. Other than that, staff does recommend approval of the building design and the materials used.

Staff does have a concern and has had a conversation with the applicant regarding the visibility of the rooftop mechanics. Code does require them to be screened but staff wants to ensure that the north elevation is not visible from Port Washington Road while driving southbound. Staff would like a site line study done to verify that the rooftop mechanics are not visible from Port Washington Road as part of the approval.

The landscaping plan was submitted to the city's landscape consultant and he did provide some feedback with specific requirements which are listed in the report. The applicant is working on some of those changes but could not get them in the packet in time. They will be reviewed at staff level after the meeting.

The lighting plan includes parking lot lights and wall mounted fixtures. The fixtures are shown to be sixteen feet in height which complies with the lighting code. It is not clear whether the fixtures are full cutoff as required by code so that will need to be confirmed. The photometric plan shows the light levels are in compliance with the lighting code.

Regarding the master sign plan, the applicant is requesting that each tenant have an individual wall mounted sign. This is a B-3 zoning so it does allow for wall signage if there are individual entrances. The applicant is asking for 30 square feet on all the signage areas except for the two tower elements. On the tower elements they are asking for 40 square feet sign due to the scale and massing of the towers. Staff does support the extra 10 square foot for the tower elements, based on the size and massing of the signs. All of the other signage proposed will comply with the sign code.

Asst. Dir. Zader stated that an engineering representative is present for questions. The certified survey map will combine the two previous separate dwellings into one large parcel, so no additional lands are being created. Staff does recommend approval of the project in accordance with the conditions in the report.

Jim French from French Architect, Mark Leonard; the applicant and Colleen Jordan from Concord Development were present at the meeting. Mr. French asked for clarification on the use of EIFS and the overall objective. He stated that the overall concept is to create a project that is harmonious with Kohler Credit Union and gives more of

a feel of a complex with the cross access. Kohler has a significant amount of stone that they use in their detailing. He stated that the brick used is similar to the brick used on the Kohler, the color scheme is very similar, all in trying to keep in harmony.

Commissioner Mason asked the applicant if they are comfortable with the 17 conditions in the proposal from staff. The applicant answered that they are comfortable with all the items, except for the tower elements which are being discussed this evening.

Alderman Adams asked for some more information regarding the EIFS.

Commissioner Marchese asked who would own the building. The applicant, Mark Leonard answered that he would own the building. Commissioner Marchese asked whether a fast food restaurant is allowed under the B-3 zoning. Asst. Dir. Zader stated that fast food restaurants are not allowed but a sit down restaurant is allowed. Commissioner Marchese asked for a definition of what constitutes a high-demand user. Asst. Dir. Zader explained that it would be a tenant that has a high number of employees per square foot; an example would be a dental call center. Commissioner Marchese stated that he appreciated that the applicant worked with Kohler to ensure the project created a cohesive feel. He asked about the use of cloth awnings. Mr. French stated that it will be more of a fabric canvas over a metal frame. There is a metal flat, curved frame canopy that the sign is attached to. He stated that there will be a blend of types of canopies in amongst the masonry piers. Commissioner Marchese expressed concern that the canopies do not weather well. Mr. French stated that he has had a positive experience with using the right materials and the longevity of the product is good. He would not make a recommendation to his client to use a product that would need to be replaced every few years. It is a material that is easily changed if the tenant is changed. Commissioner Marchese asked the applicant if they have any potential tenants. Mr. French stated that Concord is actively pursuing tenants but no one that they could reveal at this point.

Commissioner J. Schaefer stated that he does not like the EIFS on the building and would like to see a more substantial material used on the building. Asst. Dir. Zader stated that the EIFS does work well for sign panel area and has been used on other projects. Staff's concerns are solely in regards to the treatment on the tower elements on the sides and on the front. Commissioner Schaefer stated his concern that the north elevation that it will be visible from the highway and he would like to see more done on that area. Mr. French stated that on the north elevation they turned the corner with the fenestration and started to abstract the idea of masonry piers and use control joints to give that feeling. He stated that the side closest to Port Washington Road will be less noticeable. Asst. Dir. Zader stated that the set back lines of the building to the north will be pretty tight and the public will mostly see the front area where the fenestration has been carried around and will not see the back area. He added that the public will see it from the internal parking lot and that should be addressed, the landscaping plan is still being worked on and it may address that courtyard view. He stated that the setback of the buildings will not be exact but they will be close. Commissioner J. Schaefer stated that he recommends taking the building a little further back; another bay.

