

REPORT OF CITY PLAN COMMISSION

Monday, April 1, 2013 – 6:00 PM
Lincoln Center – 1519 Water Street

PRESENT: Mayor Andrew Halverson, Alderperson Jerry Moore, Commissioner Tony Patton, Commissioner Anna Haines, Commissioner Sarah O'Donnell, and Commissioner Garry Curless (Commissioner David Cooper excused).

ALSO PRESENT: Community Development Director Michael Ostrowski, Economic Development Specialist Kyle Kearns, Alderperson Mary Stroik, Alderperson Randy Stroik, Alderperson Mike Phillips, Public Works Director Schatschneider, Parks Director Schrader, Brandi Makuski, Kevin Lu, Matthew Brown, Reid Rocheleau, Katy Olson, Mary Ellen Pollock, Tom Trzinski, Barb Jacob, Carrie Freeberg, Russell Trzebiatowski, Hans Zietlow, Joan Curless, and Sarah Wallace.

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1. Report of the March 4, 2013 Plan Commission meeting.
2. Request from Thomas Trzinski, representing Kwik Trip, Inc., for the purposes of annexing **5303 Old Highway 18 (County Parcel ID: 020240835-07.01A), along with the adjacent right-of-way and Department of Transportation property directly west and north of the aforementioned property**, from the Town of Hull to the City of Stevens Point.
3. Establishing a permanent zoning classification of either B-4 Commercial District or B-5 Highway Commercial District for **5303 Old Highway 18 (County Parcel ID: 020240835-07.01A), along with Department of Transportation property directly west and north of the aforementioned property**.
4. Request from Springfield Sign & Neon, representing Culvers, for a sign variance to allow a freestanding sign within the five foot required setback area at **332 Division Street North (Parcel ID 2408-29-1200-10)**.
5. Request from Springfield Sign & Neon, representing Culvers, for approval to allow for wall signs on two additional building facades, exceeding the two maximum wall sign façade location requirement at **332 Division Street North (Parcel ID 2408-29-1200-10)**.
6. Calling for a public hearing for the creation of **Tax Incremental District (TID) 9**, which may encompass portions of the Portage County Business Park and East Park Commerce Center.
7. Request from the Community Development Authority of the City of Stevens Point for a parking lot review, and parking lot modification to construct **Municipal Lot 16, (portions of Parcel IDs: 2408-32-2029-62, 2408-32-2029-65, and 2408-32-2029-66)**, without meeting the three foot setback requirement on the south portion of the lot.
8. Extending and naming Strongs Avenue from Main Street to Centerpoint Drive (**portions of Parcel IDs: 2408-32-2029-62, 2408-32-2029-65, and 2408-32-2029-66**).
9. Adjourn.

1. Report of the March 4, 2013 Plan Commission meeting.

Motion by Alderperson Moore to approve the report of the March 4, 2013 meeting; seconded by Commissioner Patton. Motion carried 6-0.

2. Request from Thomas Trzinski, representing Kwik Trip, Inc., for the purposes of annexing **5303 Old Highway 18 (County Parcel ID: 020240835-07.01A), along with the adjacent right-of-way and Department of Transportation property directly west and north of the aforementioned property,** from the Town of Hull to the City of Stevens Point.

Commissioner Patton asked if this is annexed would the City be responsible for the area of land on the north side of Highway 10, to which Director Ostrowski stated no it is owned by the Department of Transportation

Director Ostrowski added that in the packets was a letter from the State of Wisconsin finding this annexation in the public interest.

Motion by Commissioner Patton to approve the request annexing 5303 Old Highway 18 (County Parcel ID: 020240835-07.01A), along with the adjacent right-of-way and Department of Transportation property directly west and north of the aforementioned property, from the Town of Hull to the City of Stevens Point; seconded by Commissioner Curless. Motion carried 6-0.

3. Establishing a permanent zoning classification of either B-4 Commercial District or B-5 Highway Commercial District for **5303 Old Highway 18 (County Parcel ID: 020240835-07.01A), along with Department of Transportation property directly west and north of the aforementioned property.**

Director Ostrowski stated that staff recommends the "B-5" Highway Commercial zoning because typically any property that is east of the interstate and abuts Highway 10 has been zoned "B-5". He stated that he has spoken with the owner of Kwik Trip about rezoning the property to the south from "B-4" to "B-5," so that both properties are consistent. He stated that this would need to occur at a later date. The reason the property was originally zoned "B-4" was because the setbacks of "B-5" district for the street yard were at 40 feet. They have since been changed to 25 feet for streets other than Highway 10.

