

**MINUTES OF THE ALTOONA, WI
REGULAR PLAN COMMISSION MEETING
October 9, 2017**

(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, Barbara Oas Holmes, Andrew Schlafer, Dean Roth, Bill Hoepner, Red Hanks, Andraya Albrecht.

Also Present: City Planner Joshua Clements
Management Analyst Roy Atkinson
City Clerk Cindy Bauer
James Overgard, Site Plan
Paul Johnson, Arnies Service Center

(III) Citizen Participation Period.

Jeff Faanes, owner of Steve's Alternator, 3620 Spooner Avenue, asked about signage on Spooner Avenue regarding deer crossing. Faanes noted there used to be deer crossing signs down by the creek on Spooner before the Spooner Avenue road construction and now there aren't any signs. Faanes also had concerns with the placement of arrows at the center turn lane at the top of Spooner Avenue and Fairfax Street. The left turn lane to get on Fairfax Street and the left turn lane to turn left to the day care or Steven's alternator are too close together; Vehicles are prematurely going in the left turn lane to turn left onto Fairfax Street. City Planner Clements will check with the Director of Public Works regarding these two issues.

Motion by Hanks/Oas-Holmes to close Citizen Participation Period. **Motion carried.**

(IV) Approval of minutes.

Motion by Roth/Hoepner to approve the minutes of the September 11, 2017 Plan Commission meeting as amended. Page 2, Item (VI)(2) motion to approve the Conditional Use Permit as proposed by staff and Business Park Board recommended conditions. Hanks 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 Plan Commission review as requested by James Overgard regarding a Conditional Use for property located between 1320 and 1304 North Hillcrest Parkway, Altoona, WI (parcel #201-1045-01-070). The request is to allow a pole-style building for commercial use as regulated per Section 19.24.090 of the Altoona Municipal Code.

Mayor Pratt opened the public hearing at 6:09 p.m.

City Planner Clements explained that Mr. Overgard owns two parcels on North Hillcrest Parkway. 1320 was permitted via Site Plan in 2010 and constructed in 2011. That Site Plan provided for a building pad site, parking, and stormwater in the 0.75 acre vacant parcel abutting the street. The properties are zoned C Commercial District. The proposed building meets the concept included in the 2010 Site Plan for the pad site. Clements noted that the Plan Commission approved the Site Plan for this parcel on September 11, 2017. That action did not include architectural standards for the building due to conditional use requirement for role-style building. The proposed building features two suites totaling 11,420 ft² with a footprint of 9,700 ft². Offices will occupy the front of the building, with a mezzanine

level above the offices, and the rear portions of a suites will be utilized for flexible light industrial or logistics space. Two overhead garage doors provide access to each suite (4 doors total) to the rear (north). A three-hour fire wall will separate the two suites.

City Planner Clements noted the building façade features a cultured stone base (8' on front, with vertical features to building parapet), smartside horizontal lap siding (front, above base), vertical steel wall panels (side), and street roof panels. The building front appears as two-story building with horizontal parapet line. Feedback from the Plan Commission on September 11th generally regarded the west side wall of the proposed building, due to its long face. The challenge and impracticality with adding windows in the first twelve feet in elevation is the likelihood of shelf racking on the interior along the entire length. Mr. Overgard proposes to increase the number of trees, bushes and tall grasses in the stormwater retention facility along the length of the building to screen and break up the long (90 feet) building face.

Motion by Hanks/Hoepner to close the public hearing at 6:16 p.m. **Motion carried.**

(VI)(2) Discuss/consider approval of a Conditional Use Permit as requested by Jim Overgard for property located between 1320 and 1304 North Hillcrest Parkway, Altoona (parcel #201-1045-01-070).

Motion by Roth/Hanks to approve a conditional use permit as presented by Jim Overgard without any specified conditions. **Motion carried.**

(VI)(3) Discuss/consider recommendation to Council regarding the modification to the Specific Implementation Plan for Woodman's Food Market (parcel #201-1002-09-070) regarding addition of a pylon sign larger than allowed by the River Prairie Design Guidelines and Standards (Will be discussed at the October 26, 2017 Council Meeting).

