

**MINUTES OF THE ALTOONA, WI
REGULAR PLAN COMMISSION MEETING
August 9, 2016**

(I) Call Meeting to Order.

The meeting was called to order by Mayor Brendan Pratt at 6:00 p.m. held in the Council Chambers at Altoona City Hall.

(II) Roll call.

Members present: Mayor Brendan Pratt, Craig Olsen, Kimberly Devereaux,
Larry Sturz, Ray Henning, Andrew Schlafer, and Barbara Oas-Holmes.

Also Present: City Planner, Joshua Clements
Building Inspector Eric Velin
City Clerk Cindy Bauer
Kevin Erickson, LaCrosse Signs on behalf of School District of Altoona
CUP applicant
Mike Hanson, Preliminary CSM concept in Extraterritorial Jurisdiction
Mark Erickson, Haven Pines Final Plat
Jamey Bowe, River Valley Architect for Prairie Event Center

(III) Citizen Participation Period.

Motion by Sturz/Henning to close Citizen Participation Period. **Motion carried.**

(IV) Approval of minutes.

Motion by Henning/Devereaux to approve the minutes of the July 25, 2016 Plan Commission meeting. Schlafer abstained. **Motion carried.**

(V) Unfinished Business – none.

(VI) New Business

(1) Public Hearing at 6:00 p.m. or as soon thereafter as is practical for a Conditional Use requested by LaCrosse Sign Company on behalf of the School District of Altoona for the Middle School property and new District Office at 1903 Bartlett Avenue, Altoona, WI (parcel #201-1013-03-000. The request is to allow: A. Signs larger than 32 square feet; B. More than two signs as regulated by Section 19.58.080 A. 2. a. and b. of the Altoona Municipal Code.

Mayor Pratt opened the public hearing at 6:04 p.m.

City Planner Clements explained that the Site Plan for remodeling of the Middle School and for a new School District of Altoona office at 1903 Bartlett Avenue was reviewed by the Plan Commission on April 11, 2016 (parcel #201-1013-03-000).

Kevin Erickson of LaCrosse Graphics was present to further explain the signs for the School District of Altoona. The drawing shows the new wall signs that the School District wants to install facing Bartlett Avenue. The signs proposed are as follows:

1. Altoona logo – Flat Cut Aluminum panel not lit up – 7’x7’9”, Total of 54.1 sq.ft.
2. Altoona Intermediate and Middle School – 12” Aluminum Letters – 1’x26’6”. Total of 30 sq.ft
3. District Office – 8” Aluminum letters – Total of 4 sq. ft.
4. Pedersen Commons – 8” Aluminum letters – Total of 4.5 sq. ft.

Erickson commented that a freestanding 'Electronic Message Center' is existing on the site (also facing Bartlett Avenue). The signs are regulated by Section 19.58.080 A. 2. a. and b. of the Altoona Municipal Code as a conditional use.

Motion by Devereaux/Olsen to close the Public Hearing at 6:10 p.m. **Motion carried.**

(VI)(2) Discuss/consider approval of Conditional Use Permit as requested by Kevin Erickson, LaCrosse Graphics, on behalf of the School District of Altoona as further explained in Item 1.

Motion by Olsen/Devereaux to approve the Conditional Use Permit as requested by Kevin Erickson, LaCrosse Graphics, on behalf of the School District of Altoona subject to the following condition:

1. The operation of the changeable copy sign shall be subject to the limitations of Section 19.58.080 D. 3 c. of the Altoona Municipal Code. **Motion carried.**

(VI)(3) Discuss/consider recommendation to Council regarding amending Title 19 of the Municipal Code “Zoning” more specifically to amend Chapter 19.58 “Signs” regulating temporary and other defined signs.

City Planner Clements explained that the request to consider amending the City of Altoona sign ordinance was voiced in public comment during the July 14, 2016 City Council meeting concerning temporary signs at “The Potting Shed”. As you may recall, the business owner has erected temporary flag signs at The Potting Shed to increase visibility and signal that the business is still open through and following completion of construction work on Highway 12. At present, the City of Altoona sign ordinances do not permit the flag signs or any other temporary signage during a temporary circumstance impacting business visibility or normal traffic circulation. The City Council directed staff on July 14th to propose modifications to the City of Altoona Municipal Code to permit temporary signs in this and similar conditions.

