

**MINUTES OF THE ALTOONA, WI  
REGULAR PLAN COMMISSION MEETING  
March 10, 2020**

**(I) Call Meeting to Order.**

The meeting was called to order by Mayor Brendan Pratt at 5:30 p.m. held in the Council Chambers at Altoona City Hall.

**(II) Roll call.**

Members present:       Brendan Pratt, Andrew Schlafer, Matthew Biren,  
                                  Andraya Albrecht, Dean Roth and Bill Hoepner.

Absent:                     Barbara Oas-Holmes

Also Present:             City Administrator Mike Golat  
                                  City Planner Joshua Clements  
                                  City Clerk Cindy Bauer

**(III) Citizen Participation Period.**

Motion by Hoepner/Roth to close Citizen Participation Period. **Motion carried.**

**(IV) Approval of minutes.**

Motion by Biren/Hoepner to approve the minutes of the February 11, 2020 Regular Plan Commission meeting. **Motion carried.**

**(V) Old Business – none.**

**(VI) New Business**

**(1) Public Hearing at 5:30 p.m. or as soon thereafter as is practical regarding a proposed Conditional Use and Site Plan for parcels 201103208000 and 201103302140 located on Bob Brown Blvd as submitted by Tyler Tomesh.**

Mayor Pratt opened the public hearing at 5:31 p.m.

City Planner Joshua Clements referred to the Staff Report 20-01A (2020-0304) and Proposed Site Plan. Clements explained that the petitioner seeks to construct a 34,160 ft<sup>2</sup> commercial multi-tenant building with “pole-frame” construction. The proposed uses are exercise/training facility with retail space. The 2.06-acre parcel is zoned C Commercial District and is located at the NE corner of Bob Brown Blvd and N. Hillcrest Parkway. The parcel is prepared and “pad ready” with utilities stubbed into the site.

The proposed “pole-frame” construction type is a conditional use per Altoona Municipal Code § 19.24.090, intended to correspond to aesthetics of buildings of this type known for large uniform facades without windows or other features.

Plan Commission Member Schlafer had some concerns with the “Pole Frame” construction and asked if something could be done to make the building more aesthetically pleasing.

Scott Rasmussen, Durand Builders was present to further explain the design of the building. Rasmussen commented that he will work with Mr. Tomesh to possibly come up with a better aesthetic building at an affordable price.

Tyler and Amanda Tomesh, owners of the proposed facilities were present to answer questions Plan Commission Members had regarding the proposed site plan.

Motion by Biren/Roth to close the public hearing at 5:46 p.m. **Motion carried.**

**(VI)(2) Discuss/consider approval of Conditional Use and Site Plan for parcels 201103208000 and 201103302140 located on Bob Brown Blvd as submitted by Tyler Tomesh.**

City Planner Clements said Staff recommends several approval conditions, in part due to site plan elements that are missing and/or do not meet standards as submitted. The petitioner was provided notice of these deficiencies and a draft of the staff report on March 2. If the Plan Commissions approves permit with these conditions, the petitioner shall be required to revise and resubmit plan documents prior to issuance of building permits.

Proposed approval conditions:

- (1) Utility Plan shall be provided.
- (2) Grading Plan shall be provided.
- (3) Complete Landscape Plan shall be provided.
  - a. Not less than the front one-third of the building shall have a minimum of a six-foot strip of landscaping immediately adjacent to the building [§19.54.060 D.5.]
  - b. Add native canopy trees approximately as indicated in the staff report illustration, maximum 30' average spacing, 25' recommended.
  - c. Bio-infiltration devices and water quality swales shall be attractively landscaped with horticulturally appropriate rain garden plantings and shall not be predominately turf grasses.
  - d. To prevent uniform disease susceptibility and eventual uniform senescence on the site, not greater than 33% of the tree specimens may be of the same species. Specimen selection should alternate or cycle throughout the site.
  - e. Species located within 30 feet of the right-of-way shall be "tall trees" and/or "medium trees" as indicated in the Wisconsin DNR "Suggested Trees for StreetSide Planting in Western Wisconsin". Maples shall not be specified due to dominance in local forest communities.
- (4) Continue utilization of the stone material along the west façade in a pattern consistent with that proposed for the south façade, at least as far north as the change in building height. **Continue with some type of stone material on the south.**
- (5) Minimum of nine bicycle parking spaces shall be provided, with fixtures meeting the standards provided by Altoona Municipal Code. Site modifications may be necessary to ensure installation standards are met.
- (6) Submittal and successful review of final *storm water plan* and *civil site plan* by City Engineer as described in the *Altoona Municipal Code* Chapter 14.
- (7) All refuse receptacles shall be placed within a gated enclosure constructed of materials substantially similar to those of the principal building. Final location must be reviewed by the Altoona Fire Department.
- (8) All exterior building and site lighting shall be shielded and full cut-off design.
- (9) No signs are indicated in the Site Plan or approved through this permit.

- (10) Fire Department Connection (FDC) shall be 4” STORTZ and shall be located on the west face of the building. Final placement shall be reviewed and approved by Altoona Fire Department.
- (11) All HVAC equipment, regardless of location, shall be screened consistent with City standards.
- (12) Any/all retaining walls greater than 3 feet shall require a construction permit [§15.14]

Motion by Hoepner/Schlafer to approve the Conditional Use and Site Plan with staff recommended conditions subject to the final landscape plan coming back at a future meeting and to mitigate the 6 feet and add under condition #4 regarding the continuation of stone façade. **Motion carried.**

**(VI)(3) Discuss/consider recommendation to Council regarding a combined General Implementation Plan and Specific Implementation Plan for “The Fairway” at the corner of N. Willson Drive and Fairway Drive.**

City Planner Clements referred to the Staff Report 20-03B (2020-0302) and Proposed Specific Implementation Plan: “The Fairway” Clements explained that the Specific Implementation Plan (SIP) illustrates the architecture and site design elements for The Fairway, a proposed 53-unit building at the NW corner of N. Willson Drive and Fairway Drive. The proposed development area is 1.62-acres and is an undeveloped parcel. The land was previously assembled by WI DOT as part of the Highway 53 project, and acquired by the City in 2019. The property is owned by the City of Altoona and is subject to a purchase agreement by the petitioner. Vehicle access is proposed from a primary driveway located on Fairway Drive to access structured and surface parking, and a secondary driveway from N. Willson to access a smaller surface parking area. A total of 53 covered automobile parking spaces and 38 surface spaces exceed the minimum required. Since this area was DOT Right-of-way, it was not included in any existing general plans for land use plans of the City. Therefore, the proposed action is to consider a General Implementation Plan and Specific Implementation Plan in a single action.

City Planner Clements mentioned that since the initial SIP package was submitted, the development team has provided additional updates to identify the bicycle storage in the underground parking area, as well as add a flag pole near the small parking lot. These documents are not included in the packet as they do not significantly change the proposal or effect the staff-recommended approval conditions. However, those documents are on file.

Staff recommends that the Plan Commission recommend **approval** of the combined General Implementation Plan and Specific Implementation Plan as generally consistent with the River Prairie Design Guidelines and Standards with the following proposed conditions:

**A. Landscaping [RPDG IX 6]**

1. Boulevard trees shall be added along the N. Willson frontage at 30’ maximum spacing (approx. 280 feet of frontage, 9-10 specimens). Avoid planting within 5 feet of underground utilities and inlets.

**B. Building and Architectural Standards [RPDG IX 7]**

1. All exterior lighting on the site shall be downcast, full cut-off design and be shielded to prevent spillover of direct light onto adjacent properties [*Altoona Municipal Code 19.59.030 (H)*].
2. Any/all mechanical equipment, including roof-mounted units, shall be appropriately screened by building-compatible materials or landscaping [RPDG, IX 7 H].
3. KNOX boxes shall be located by the primary street-facing entrances, nearest to FDC location. Confirm location prior to installation with Altoona Fire Department.
4. Building and site signs shall appeal for sign permits. Insufficient information provided for review at this time.