City Planner Clements referred to the sign permit for Woodman's Crossing. The approved Specific Implementation Plan for Woodman's Food Market illustrated a potential location for a pylon sign being the southwest corner of the property. That SIP did not include sufficient details to approve a sign at that time. Woodman's is proposing to construct a role sign with an overall **height of 100 feet**. There are two components: the "Woodman's Crossing" fixed sign and electronic LED "changeable copy" reader for gas station pricing. The Woodman's Crossing portion is approximately **210 ft²** and the LED portion is **160 ft²** (8 feet tall by 20 feet wide).

The permit submittals include digital illustration of the proposed sign, as well as results of a "flag study" that approximate and simulate the placement of the proposed sign as viewed from highway 53.

City Planner Clements noted that the River Prairie Design Guidelines and Standards outline requirements for sign design, size and placement. The Plan Commission and Council have ultimate discretion over applicability of the Design Guidelines and Standards, and in particular how specific sign standards are applied (IX 5 B 2):

The overall objective is to ensure that the intent and spirit of the Sign Guidelines are followed."

- *"The height of freestanding signs should be designed consistent with the need to be viewed from highway 53, but in no case may exceed a maximum height of 25 feet"* (IX 5 C 5 E 7 b)
- Permitted Sign Area: **100 ft² per panel** (IX 5 C 5 E 7 e)
- No electronic reader board signs are allowed except electronic time/temperature signs are permitted with the review of the Plan Commission and approval of the Council (IX 5 C 5 F c)

A representative from Jones Signs was present to explain the Woodman's Sign.

Plan Commission Members commented that a 100 ft sign might be too tall and that a 75 ft. sign might be just above the tree line. There was discussion from Plan Commission Members regarding the types of trees, the location of the trees next to the proposed sign and whose property are the trees located

on. Plan Commission members were willing to compromise that the sign be no taller than 85 feet. Members also expressed concerns with how bright the lighted sign will be. City Planner Clements said he could check with other businesses to see what the brightness is of other existing business signs.

Motion by Hanks/Oas-Holmes to recommend to Council approval of the modification to the Specific Implementation Plan as specifically proposed for Woodman's Food Market regarding the height of a pylon sign no taller than 85 ft. **Motion carried.**

(VI)(4) Public Hearing at 6: 15 p.m. or as soon thereafter as is practical for Plan Commission review of a previously approved Conditional Use Permit and Site Plan review for Arnie's Service Center, a property located at 2351 Spooner Avenue, Altoona, WI (parcel #201-2065-06-000) and lots 3, 4, 5, 6, 7, 8, block G, Altoona Park Addition). The request is to review and consider modification or revocation of Conditional Use Permit as regulated by Section 19.59.020 F. of the Altoona Municipal Code.

Mayor Pratt opened the public hearing at 6:51 p.m.

City Planner Clements explained that staff facilitated a discussion at the May 17, 2017 Plan Commission meeting regarding enforcement of City Ordinances 19.52.040 E. concerning paving of commercial drives and parking areas. This was the result of citizen and officials complaint and staff observation of erosion stemming from unpaved areas used by vehicles. On May 17, the Plan Commission unanimously moved to "direct staff to work with property owners and businesses to resolve observed and anticipated erosion, and enforce Chapter 19.52 of the Altoona Municipal Code and associated ordinances as necessary."

Since that meeting, City staff has contacted owners of most of the identified properties with observed erosion conditions. This was described and discussed at the September 11, 2017 Plan Commission meeting. Written correspondence and documented images of each site are available upon request. Commission-approved plans for resolution have been achieved for: 1604 Spooner; 1704 Spooner; 1027 N. Hillcrest Parkway. Clements has been working with owners of 2437 Spooner. No response as of October 5th from 2003 Spooner or 1420 N. Hillcrest Parkway, and Staff is working to achieve contact and resolution.