The principal proposed change to the sign ordinance, Chapter 19.58, is to amend Section 19.58.100 Temporary Signs to create a section providing a method and conditions for erecting temporary signs under temporary impacting conditions.

Chapter 19.58 is also proposed to be amended to add three definitions, 19.58.030 to include “Directional Sign”, “Neighborhood or Subdivision Sign”, and “Window Sign”. The third portion is to amend 19.58.070 “Requirements by type of sign” to include provisions for neighborhood or subdivision signs.

Plan Commission Member Henning had questions regarding the types of temporary signs that would be permissible or not. Henning asked City Planner Clements to bring pictures of different temporary signs to show what is permissible or not for the Council to see when this item comes forth at the August 11, 2016 Council Meeting. The intent is for the public/owners to know what signs are permissible or not permissible when they request such a sign.

Plan Commission Member Schlafer agreed that if the City has an ordinance in place it needs to be abided by. That being said Schlafer said the City needs to be business friendly and allow businesses flexibility to attract customers when street repair projects impair visibility and adversely affect business.

Building Inspector Eric Velin explained that temporary signs currently allowed by City ordinance are related to events and are permitted as banners displayed on a building wall unless a different location is approved by the Plan Commission. Therefore, currently flags (not on a building wall) are not allowed.

Motion by Schlafer/Olsen to recommend to Council amending Title 19 of the Altoona Municipal Code “Zoning” more specifically to amend Chapter 19.58 “Signs” regulating temporary and other defined signs as described above. **Motion carried.**

(VI)(4) Preliminary Consultation regarding a certified survey map for an extraterritorial land subdivision as requested by Mike Hanson.

City Planner Clements explained the preliminary consultation is an illustrated extraterritorial land subdivision as requested by Mike Hanson. The concept image illustrated the property at 2922 Mayer Road in the Town of Washington. The current parcel is 34.6 acres and includes a homestead in the north west corner. The CSM would create one 5.7 acre parcel encompassing the homestead and the driveway access, separating the remaining 28.9 acre parcel to remain in agriculture. The portion of the existing parcel that is to remain in agricultural use abuts the City of Altoona corporate boundary on the south property line. Clements explained that the 5.7 acre parcel does not meet the City’s maximum density

requirement that specifies the minimum lot size within the City's extraterritorial jurisdiction shall be 10 acres. However, City ordinance Chapter 18.20.040 g. allows for a special exception to the density requirement if certain conditions are met. Further the ordinance stipulates that the City, Township and property owner sign a three party agreement specifying the responsibilities of each party. Plan Commission members were given a copy of a draft agreement, along with the subject ordinance. Clements said if and when urban development occurs on this or adjacent properties, it is anticipated that the 5.7 acre homestead would remain in its current condition, although the owner will be required to connect to City utilities. The creation of this parcel should not materially impact the long term development of this or area properties. Clements said this is a preliminary consultation on this item. The final CSM will be before the Plan Commission for action in September.

Mike Hanson was present to answer any questions Plan Commission members had regarding this proposed CSM.

(VI)(5) Discuss/consider recommendation to Council regarding approval of a Final Plat of Haven Pines to create 15 single-family lots on Parcel # 201-1023-08-000 as submitted by Highview Developments LLC, C&E Wurzer. (Will be discussed at the August 11, 2016 Council Meeting).

City Planner Clements explained that this 5-acre parcel located on County Highway KB, immediately west of the Altoona Elementary School, is owned by the City of Altoona and was subject to a successful RFP response from C&E Wurzer and Highview Development to purchase and develop 15 residential lots over a three-year time period. Construction of infrastructure and first few foundations is intended to begin fall 2016.

Mark Erickson was present to answer any questions Plan Commission Members had regarding the Final Plat.