Motion by Commissioner Haines to establish a permanent zoning classification of "B-5" Highway Commercial District for 5303 Old Highway 18 (County Parcel ID: 020240835-07.01A), along with Department of Transportation property directly west and north of the aforementioned property; seconded by Commissioner O'Donnell. Motion carried 6-0.

4. Request from Springfield Sign & Neon, representing Culvers, for a sign variance to allow a freestanding sign within the five foot required setback area at **332 Division Street North (Parcel ID 2408-29-1200-10).**

Director Ostrowski stated there are two requests from Culvers, the first is for a variance, and the second is allowable with Plan Commission and Common Council approval within our sign code. The sign variance request is a request to place the free standing sign where the previous Kwik Trip sign was located. Staff has indicated that the property is somewhat unique in that in that there is a frontage road on the property and that there is a large boulevard area between Division Street and

the frontage road. He continued stating that if the sign was placed on the south end of the lot, visual obstructions along the southern edge of the property would impede the sign and if placed to the west of the proposed location it would cause encroachment into the additional parking areas. Staff would recommend approval of the variance for the two and a half foot setback requirement along the property line to the east with the following conditions:

- The sign shall not exceed 20 feet in height.
- The sign shall not exceed 100 square feet in area.
- If the area where the sign is proposed to be located is ever needed for public purposes (e.g. street widening, etc.), the applicant/owner agrees that the cost of such acquisition by the City shall not include the value of the sign if it is located within the 5 foot setback requirement area.

Commissioner Curless asked if the sign would be on the west side of the frontage, to which Director Ostrowski stated the sign will be on the east side of the frontage road.

Motion by Alderperson Moore to approve the sign variance to allow a freestanding sign within the five foot required setback area at 332 Division Street North (Parcel ID 2408-29-1200-10) with the following conditions:

- **The sign shall not exceed 20 feet in height.**
- **The sign shall not exceed 100 square feet in area.**
- **If the area where the sign is proposed to be located is ever needed for public purposes (e.g. street widening, etc.), the applicant/owner agrees that the cost of such acquisition by the City shall not include the value of the sign if it is located within the 5 foot setback requirement area.**

Seconded by Commissioner Curless. Motion carried 6-0.

5. Request from Springfield Sign & Neon, representing Culvers, for approval to allow for wall signs on two additional building facades, exceeding the two maximum wall sign façade location requirement at **332 Division Street North (Parcel ID 2408-29-1200-10)**.

Director Ostrowski stated that the sign code allows for two facades (walls) to contain signage and Culvers has requested to put a sign on each of the four exterior walls. Staff does not see any concern with this given it is a commercial area, the signs are well designed in terms of aesthetics, and they are low lit channel type signs that help break up the façade. Furthermore, they are not very large and meet all other pertinent requirements. Staff recommends approval with the following conditions:

- Wall signs shall meet the applicable requirements within the district.
- Wall signs shall be channel or similar type signs where only the lettering and/or the accent is illuminated.

Commissioner Curless asked if a logo is considered a sign, to which Director Ostrowski stated yes. In addition, Commissioner Curless pointed out that McDonalds has the big "M" logo on all four sides, to which Director Ostrowski stated he is aware of the situation.

Motion by Commissioner Curless to allow wall signs on two additional buildings facades, exceeding the two maximum wall sign requirement at 332 Division Street North (Parcel ID 2408-29-1200-10) with the following conditions:

- **Wall signs shall meet all applicable requirements within the district.**
- **Wall signs shall be channel or similar type signs where only the lettering and/or the accent is illuminated.**

Seconded by Alderperson Moore. Motion carried 6-0.

6. Calling for a public hearing for the creation of **Tax Incremental District (TID) 9**, which may encompass portions of the Portage County Business Park and East Park Commerce Center.

Director Ostrowski stated we are looking at creating TID 9 which would encompass the East Park Commerce Center as well as a portion of the northern part of the Portage County Business Park. In addition, the district would include the railroad right of way just to the north of this site as well as some of the Interstate right of way. The interstate is included in order to potentially assist with improvements at the County Club Drive rail crossing. He continued stating that this is just calling for the public hearing, which would occur at next month. He added that there timetable within the packet.

Motion by Mayor Halverson to call for a public hearing for the creation of Tax Incremental District (TID) 9; seconded by Commissioner O'Donnell.

Alderperson Moore asked if there would be an updated map of the area included in TID 9, to which Director Ostrowski stated yes.

Motion carried 6-0.

7. Request from the Community Development Authority of the City of Stevens Point for a parking lot review, and parking lot modification to construct **Municipal Lot 16, (portions of Parcel IDs: 2408-32-2029-62, 2408-32-2029-65, and 2408-32-2029-66)**, without meeting the three foot setback requirement on the south portion of the lot.