City Planner Clements noted that Arnie's Service Center is one property that has a history of being subject to complaint due to aesthetic conditions as well as erosion. This is due in part due to the businesses uses of the property, including vehicle impoundment and vehicle repair, as well as large unpaved parking area occupying a property with high visibility. Arnie & Paul Johnson acquired the initial Conditional Use Permit for this property on December 17, 1993. Mr. Johnson (Paul) received an amended Conditional Use Permit on September 11, 2006 adding additional uses to the property.

Ordinance 19.52.040 E. concerning paving of commercial drives and parking areas is very direct and specific. Areas used for parking and driving shall be paved. Other ordinances require that unpaved areas shall be landscaped and maintained, stormwater be managed, and erosion prohibited. There may be negotiated flexibility regarding how much paved area is needed to conduct business, and therefore all areas presently used by vehicles might not be needed for vehicles going forward, and thus limited the extent of the paved area. The tension which has resulted in discussions at Plan Commission regarding Arnie's Service Center in the past is the accumulation of vehicles that are disabled, damaged, or inoperable. A small inventory of vehicles for short durations is anticipated of automobile repair facilities. However, Mr. Johnson operates a vehicle towing and impoundment service resulting in vehicles in all conditions accumulating at the property. Mr. Johnson does not have a permit for operating a junk or scrapyard, and these uses are prohibited in all zoning designations except as a conditional use in the industrial zones.

One issue without direct ordinance language is when does vehicle and scrap accumulation from allowable uses (auto repair, tow and impoundment) become junkyard. The Plan Commission may exercise discretion with regard to conditions placed on conditional uses as well as site plan elements. Through either/both of these mechanisms the Plan Commission may exercise control over number of vehicles and/or under what conditions they may be present. These conditions may include, but not limited

to: area on the property they may be stored; discrete number of vehicles; methods and location of screening.

Uses approved in the Conditional Use Permit:

- Retail Sales of Auto & Truck parts.
- Auto Repair Shop.
- Retail sales of propane for gas cylinder refilling and motor fuel.
- Truck & Trailer Rental.
- Service truck or towing of vehicles for impound and/or repair.
- Vehicle storage for sale, impounds, and repairs.
- Business office and operation of vehicles and equipment for sewer pumping operation.
- Repair and sale of pressure washers, parts, and related equipment and cleaners.

Uses and Conditions NOT illustrated:

- Junkyard (prohibited use in Commercial District)

Paul Johnson of Arnies Service Center was present to discuss his conditional use with Plan Commission Members. City Planner Clements presented a draft site plan and offered solutions addressing the issues with Plan Commission Members. City Planner Clements provided Mr. Johnson the illustration and conditions the Friday prior to the meeting, however, he and Mr. Johnson were not able to meet prior to the Plan Commission Meeting to review the suggested site plan and make any revisions.

Mr. Johnson suggested moving the screened fence/impounded vehicles to the west leaving more grass space next to the property immediately to the east of the property.

Mr. Johnson confirmed existing wood fence is on the property of the adjacent residential properties. There is no fence behind the building, as those two houses were built more recently, after Mr. Johnson began current businesses at this location.

Mr. Johnson also questioned why it is his responsibility to build a fence back along the neighbor's property in the southwest corner of his lot. Clements explained that screening fence is the responsibility of the commercial use when adjoining residential property, including vacant property, per Site Plan ordinance. Schlafer commented in agreement.

Plan Commission Members said if the impounded vehicles were removed from the property, there wouldn't be a need for the screened fence. Mayor Pratt suggested grading the entire lot and bringing in fill to cover the low lying areas.

Motion by Schlafer/Oas-Holmes to close the public hearing at 7:25 p.m. **Motion carried.**

ITEM 5 – Discuss/consider modification or revocation of Conditional Use Permit and Site Plan for the property located at 2351 Spooner Avenue, Altoona, parcel #201-2065-06-000 and lots 3, 4, 5, 6, 7, 8, block G, Altoona Park Addition.

City Planner Clements said Staff is not recommending the Plan Commission to revoke an existing Conditional Use permit. Clements discussed Options to address principal concerns (not exclusive) through Conditional Use and/or Site Plan:

- Stormwater / Aesthetics of unpaved and unmanaged parking
 - Pave all areas used for parking & driving, as required by ordinance; and,
 - Reduce allowable footprint of parking areas.
 - Create managed stormwater drainage pattern and retention/infiltration area. Paving and associated base fill of this area will change drainage dynamics of this and adjacent parcels.
 - Improved screening of parked vehicles, through landscaping or other means.