City Planner Clements said staff recommends **approval** of the Preliminary Plat proposed for Parcel #201-1023-08-000 illustrating "Haven Pines" with the following conditions:

1. Developer shall enter into a development agreement concerning, among other possible elements, the terms of sale of the subject property currently owned by the City of Altoona, and for the cost to appropriately size and extend utilities to the west lot line;
2. Outlot 1 and Outlot 2 shall be deeded to the City of Altoona;
3. Park impact fees shall be paid at the time of building permit issuance;
4. City of Altoona permits will be refused for private utilities outside of the illustrated private utility easement;
5. Year-round calendar parking (odd/even) signage shall be installed for the complete length of "Kayson Place" road;
6. "No Parking in Roundabout" signage shall be installed in roundabout;
7. Street lights shall be installed at the developer's expense at a location and specification reviewed by the City Engineer (*Altoona Municipal Code 18.07.110; City of Altoona Standard General Conditions and Specifications for Street and Utility Construction 16500.4*) in coordination of utility streetlight provider of the developer's choice.
8. Prior to issuance of building permits, the Developer shall submit a street tree plan for review and approval which illustrates boulevard trees comprising species from the City-provided recommended list that shall be planted at spacing to be reviewed and approved by City Engineer following completion of the adjoining lot (*Altoona Municipal Code 18.07.110*). Developer shall ensure the survival of all boulevard trees until the development of the subdivision is complete and not less than three years following the planting, satisfactorily replacing those trees that do not succeed during that period;
9. The Developer shall prepare a temporary access easement agreement for the limited use of Outlot 2 (public right-of-way), to be reviewed and approved by the City, and attached to Lot 9 and Lot 10 stipulating:
 - a. Occupancy of Outlot 2 for the purpose of building and maintaining private driveways and mailboxes. Owners of Lot 9 and Lot 10 shall maintain each driveway occupying Outlot 2 subject to all standards required of private driveways in the *Altoona*

Municipal Code until such time the development of the Outlot for a public road occurs and the temporary access easement is terminated. All costs to build and maintain the private driveways shall be the sole responsibility of the Owners of Lot 9 and Lot 10;

- b. Exclusive of driveways enabling access to Lot 9 and Lot 10, Outlot 2 shall be planted with lawn grass and maintained to *Altoona Municipal Code* 8.32 by adjacent land owners (Lot 9 and Lot 10) until such time the Outlot is developed as a public roadway, as a condition of maintaining the temporary access easement for private driveways;
- c. Lot 9 and Lot 10 shall share a single standard curb-cut to access the public roadway;
- d. The public sidewalk adjacent to Outlot 2 shall be maintained by the owners of Lot 9 and Lot 10 as a condition of maintaining the temporary access easement for private driveways.

Motion by Olsen/Devereaux to recommend to Council approval of a Final Plat of Haven Pines to create 15 single-family lots on parcel #201-1023-08-000 as submitted by Highview Developments LLC, C&E Wurzer with the above nine conditions. **Motion carried.**

(VI)(6) Discuss/consider recommendation to Council regarding a Specific Implementation Plan (SIP) for the Prairie Event Center in River Prairie Development. (Will be discussed at the August 11, 2016 Council Meeting).

City Planner Clements explained that the Prairie Event Center will serve as the principal offices for the Parks & Recreation Department, public restrooms for River Prairie Park and Event Space, Public Event Space and Prefunction Space with capacity for 250 person seated event, Catering and Incubator Kitchen, Bar that serves the Event Center as well as Outdoor Patio, and Utility Room serving the Prairie Event Center mechanicals as well as security, audio-visual, and telecommunications equipment for River Prairie Park. The Prairie Event Center, 9,178 square feet, will serve as the municipal “home base”, activity center, and visually striking presence in River Prairie Park and the River Prairie development as a whole.

Jamey Bowe of River Valley Architects was present to answer any questions Plan Commission Members had regarding the proposed SIP and building design of the Prairie Event Center.

Mayor Pratt had some concerns with the patio area. He said if there will be alcohol served in the patio area, there should be a more secured patio area, perhaps with some fencing.

Planning Department recommends the Plan Commission **approve** the Specific Implementation Plan as being in substantial conformance with the River Prairie General Implementation Plan.

Motion by Henning/Olsen to recommend to Council approval of the Specific Implementation Plan for the Prairie Event Center as submitted by the City of Altoona. **Motion carried.** Schlafer against.

(VII) Miscellaneous Business and Communications.

City Planner Clements commented on his conversation with Mike Oberg, owner of Crazy Mike’s Automotive on South Hastings Way. Mike Oberg does not intend to build the new building approved by the Plan Commission. He will utilize a portion of the existing building. i.e. he is not modifying the existing conditional use.

(VIII) Adjournment.

Motion by Olsen/Devereaux to adjourn at 7:05 p.m. **Motion carried.**

Minutes transcribed by Cindy Bauer, Altoona City Clerk