5. City of Altoona utility staff shall be provided access to appropriate utility room(s) for metering purposes.

**C. Utilities**

1. Add an additional hydrant north of the north driveway, within the City right-of-way. Placement shall be reviewed and approved by the Altoona Fire Department and/or City Engineer.
2. If the building features a sprinkler system, the Fire Department Connection (FDC) shall be 4” STORTZ and shall be located either (A) near the southeast corner of the building near the entrance and directly accessible to the small parking lot; or (B) on the northwest façade near the building entrance. Final placement shall be reviewed and approved by Altoona Fire Department.
3. Submittal and successful review of final *storm water plan* and *civil site plan* by City Engineer as described in the *Altoona Municipal Code Chapter 14*.

**D. Operational**

1. The petitioner shall acquire lodging license and pertinent permits through Eau Claire County Health Department if any units are offered for hospitality purposes, as defined by State Statute.
2. The Development Agreement shall be executed to address proposed modification to existing storm water pond, and modification/construction of public facilities.

Jennifer Polacek, Architect for the project was present to answer questions Plan Commission Members had regarding the building.

Jason Griepentrog, developer thanked the City for their support of this project and is looking forward to the completion of the project.

Motion by Roth/Hoepner to recommend to Council approval of the combined General Implementation Plan and Specific Implementation Plan for The Fairway with staff recommended conditions. **Motion carried.**

**(VI) New Business**

**(4) Discuss/consider recommendation to Council regarding Climate and Energy activities**

City Planner Clements referred to Staff Report 20-03C “Climate and Energy”, Resolution 10A-08 and 25x’25 Plan for Energy Independence (2011). Clements explained that this topic was discussed at the November 2019 Plan Commission. The City of Altoona adopted resolution 10A-08 (2008) establishing goals and conducted an energy assessment activity and plan in partnership with the City of Eau Claire and Eau Claire County. Support for that planning effort was provided by the Wisconsin Office of Energy Independence and UW-Extension.

During the “Chippewa Valley Partnership: 25x25 Plan for Energy Independence” completed in January 2011, the City:

- Collected and assembled energy consumption information
- Evaluated specific projects for energy savings, including cost estimates and payback
- Evaluated specific projects for renewable energy, including cost estimates and payback.

Since 2011, the City has completed some related measures including those recommended in the plan, such as investing \$299,000 in the Eau Claire Energy Cooperative Solar Farm, and update lighting in facilities. However, also since that time the City has expanded significantly, bringing the entire River Prairie area online, including new River Prairie Center, street and park lights, water pump stations, and other utilities. Also, since that time, the installed cost of solar has declined significantly and the efficiency of newer equipment is greater.

The purpose of this discussion is to provide renewed attention to these goals, and potentially consider updates through a new Resolution, similar to other communities in our State, including the City of Eau Claire.

The purpose of a new Resolution would/could include:

- Serve as a public statement re-establishing the City’s leadership in this area (now “keeping up” with neighbors and peers)
- Update existing goals for municipal operations established in 2008
- Create City-wide goals
- Establish policy goals pertaining to:
  - Energy
  - Carbon
  - Other related elements
- Provide official direction to staff to pursue certain objectives
  - Energy/Carbon goals
  - Establish and update baseline data reporting
  - Integrate policies/goals in other planning efforts (Comp Plan, etc.)
- Avenue for collaboration with local citizens and businesses, and collaborating governments & institutions.

The purpose of a new Resolution is not:

- Only symbolic
- Political statement for/against other elected officials or units of government
- Allocate or redirect budget resources

Potential direction to staff:

- Prepare update of Energy Use Baseline
- Prepare revised Resolution for discussion

No action, discussion only.