Director Ostrowski stated that on January 24th a meeting was held with surrounding property owners to discuss concept plan 1, which included the construction of a parking lot and greenspace, as well as extending Strongs Avenue to the north from Main Street to Centerpoint Drive. He continued, stating that after receiving feedback from stakeholders, a second concept plan was

created. Director Ostrowski explained the differences between the two plans and the reasoning for changes, such as the increased parking and decreased greenspace in concept plan 2. The second concept plan was emailed to the same stakeholders whom most of which preferred it over plan 1. Recently, an email was received from Ada Sanders who preferred the greenspace in Plan 1. Director Ostrowski stated that staff is recommending Plan 2 due to the increased parking offered. In addition, while plan 1 includes a greenspace area in the southwestern portion of the lot, the functionality of this area comes into question. In addition, ongoing maintenance for this area creates additional concerns and costs. He continued stating that the costs in general are about the same between the two concepts. Director Ostrowski explained that he would like to continue the historic streets lights along Strongs Avenue; however, the plan includes 30 foot tall lights for the interior parking lot, similar to those on Michigan Avenue. Costs savings for larger more efficient poles are nearly \$50,000. Lastly, he added that Plan 2 provides crossings for the Strongs Avenue extension, as well as a visual corridor all the way to the Lullabye site for a possibility of a mid-block crossing on Centerpoint.

Commissioner Haines asked for more explanation on the parcel to the north, to which Director Ostrowski stated the Dunham's building and empty parking lot exist at that location, both of which will be separated as two redevelopment RFP's. Commissioner Haines asked for clarification as to whether or not the proposed plan can support businesses on the northern lots, to which Director Ostrowski stated yes. Furthermore, Director Ostrowski stated that the concern is with the Executive Place filling up, and the Shopko lot getting full, the proposed parking will elevate some of the issues in the Shopko lot. He continued stating that while downtown has a lot of parking; it is all just in the wrong areas to adequately serve the downtown businesses. Director Ostrowski also explained that with this new parking lot there is a pedestrian walkway from by the Plaza Building that will help connect it to Main Street. Businesses also have the ability to create a second entrance, or facade on the northern side. Commissioner Haines then asked if there would be a risk of the new lot filling up with Mid-State students and teachers, to which Director Ostrowski explained that we will have to look at how the lot is regulated. He stated that the MSTC lot has over 200 spaces.

Commissioner Curless asked where a new building would be constructed, to which Director Ostrowski stated to the east of Dunham's, which is currently a parking lot. Mayor Halverson added that we, the city, would also regulate and keep open the access point on the northeast side for access to Strongs Avenue to the northern parking lot area.

Director Ostrowski explained that he did have a conversation with Ada Sanders this morning regarding the Q Gallery and their parking area on the north side, but right now there is no plan to eliminate service court 2. Commissioner Haines asked if the Fox Theater was going to expand, to which Director Ostrowski stated this plan does leave room for them to expand. Commissioner Haines pointed out that expansion would cut off Q-Gallery from its parking, to which Mayor Halverson stated that would be something that would have to be accommodated somewhere else.

Director Ostrowski stated that the majority of the lot has approximately eight foot setbacks, but the area on the southwest side of the lot has less than the 3 foot requirement due to the sidewalk and current private parking stalls in service court 1. He also included that there would be two designated dumpster locations that would clean up the appearance of the numerous scattered dumpsters.

Alderman Moore asked if service court 1 would have access to Third Street, to which Director Ostrowski stated yes.

Commissioner Haines asked what the dimensions are of the larger green space on concept plan 2, to which Director Ostrowski stated approximately 100 feet by 75 feet. Thereafter, Director Ostrowski requested a condition of approval be to allow staff to make modifications to the plans, as plans with surrounding business owners have not been finalized.

Commissioner Curless asked about funding for this lot, and if the city still owns the Dunham's building, to which Director Ostrowski stated yes, and funding would be from the city and the CDA, as well as potential WEDC grant funds for the environmental related activities. Director Ostrowski continued stating that the difficulty is that if we do create another building on the development pad and put an employer with 50-60 employees; it will create a parking issue. In addition, this year there will be maintenance work in repaving half of the Shopko lot so the intent is to construct this lot and have it available for when that work occurs.

