

Meeting Minutes

City Plan Commission

Monday, February 7, 2005 - 4:00 p.m.

PRESENT: Chairman Mayor Wescott; Dave Sowiejka; Karen Aldinger; Ann Shannon; Lois Feldman; Fred Steffen (Excused, Jeff Zabel)

ALSO PRESENT: Comm. Dev. Dir. John Gardner; Pub. Works Dir. Joe Euclide; Ald. Molski, Rackow, Barr, Stroik & Markham; Bill Bayba; Joe Leek; Roger Trzebiatowski; Reid Rocheleau; Gene Kemmeter, Po. Co. Gazette; Kelly McBride, Journal

Note: Agenda Items Re-arranged

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1. Approval of the January 3, 2005 Minutes
 2. Disposition of City-Owned Land - Dixon St./Bus 51/Madison St.
 3. Parking Adjustment for Warehouse Construction - 3100 Borham Ave.
 4. Parkdale Holiday Inn Sign
 5. Amend "R-2" Single Family Zoning District to Allow City-owned Airport and Related Uses as a Permitted Use
 6. Amend "M 1" Light Manufacturing District to Create Non-city Owned Airports as a Conditional Use
 7. Land Purchase CTH. HH/West River Drive
 8. Clarify Restrictive Covenant - Whitetail Trail Subdivision
1. APPROVAL OF THE JANUARY 3, 2005 MINUTES

Karen Aldinger moved, seconded by Dave Sowiejka, to approve the minutes of the January 3, 2005 meeting. Ayes all; Nays none; Motion carried.

2. DISPOSITION OF CITY-OWNED LAND - DIXON ST./BUS 51/MADISON ST.

Chm. Mayor Wescott reviewed the attached memo and noted the road construction will begin this spring and is scheduled to be finished by the end of summer. The land is zoned "B-4" Commercial and would be available for sale after the road construction. The city is aware of parties interested in commercial development of this property and before we can make any decision regarding appropriateness in selling the land, we need direction from the city as to whether we should sell the property.

Joe Euclide stated a neighborhood group was set up and suggestions for use of the property were a park and commercial development. There is other parkland in the area.

John Gardner discussed the advantages and disadvantages to selling the land for commercial development as noted in the attached memo and noted staff recommends selling the property for commercial development with review of the project prior to sale.

Dave Sowiejka indicated he likes the idea of businesses being located there.

Karen Aldinger noted she is comfortable with seeing what is available for commercial development.

Lois Feldman moved, seconded by Ann Shannon, to authorize the city to sell the city-owned land located at Dixon Street/Bus. Hwy. 51/Madison Street and keep it commercial. Ayes all; Nays none; Motion carried.

3. PARKING ADJUSTMENT FOR WAREHOUSE CONSTRUCTION - 3100 BORHAM AVE.

John Gardner stated JHL proposes to construct a warehouse addition with no additional parking. The zoning allows parking adjustments for warehouse requirements only if there is room on the site for future parking. There will be no new employees and the site plan does provide areas for future parking. Staff recommends approval with the conditions stated in the attached memo.

Fred Steffen moved, seconded by Karen Aldinger, to recommend approval of the parking adjustment for the proposed warehouse addition with the condition that the area designated as "future parking" be preserved. The city reserves the right to require parking be constructed if on-site parking becomes limited or if there is a change of use to the structure. Ayes all; Nays none; Motion carried.

4. PARKDALE HOLIDAY INN SIGN

John Gardner distributed newer colored photos and stated the developers are proposing a 30'-35' high identity sign at the entrance to their development on Highway 10. Identity signs are not permitted by ordinance and, at the last meeting, staff was directed to develop criteria for identity signage. He provided slides showing similar signs on the site at 20' high and at 30' high. He felt a sign 25'-30' in height would work and that the lettering height is important. He cited examples of identity signs such as the Stevens Point Industrial Park sign and the Portage County Business Park sign. The Village of Plover has approved a range of 50'-79' high signs which will be placed along the interstate as well as the entrance to the site for the Crossroads development. He reviewed the suggested criteria to be used in evaluating identity signs.

Karen Aldinger noted appropriate identification signs can be a safety issue when people are driving around looking for a certain area.