Commissioner Parrish stated that he also recommends that the building add one more bay. He does find the architecture very pleasant. He also recommended that the landscaping on the north facade be more evergreen than

deciduous to help screen.

Mr. French asked for clarification on carrying the EIFS to the storefront or to the next bay. Mr. French questioned if it should be like the detailing similar to the NE corner. That was confirmed. Mr. French then asked the commission if a masonry product is requested on the towers. Mayor Abendroth stated that the issue would be addressed in the motion made.

Action:

Commissioner J. Schaefer moved to approval the motion subject to staff comments and to using a more substantial material on the top of the towers; anything except EIFS. Additionally, changes to the second bay from the northeast corner back, to have more fenestration and to look more like the bay next to it.

Commissioner Marchese seconded the motion. Mayor Abendroth added that the motion also includes all the other staff recommendations.

Commissioner Adams clarified with Asst. Dir. Zader that staff recommended that the towers be treated with brick or stone and not precast. Asst. Dir. Zader stated that as long as it is anything but EIFS that would be acceptable and the architect can work to make ensure it is appropriate. He also asked Commissioner J. Schaefer if the recommendation from Commissioner Parrish to add landscaping on the north facade be more evergreen than deciduous to help screen was included in the motion. Commissioner J. Schaefer confirmed that the recommendation was part of his motion.

*A voice vote was called,
All voted aye, 6-0.*

5. Mark Helminiak, Mayer Helminiak Architects for Concordia University

Address: 12800 N Lake Shore Drive District: #5 Tax Key: #15-008-09-001.00 Zoning: IPS

Request:

1. Consultation

Briefing: The applicant is seeking a consultation regarding the construction of a new baseball batting pavilion and an inflatable dome over the soccer field on the north end of the existing campus.

Discussion:

Asst. Dir. Zader stated that the applicant is seeking a consultation on changes made to the athletic facilities. They are proposing a baseball batting practice facility and an inflatable dome over the existing soccer field. The batting pavilion is shown to be roughly 7,000 square feet in area and constructed of metal wall panels and brick veneer with a metal roof. This is intended to compliment the existing baseball stadium. The dome will be 380 in length and 230 feet wide. It will be 75 feet at its tallest point. The dome will be inflated from November through March and when it is not inflated it will be stored in a 400 square foot container on the north end of the soccer field. It will

be operated by mechanical equipment that runs at 55 decibels which is fairly low and does comply with code requirements that are typically added for generators which is at 65 dBA. Even though the dome will be deflated on an annual basis it is still considered a permanent structure because it will be up every year. One of the issues with the proposal is that the current height limit in the IPS zone is 52 feet. The dome at 75 feet exceeds that limit. In order to gain approval, the applicant would need to seek a variance or would need to request a text amendment to the IPS zoning district.

Staff feels that the baseball facility will not have any impact on the surrounding area and staff does not find any issues with adding that structure to the campus. In terms of the dome the height is an issue and is currently not allowed per code. The only building that is in excess of this height limit is St. Mary's Hospital. All other buildings have has been required to remain at the 52 foot height requirement including the recently approved and built dormitories on campus. Staff would recommend more site line studies if the proposed dome structure moves forward. This is a consultation and there is no action required by the commission tonight. The applicant simply wants feedback from the commission to decide how they will more forward.