**(VI) New Business**

**(5) Discuss/consider recommendation to Council regarding Resolution 4A-20 Dedicating “Jellybean Hill” municipal park.**

City Planner Clements referred to the proposed Resolution 4A-20. This proposal will be discussed at the March 30 Parks & Recreation Board for potential recommendation for City Council consideration on April 9. Resolution 4A-20 is a resolution officially dedicating “Jellybean Hill” as a municipal park. The Altoona Business Park recommended approval of Resolution 4A-20 at its meeting earlier today.

Motion by Biren/Roth to recommend to Council approval of Resolution 4A-20 dedicating “Jellybean Hill”. **Motion carried.**

**(VI) New Business**

**(6) Discuss/consider recommendation to Council regarding an application to rezone parcels 201104608110 and 201104608120 from BP Business Park to P Public and Conservancy and parcel 201231803000 from R-1 One Family Dwelling District to P Public and Conservancy as initiated by the City of Altoona (Public Hearing at the 2020 April 9 Council Meeting).**

City Planner Clements referred to the proposed Ordinance 4A-20. Clements explained the rezoning of the lots. Clements referred to the three proposed lots that will be discussed to be rezoned to Park & Conservancy. The parkland area is described as Lot 2 and Lot 3 of CSM 1703, V9 P160 and Outlot 4 of the Plat for High Point Estates (PL-329) as illustrated in Exhibit A.

The proposed rezoning is requested by City Council President Andy Schlafer as an

implementation measure corresponding to the proposed dedication of Jellybean Hill City Park.

Motion by Roth/Hoepner to recommend to Council approval of the rezoning. **Motion carried.**

**(VI) New Business**

**(7) Discuss/consider recommendation to Council regarding an application to rezone parcel 201211502010 from R-1 One Family Dwelling District and parcel 201101003010 from P Public and Conservancy to RP River Prairie Mixed Use District as initiated by the City of Altoona (Public Hearing at the 2020 April 9 Council Meeting).**

City Planner Clements referred to the proposed Ordinance 4B-20 and the RFP – Lake Road Property. Clements said the two subject parcels are owned by the City of Altoona and located on the south side of Lake Road, east of Lake Court. Parcel A (#201211502010) is approximately 3.38 acres and is proposed to be developed for residential uses as determined through RFP. Parcel A is wooded and otherwise unimproved. Parcel B (#201101003010) is approximately 0.55 acres and is utilized for a storm water pond. The adjoining uses to the east are zoned River Prairie Mixed Use and is the Lake Court Twinhome development. Property to the north is zoned R-1 One-Family Residential and are large-lot single-family residences with lake frontage. Property to the south is zoned Industrial and owned by Union Pacific Railroad.

Mark Erickson, owns property to the north of the proposed project on Lake Road and is in support of the project being an owner/occupied.

Motion by Roth/Schlafer to recommend to Council approval of the rezoning of the described parcels as River Prairie Mixed Use District. **Motion carried.**

**(VI) New Business**

**(8) Discuss appropriation of funds for Comprehensive Planning technical assistance services.**

City Planner Clements explained that the Comprehensive Plan for the City was adopted in 2009 and amended in 2014. Per State Statue, the Comp Plan must be amended not less than every ten years. This item has been on the Planning Department work plan since 2016. Completion of the Parks Plan has been viewed as a higher priority in terms of timing. However, given the pace of development, capital projects, and economic development projects that require staff time, the Parks Plan is not yet completed, and focus remains on that project. Staff anticipates development activity to remain at similar levels for the immediate future. Clements said in order to effectively complete a quality planning process that critically examines development opportunities and challenges, and successfully engages the general populace and key stakeholders, staff recommends allocating additional funds for technical assistance. The proposed/desired timeline is for initiation of the planning process by late spring (May/June) for substantial completion by end of 2020.