Commissioner Curless asked if the parking lot is going to be an hourly parking lot, or all day, to which Mayor Halverson answered that the definite determinations have yet to be made, but it will be some sort of regulated parking. Director Ostrowski added, given that Mid-State does have a considerable amount of parking, it will alleviate some of the concerns. Mayor Halverson added that the intent is to keep the students and faculty from Mid-State parking west of Third Street. He continued pointing out that this parking lot accomplishes two major goals for downtown by adding parking in the right place and having two north/south two-way streets reestablished. Commissioner Curless asked if this lot will benefit the Lullabye site, to which Mayor Halverson answered definitely, and Director Ostrowski added that it is one of the reasons in keeping the pedestrian walkway and visual affect as you go from Centerpoint Drive to Main Street.

Barb Jacob, 1616 Depot Street, asked if this is the parking lot that the city is borrowing \$1.7 million to create, and asked for clarification that service court 1 is being done, but not service court 2, to which Mayor Halverson stated yes and service court 2 is done already, no additional funding would be needed for this area.

Mary Ellen Pollock of QRS Cooperation is concerned for the rear access of the Q Gallery and is not comfortable with the access being in the location of this plan. Mayor Halverson explained that the access would only be changed, if the Fox Theater expanded and encompassed the rear of the Q

Gallery building to the west, and the city would be extremely accommodating with how that moves forward.

Reid Rocheleau, 408 Cedar Street, stated that he is concerned over the cost of the project when there are streets in the city that are in need of repair. Furthermore, a parking or traffic study should be done for this area. He feels this project should be put on hold.

Alderman Moore was excused from meeting 6:35 PM.

Alderman Phillips requested the Parks Director to explain the amount of additional cost to maintain the lot and asked the Public Works Director to discuss the issues with snow removal for the lot. He also asked for the plan to be redrawn to maximize the parking without the future planning of the expansion of the Fox Theater and other areas to improve the aesthetics.

Katy Olson of the Children's Museum feels a great opportunity exists to utilize the greenspace area, in collaboration with the Children's Museum and other businesses which would create a great feature for downtown and would like the greenspace to stay as portrayed in plan 1.

Mayor Halverson stated that the Engineering Department designed this parking lot with the best balance to maximize parking and greenspace. He further explained that when the mall was built it was substandard in regards to the amount of parking associated with the building, so the outboard lot adjacent to the High Rise, the outboard lot that was built south of the old Portesi site, the outboard lot that was constructed by the now Emy J's, the outboard lot across the street, the Crosby lot, and the other outboard lots were counted in the total parking space number that was required for the original construction of the mall in 1984 and 1985. Mayor Halverson continued stating that there is a lot of parking downtown, the problem is that it is in the wrong locations, and there is a need to inject parking into the center area to support the old Dunham's building. Greenspace is important aesthetically, but does cost money to maintain, and that is why Plan 2 was chosen to provide balance of parking and greenspace.

Commissioner Curless asked if there wasn't a parking lot, what would be done with the space, to which Mayor Halverson answered, it would be seeded and left alone until a plan for redevelopment was created. He continued stating that in terms of plowing, the end caps of the parking lot are not razed features, so the plowing of this lot is simple, and Strongs Avenue would be wide enough for parking on one side, but that is not initially what we want in that area.

Commissioner Haines asked that with the other municipal lots, can the city then redevelop those, to which Mayor Halverson stated we can now. Director Ostrowski added that those parking lots are released from the reciprocal agreements and now can be developed. Commissioner Haines also asked about the past PDI plan and if this goes along with that. Director Ostrowski stated the PDI originally had Meadow Street coming through this area as a full street, but that would be difficult to do as the DOT would be involved to create ingress/egress of CenterPoint Drive.

Commissioner Curless asked how one would access a business such as the Wooden Chair from the parking area, to which Director Ostrowski stated you can use the pedestrian walkway similar to the one by the Library. Mayor Halverson added that this existing walkway was taken into consideration while designing the lot to maximize the pedestrian flow directly to Main Street.

Motion by Commissioner Haines to approve the request from the Community Development Authority of the City of Stevens Point to construct a parking lot based on concept plan 2, without meeting the three foot setback requirement on the south proportion of the lot, and to allow for staff to make modifications to the plan; seconded by Commissioner Patton. Motion carried 5-0.

8. Extending and naming Strongs Avenue from Main Street to Centerpoint Drive (**portions of Parcel IDs: 2408-32-2029-62, 2408-32-2029-65, and 2408-32-2029-66**).

Motion by Commissioner Haines to approve the extending and naming of Strongs Avenue from Main Street to Centerpoint Drive (portions of Parcel IDs: 2408-32-2029-62, 2408-32-2029-65, and 2408-32-2029-66); seconded by Commissioner Patton. Motion carried 5-0.

9. Adjourn
Meeting Adjourned at 6:52 PM.