- Accumulation of junked/disabled vehicles
 - Limit number or area occupied by disabled, damaged, and/or impounded vehicles. Existing conditional use permit does not include “junkyard” as allowed use.
 - Require impounded vehicle storage area be completely screened, and limited to a particular area or size, thus limiting volume and partially addressing aesthetics (screening fence may cause other aesthetic concerns).
 - Remove “Vehicle storage for sale, impounds, and repairs” from Conditional Use Permit

City Staff proposes the following resolution:

- Site Plan illustration enclosed, dated October 5th 2017, incorporated by reference.
- All areas used for driving and parking vehicles shall be paved consistent with Altoona Municipal Code 19.52. All areas not paved shall be landscaped and well maintained. Pavement material utilized within the impounded vehicle enclosure (described below) may be contractor-verified 100% recycled asphalt, compacted, and maintained.
- Impounded and/or inoperative vehicles, vehicle equipment, and parts shall be restricted to the fenced area at the southeast portion of the property that is approximately 90 feet (east-west) by 60 feet (north-south). This enclosure shall be completely encircled by six-foot screening fence, with gates that are closed when not in use. Material within the fence must not be visible from the public right-of-way. Drainage swale shall be contiguous.
- Drainage swale along the south lot line shall be created and preserved, at least six feet wide, one foot depth, with one foot buffer on either side. The swale shall be graded to drain to the west, which is an existing low point, where a landscaped stormwater retention facility be located.
- All stormwater shall be accommodated on-site. No alterations shall be allowed that changes the volume of stormwater leaving the property.
- Screening fence shall be installed along the south property line in the south west portion of the property for which fencing does not exist as of September 2017. Fence design and materials shall be consistent with 19.56.070. Existing fence shall be maintained in good condition, or replaced, at the owner’s discretion.
- Dumpster and any/all outdoor storage shall be screened.
- Landscaped area near existing trees and fuel tank near the front (north) of the property, as indicated in the Site Plan illustration (1), shall be attractively landscaped, and the parking of vehicles or storage of materials in this area are prohibited. This area shall be approximately 60 feet wide (the width between existing curb cuts) and 32 feet in lot depth.
- All areas along the front property line not utilized for direct access to existing curb cuts, or movement of vehicles to the garage access of the principal building, shall be landscaped to a lot depth of not less than ten feet consistent with 19.54.060 (D).
- All vehicle parking areas abutting landscaped areas shall feature parking blocks or curb to prevent vehicles from encroaching into and deteriorating the pavement edge or landscape.
- All existing trees shall be preserved.
- All vehicles, including trailers, shall be parked in an orderly manner.
- Any cleaning of equipment, including grills, that is conducted at the property shall be done in a location and manner such that drainage water shall be retained on-site.

- These conditions shall not constitute a waiver or limitation to achieve and maintain compliance with all other ordinances and regulations.
- Site Plan shall be completed within 12 months of approval.
- City Staff shall report on progress and completion to the Plan Commission.

City Planner Clements said if modifications to the existing Conditional Use Permit are added or changed from those proposed, and/or if the Site Plan narrative (above) or enclosed illustration are changed as a result of deliberation and approved by the Commission, City Staff will issue written follow-up with the adopted language to the property owner. Permits shall be required for paving and fencing.

The total additional paved area in the enclosed site plan illustration is approximately 20,000 square feet.

Enforcement options, should an acceptable resolution amending the existing Conditional Use Permit and Site Plan fail to be developed and approved:

- Provide formal notice, per Section 19.52.040 (E) initiating two-year deadline for meeting Chapter 19.52 requirements. Due to extent of paving, this would trigger submission and approval of a Site Plan per 19.54.020 (3); or
- Dictate modifications and/or revocation of 2006 Conditional Use Permit by adding or removing conditions and/or adding or removing permitted conditional uses (19.59.020 (F)). Commission approval of a new Site Plan may be a condition of modification or continuation of a Conditional Use Permit per 19.54.020 (A).

