

PLAN COMMISSION AGENDA
Monday, October 13, 2025 at 6:00 PM

MEETING MINUTES

1) Call to order

Chair Ryan Czyzewski called the meeting to order at 6:00 pm in the Board Room of the Municipal Building, 138 East Main Street, Mount Horeb, WI.

2) Roll call

Members Present: Andrew Kidd, Jill Remmert-Willis, Destinee Udelhoven, Ben Vondra, Peggy Zalucha

Members Absent: Sarah Best, Destinee Udelhoven left the meeting at 7:20pm

Others Present: Village Administrator Nic Owen, Village Planner Ben Rohr, Assistant Clerk Jean Culberson

3) Public Comments

Dan Yoder from SignArt Studio spoke and questioned clarification on the following Sign Code recommendations.

17.09(5) Wall signs as interior signs

Neon in definitions but not included in the table as allowed sign lighting and if exposed light bulbs can be included

Window signs removed from multi-family

Permitting process for the number of days to review

Colors minimum

Heritage or traditional sign exemption – flashing, rotating signs

Monument sign base is restrictive on material and width

Functionality on mortar joints only

Prohibit illuminated signs visible within a residential district

4) Agenda Items

a. Review and Make Recommendations on Sign Code

Rohr summarized the sign code and informed on the federal law ruling that the code cannot regulate sign content. The Commission discussed the signage at length and gave feedback to Ben Rohr on the following:

Content-Neutrality (p.195-199)

- Keep the proposed approach for sign naming, grouping, and prohibition of off-site signs.
- Add new sign type for interior community-oriented signs (ex. baseball outfield fence sign) to be the only sign type that permits off-site signs and that's only permitted within the Institutional Zoning District.

Staff Approvals (p.201)

- Keep the proposed approach that signs are reviewed and approved by Village staff.
- Add clarification that Metal Plaque Signs are only related to historic structures and keep them being reviewed and approved by the Historic Preservation

Committee.

- Add into the process that the Plan Commission can assist with sign interpretations, if needed.

Wall Signs (p.195)

- Keep the proposed approach.

Downtown Color Palette (p.201)

- Keep the proposed approach where no color palette consistency being required for downtown signs.
- Add a new standard that includes downtown signs can only use bright, neon, bold, metallic, etc. colors as an accent up to 20% of the total sign area. If proposed to be greater, then Plan Commission review and approval required.
- Add a new standard that signs using neon or exposed bulbs must come before the Plan Commission for review and approval, footcandle standards at the property line are exempt for downtown sign lighting, and require a maximum lumen level of downtown signs with auto dimming requirements. Ensure sign and lighting sections are consistent within the new ordinance.

Other

- Define distance for inside building wall signs.
- Look into the proposed approval, construction, and sign permit validity timeframes to ensure they are all consistently applied and work together.
- Clarify the minimum color and materials standard to include language about complementing the building façade, maintaining legibility, and avoiding visual clutter.
- Provide an opportunity for monument sign bases to have greater material choice flexibility than just masonry and aluminum. Change to be consistent with tables in permitting durable all weather materials.
- Remove the requirement for mortar joint masonry fastening only, but keep mortar joint masonry fastening requirements for historic structures. Allow mounting hardware to be visible as it can be a unique design feature.
- Change the reference from the Zoning Board Appeals to the Plan Commission for interpretations and variances for signs.
- Allow projected signs and window signs within the multi-family zoning districts.

b. Future Meetings

Next scheduled meeting on October 29 at 6:00pm.

5) Meeting adjournment.

Vondra Motioned and Zalucha seconded to adjournment at 8:07pm. Motion carried by unanimous voice vote.

Minutes by Assistant Clerk Jean Culberson