Lois Feldman questioned the height of the Holiday Inn building.

Bill Bayba, developer, responded it will be close to 45' to the peak of the roof.

Ald. Rackow noted he is inclined to feel that the Holiday Inn name should be on the sign.

Roger Trzebiatowski noted he prefers the 30'-35' sign height because semi trucks, which are 13'6" in height, would hide the sign if you are driving in a smaller car.

Ald. Markham questioned how this proposed sign could affect K-Mart and other stores on North Division Street. Would the 3-line matrix be static or moving? She encouraged the commission to require static messages.

John Gardner responded the businesses on North Division Street front Division St. on both sides of the road and they have visible signs along Division Street. The Holiday Inn development and surrounding businesses are in an area not fronting on Highway 10 East.

Bill Bayba responded he hasn't talked with the sign company, but envisions the readerboard to have static messages. He feels it is important to

have the Holiday Inn name and logo on this sign. They are making a significant investment and need to have advertising on Highway 10. He doesn't know that they would need 35' for height, but he would like to have the option.

Ann Shannon questioned what happens to the existing signage?

John Gardner responded they will have to locate the Holiday Inn sign so it doesn't block the other signs. He noted the new building has the right to a free standing sign along the highway in addition to the identity sign.

Bill Bayba felt that is another good reason to have the 35' height.

Dave Sowieja noted he is comfortable with the 30'-35' sign height.

Fred Steffen noted we need to spell out allowable sign area.

Fred Steffen moved, seconded by Karen Aldinger, to recommend approval of a sign a maximum of 30' high, 225 sq. ft. in area, minimum 10' clearance, and include the following criteria for an identity sign: a minimum of 75 acres for size of development, the site should be comprised of multiple tenants with separate property owners, Highway Commercial Zoning, and the sign may include the anchor tenant(s) but must also include an identity for the larger area. The intent is to identify an area, not be solely an off-premise sign for one business. Height and size to be determined by the Plan Commission based on context of site.

Ayes all; Nays none; Motion carried.

5. AMEND "R-2" SINGLE FAMILY ZONING DISTRICT TO ALLOW CITY-OWNED AIRPORT AND RELATED USES AS A PERMITTED USE
6. AMEND "M 1" LIGHT MANUFACTURING DISTRICT TO CREATE NON-CITY OWNED AIRPORTS AS A CONDITIONAL USE

John Gardner stated the ordinance currently classifies the city-owned airport as a nonconforming use in Single Family Zoning. He recommends amending the ordinance to state that city-owned airports and accessory uses would be a permitted use in Single Family zoning, and private airports would be a conditional use in Light Manufacturing districts to allow for public input.

Ald. Markham noted she would prefer city-owned airports as well as non city-owned airports be conditional uses and have the same standards for both.

John Gardner responded the reason for the recommendation is to streamline the process and reduce the number of publications. The Common Council makes the final decision whether the use is a conditional use or permitted use.

Fred Steffen moved, seconded by Ch. Wescott, to 1) amend Single Family Zoning to allow city-owned airports and related uses as permitted uses, and 2) amend Light Industrial Zoning to allow non-city owned airports and related uses as conditional uses.

Ayes all; Nays none; Motion carried.

7. LAND PURCHASE CTH. HH/WEST RIVER DRIVE

Ch. Mayor Wescott noted the acquisition is consistent with the adopted long range Room Tax Plan for the city. A portion of the Green Circle Trail is proposed to cross this land and this acquisition would preserve the land in its natural state. Staff recommends approval.

Fred Steffen moved, seconded by Ann Shannon to recommend acceptance of the donated land located at County Highway HH and West River Drive.

Ayes all; Nays none; Motion carried.

8. CLARIFY RESTRICTIVE COVENANT - WHITETAIL TRAIL SUBDIVISION

John Gardner stated the proposed clarification makes the 7/12 roof pitch mandatory instead of optional.

Fred Steffen moved, seconded by Lois Feldman to recommend approval of the amendment to the covenants of Whitetail Trail Subdivision as proposed.

Ayes all; Nays none; Motion carried.

Meeting adjourned at 5:00 p.m.

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