Plan Commission Member Albrecht asked if there was an estimated cost of the suggested plan to remedy or arrangements that the City can make with commercial business owners to pay for the project over a certain period of time.

Mayor Pratt said it wouldn't take much to grade and level the lot off with a base. Pratt said Mr. Johnson would need a base fill to level the lot before Mr. Johnson would start doing anything else.

Plan Commission Member Hanks would like City Planner Clements and Mr. Johnson to work together with a detailed plan and bring back an acceptable plan at a future Plan Commission Meeting for the members to approve.

Plan Commission Member Albrecht said this was already discussed in May. Albrecht said getting more detailed costs and having the work/improvements done in phases over a certain time period.

Plan Commission Member Schlafer said this has been an ongoing issue. Schlafer said to do it fair and equitable, the one thing is to have Clements and Johnson get together to come up with a plan over a certain time frame. Schlafer suggested revoking the impound license immediately and limiting a set amount of time for cars to remain on the lot. As far as the fence in the back, Schlafer felt there needs to be a six-foot fence along the back side of Mr. Johnson's property.

City Planner Clements said if Mr. Johnson isn't doing the impoundment any longer its unlikely vehicles will be sitting on the lot for a long period of time, therefore a screened fence for the impounded vehicles may not be necessary.

Mayor Pratt commented that something needs to be done this fall, then work to implement the Site Plan in phases. This should be either filling and grading the lot and/or adding screening fence.

Mr. Johnson said if he does continue to stay in the impound business, then the vehicles can only stay on his lot for a certain amount of times. Member Schlafer said this issue has been discussed many times and it hasn't been followed through by Mr. Johnson.

City Planner Clements said Plan Commission Members could agree that if there are impounded vehicles, then the vehicles need to be behind a screened area.

City Planner Clements explained that the same procedure, Conditional Use Permit hearing, would be conducted at the following Plan Commission meeting in order to allow the Plan Commission to

modify conditions of Mr. Johnson's existing Conditional Use Permit, if so desired, and to attach Site Plan conditions, if approved.

Plan Commission Members agreed that a final site plan to address the following items be discussed at the November 9, 2017 Plan Commission Meeting:

- Extent of Required Paving
- Location of Screened fence for impounded vehicle (if continued use is permitted)
- Parking
- Grading
- Implementation Time Line

Motion by Hanks/Albrecht to direct staff to come up with a final site plan with Mr. Johnson addressing the above mentioned items and bring back at the November 13, 2017 Plan Commission for action by Plan Commission. **Motion carried.**

ITEM 6 - Discuss/consider recommendation to Council regarding Certified Survey Map (CSM) to divide Lot 1 of Certified Survey Map No. 3210 into two lots, located in the northeast quadrant of River Prairie as submitted by Kramer Land Design on behalf of the Southside Holdings LLC.

City Planner Clements explained the Certified Survey Map (CSM) surveyed by Kramer Land Design on behalf of the Southside Holdings LLC divide Lot 1 of Certified Survey Map No. 3210 into two lots, located in the northeast quadrant of River Prairie. Clements said this CSM creates two parcels, one that will be occupied by "Hoeft Building 4", for which the Council approved the Specific Implementation Plan on September 14, 2017. The CSM is consistent with the Specific Implementation Plan as well as the Cottageridge General Implementation Plan (2009). This item will be discussed along with a Public Hearing at the October 12, 2017 Council Meeting starting at 6:00 p.m.

Motion by Schlafer/Hoepner to recommend to Council approval of Certified Survey Map (CSM) to divide Lot 1 Certified Survey Map No. 3210 into two lots as illustrated by Kramer Land Design on behalf of Southside Holdings, LLC. **Motion carried.**

(VII) Miscellaneous Business and Communications.

None.

(VIII) Adjournment.

Motion by Hanks/Oas-Holmes to adjourn at 7:51 p.m. **Motion carried.**

Minutes transcribed by Cindy Bauer, Altoona City Clerk