Staff are currently evaluating potential scope of services and seeking preliminary opinion of probable cost. That information is not yet received at the time of meeting packet preparation and will be provided as soon as possible. The proposed scope of technical assistance is likely to include:

- (1) GIS/Mapping;
- (2) Public Participation (or substantial portions thereof);
- (3) Assistance with specific elements of the plan, such as transportation and utilities.

City Planner Clements mentioned that the City has contracted with West Central Wisconsin Regional Planning for GIS/Mapping services. The largest variable is the public participation, which typically requires a substantial portion of the planning process time. There are multiple methodologies and tools that are utilized in public participation, each with differing resource requirements, timing, and outcomes. Questions for the Plan Commission and Council include:

1. Methodology for engagement-
  - a. Many (12-18) facilitated community meetings with topic-specific tracks and community-generated content;
  - b. Fewer (3-5) facilitated “open houses” with general city-wide topics, or one meeting per topic;
2. How much resources to invest;
3. Amount of time for engagement activities to be conducted and concluded

4. Breadth and depth of engagement and “deliverables/results” from engagement activities/tools

City Planner Clements said dedicating additional resources to the Comprehensive Plan will require a budget amendment. Staff proposes that Council consider this action within the next month such that, if approved, contracting may take place to begin planning activities.

Motion by Hoepner/Biren to recommend the Council appropriate funds for Comprehensive Planning technical assistance services as budget allows. **Motion carried.**

**(VI) New Business**

**(9) Discussion regarding Eau Claire Transit service.**

City Planner Clements explained that at the request of Mayor Pratt, Planner Joshua Clements, serving as a Commissioner on the Eau Claire Transit Commission, submitted questions to Transit Manager Tom Wagener regarding potential changes to service. Clements referred to the staff report that summarizes information that has been received to-date. Clements provided various routes and estimated costs for these added or extended routes. Discussion followed to pursue potential modifications to the route. Research further for the 45-minute route and possibly survey the Hillcrest Estates Community Park and Devney Drive area to see if there is a need for an added/extended route.

**(VII) MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

**(1) Staff Updates (Discussion – No Action)**

**Parks Plan** – City staff met with West Central Wisconsin Regional Planning (RPC) responding to an offer and opportunity for RPC staff to prepare a Bicycle and Pedestrian Plan for the City. RPC is currently examining the current draft Place Plan prepared by staff. The proposed approach is for staff to achieve completion and adoption of the Place Plan, and the RPC Bicycle and Pedestrian Plan would serve as a subsequent amendment to add greater depth. That Plan may also include a “Safe Routes to Parks” component. This technical assistance would be completed without direct cost to the City, funded through the Metropolitan Planning Organization annual local projects fund.

**Official Map** – Staff is working with RPC to create an updated draft. The proposed timeline would be to host a public open house for comments in March or early April, and schedule a public hearing for adoption in May.

**Housing Task Force** – Staff has been unsuccessful in arranging an available date for Prof. Kurt Paulsen to attend and speak to the Task Force the week of March 16-20 as intended. The organizing committee is meeting the week of March 9-13 to determine next meet date and agenda.

**Lake Road Property** – The City released an RFP for development on Feb. 21 for approx. 3.9-acres located near the intersection of Lake Road and Moonlight Bay Drive, on the south side of the road. Responses are due April 21.

**(VII)(2) Supplemental Materials (Discussion-No Action)**

City Planner Clements referred to the APA Planning Advisory Service “Quicknotes #84: Gender Mainstreaming” Clements said the enclosed APA Quicknotes report briefly illustrates the practice of “Gender Mainstreaming”, defined therein as “the process of identifying how decisions impact people by gender and using that information to make decisions that benefit all community members”. The purpose of the document is to provide a short, digestible introduction to the topic to ensure planning interventions consider gender diversity.

**(VIII) Adjournment.**

Motion by Roth/Biren to adjourn at 7:35 p.m. **Motion carried.**

Minutes transcribed by Cindy Bauer, Altoona City Clerk