Mark Helminiak from Mayer Helminiak Architects was present along with Al Prochnow, Executive Vice-President from Concordia and Gretchen Jameson, Vice-President from Concordia. Mr. Helminiak stated that both of the facilities will be to provide indoor training and athletic facilities for existing programs. He does not anticipate any additional parking needed. The current programs have very rigorous schedules and they have many scheduling difficulties. These programs are currently being held very late at night and this will address the need for additional practice facilities during certain times of the year. He stated that both of these structures will be located over 700 feet from Lake Shore Drive and they will be screened by the tree line and the parking structure. He stated that the dome will be used for 6-8 months of the year depending on weather. The height of the dome is proportional to the width. The structure requires an anchorage system and they do not want to decrease the width of the dome into the exiting soccer field thus the height is at 70 feet. The top of the dome is translucent to allow daylight in. It will be lit at night so there will be a soft glow visible at night. They had discussed depressing the structure into the ground but found that they would need to depress it about 23 feet and they would incur a considerable expense to do so.

They are looking for guidance on the following 4 items from the commission:

- Concordia staff is looking to understand the difference between the two options of a variance vs text amendment to increase the height of the dome and how it relates to this specific request.
- Does the Commission support a change to the IPS zoning, and if so what types of limits and conditions can they expect.
- If Concordia decides to advance the dome proposal, what other supportive information will be required. Examples: floating the balloon study, neighborhood meeting, any other supporting data on how the facility operates.
- Due to the facility being temporary, how does the square footage affect the floor area ratio and open space requirements.

Mayor Abendorth asked the Concordia staff what other options they have if the dome does not get approved. Mr. Helminiak stated that they will most likely go ahead with one of the other proposed options. The batting facility does not need the dome to be put into place. Mr. Prochnow stated that they have a critical need not only for their competing sporting teams but also for their intramural sport teams. The dome facility would allow them to provide the much needed space for their students on a current basis. He commented that this is a couple million dollar endeavor and it would be about 20 million to build a field house. This option would allow them to meet the needs of their students on an immediate basis. The long term plan would be to build a field house once they can raise the funds.

Discussion followed regarding the process for moving forward through the differing options of applying for a variance versus text amendment.

Commissioner Parrish stated his concern regarding the look of the dome, stating he feels it is not the image for Mequon or Concordia. He would be interested in a more attractive structure and he also asked that when they submit a proposal again that they detail the benefits to the community.

Commissioner Marchese stated that he feels Concordia is a huge asset to our community and asked the Concordia staff to elaborate on the importance of the proposed sport facility to the long term mission of the university.

Ms. Jameson stated that the facility lends to the overall mission of mind, body and spirit. She stated that there are a high number of athletes, both at the collegiate level and the students that play intramural sports. At the present time, the intramural teams start their play time at midnight due to the limited availability of the current gym space.

Commissioner Marchese stated that he would be more open to an idea of being presented with a long term field house structure and that this dome would be an interim facility. He stated that this structure would have a major impact on the community.

Commissioner Mason stated his concern for the 75 ft structure. He also asked about Concordia reaching out to their neighbors. He supports their mission of growing and supporting the students.

Commissioner J. Schaefer stated that he feels this structure would be the dominate feature on the campus and in the community and he is not supportive of this project.

Alderman Adams stated that Concordia is a very positive asset in the community. As an alderman, she stated that she has had feedback from her constituents that the community is not currently supportive of this proposal. She suggested that they go get feedback from the community.

Commissioner Bessler stated that this would be a blemish on the university and the community and he is not supportive of the project.

Mayor Abendroth stated that he appreciates that the university is attempting to accommodate the student's needs. He stated that a long term plan would help put this in context. He stated that the appearance is concerning because the dome is so big and he would be interested in something more appealing. He encouraged the Concordia staff to continue to think about this project and to move forward accordingly.

Discussion followed regarding materials that could be used on a permanent structure, temporary structure concerns, FAR concerns, the PUD process and long range planning.

Concordia staff thanked the commission for the feedback given.

6. Announcements

- 2015 Planning Commission meeting calendar
- Next Meeting is Monday, January 12, 2015
- Most of the meetings are scheduled on the second Monday of the month
- Please notify Robin Buzzell if you are unable to attend the planning commission meetings so that we can ensure we have a quorum for each meeting

Action:

Commissioner Parrish moved to adjourn.

Commissioner J. Schaefer seconded the motion.

A voice vote was called. All voted aye 7-0.

7. Adjourn - the meeting concluded at 8:15pm