

**MINUTES OF THE ALTOONA, WI
REGULAR PLAN COMMISSION MEETING
December 8, 2020**

(I) Call Meeting to Order.

The meeting was called to order by Mayor Brendan Pratt at 5:30 p.m. held on zoom Teleconference/video conference due to Coronavirus COVID-19.

(II) Roll call.

Members present: Brendan Pratt, Tim Sexton, Matthew Biren,
 Barbara Oas-Holmes, Bill Hoepner, and Dean Roth.

Absent: Andraya Albrecht

Also Present: City Planner Joshua Clements
 Management Analyst Roy Atkinson
 City Clerk Cindy Bauer

(III) Citizen Participation Period.

Dan Drexler, representative from the Stratford Sign Company, mentioned that their company will be constructing the sign for Elite Performance and commented on the sign they are proposing to construct on Hwy 12. Drexler felt that the tenant panels and actual sign size will be minimal in comparison with the other signs along Hwy 12.

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

(IV) Approval of minutes.

Motion by Hoepner/Oas-Holmes to approve the minutes of the November 10, 2020 Regular Plan Commission meeting. **Motion carried.** Clerk Bauer noted that the date of the Plan Commission Meeting minutes was incorrectly listed on the Agenda. The correct date of last month's Plan Commission Meeting was November 10, 2020.

(V) Old Business - none

(VI) New Business

(1) - Public Hearing at 5:30pm, or as soon thereafter as possible, regarding an appeal for a Conditional Use Permit to allow a pylon sign larger than otherwise permitted in the C Commercial District as submitted by Tyler Tomesh, DBA Elite Performance.

Mayor Pratt opened the public hearing at 5:36 p.m.

City Planner Clements referred to the following:

- Staff Report 20-12A
- Appeal for a Conditional Use, 2020-1119
- Public Notice, CUP (2020-1125)
- Mailing Labels, CUP

Clements explained that the proposed Conditional Use is to permit a sign larger than otherwise permitted in the C Commercial District for Elite Performance, 1323 Bob Brown Boulevard. The petitioner proposes to install a pylon sign with approximately 134.3 ft² of copy on each face. The sign ordinance allows pylon signs up to 75 ft² per face. Due to circumstances particular to businesses fronting highways

there is a provision wherein properties abutting highways may appeal for a conditional use sign. The proposed sign meets height requirements (22.5 proposed, 25 permitted).

The property is a multi-tenant facility hosting athletic and performance training businesses. The petitioner was granted a conditional use for the construction of a pole-style building on March 10, 2020. The building is approximately 34,160 ft² (280 x 122). City Planner Clements mentioned that the petitioner does not presently propose building facade (wall) signs. Zoning permits up to 2.5 ft² of sign copy area per linear foot of building along a frontage, so the south face would allow 305 ft². The proposed sign area (134.3 ft² per face) is similar to the existing Hillcrest Auto sign in area (approx 132 ft²). Clements said the justification for the uniqueness of the sign is that, as a multi-tenant sign on a highway frontage, reducing the side of the panels would render them ineffective, and placing the tenant signs on the building are not as visible to motorists as they would not be perpendicular to the direction of travel.

Motion by Sexton/Roth to close the public hearing at 5:35 p.m. **Motion carried.**

(VI)(2) Discuss/consider approval of a Conditional Use Permit as submitted by Tyler Tomesh, DBA Elite Performance.

Motion by Sexton/Hoepner to approve a Conditional Use Permit as submitted by Tyler Tomesh, DBA Elite Performance with suggested conditions. **Motion carried.**

(VI)(3) Discuss/Consider approval of RFQ for Comprehensive Plan Services.

City Planner Clements explained that for competitive reasons, the draft RFQ will be distributed via email rather than part of the meeting packet. Clements said that as discussed at the prior meeting, the words utilized to describe values sought and expressed through the comprehensive planning process is important to ensuring consultants understand how to approach the response to the RFQ, and thus reflect how they would be best fit for the project. This is the key area for the Plan Commission to review. As an RFQ, the consultants will provide examples of their work and experience, and some ideas on how to meet the City's intent and values as expressed in the RFQ. The plan for work, schedule, and program will be agreed upon by the City and selected consultant in the contracting process. That Plan Commission will be intimately involved in that process. Clements said the proposed approach is to release the RFQ on December 9th, with responses due on February 1st. This provides a solid period, over the holidays, to receive responses. Ideally, the consultant would be selected and a contract in place by March 1.

Motion by Sexton/Hoepner to approve the RFQ with [specified modifications]. **Motion carried.**

(VII) MISCELLANEOUS BUSINESS AND COMMUNICATIONS

(1) Chippewa Valley Housing Task Force

City Planner Clements mentioned that the next meeting of the Chippewa Valley Housing Task Force is scheduled for Friday **December 11th from Noon -1:30 pm** held via Zoom. The special guest is Kurt Paulsen, Prof. of Urban & Regional Planning at UW Madison, author of Wisconsin Realtors Association Special Report: "Falling Behind: Addressing Wisconsin's Workforce Housing Shortage to Strengthen Families, Communities and Our Economy". The report was published in September, 2019 and available www.wra.org/PressRelease/FallingBehind/. Prof. Paulsen will discuss the findings and present updated data.

(VII)(2) Additional Reading

City Planner Clements referred to additional information:

- "How Covid-19 Will Change Land Use"
- "4 Steps to Creating Inclusive, Anti-Racist Third Spaces"

Clements said the first article is from the December 2020 issue of *Planning Magazine* and briefly highlights post-pandemic changes to land use, including retail and working from home. Many great

prospective pieces have been written in recent months examining how the pandemic may signal and portend shifts in community planning and development- and which “trends” are likely temporary blips.

The second article is also from the December 2020 issue of *Planning Magazine* is a brief perspective piece about public space design and simple principles to ensure spaces are equitable and do not reinforce bias or racist practices. This is a deep area of research and practice, revisited and expanding due to racial justice events and movements of the past year. This article, at less than a page of text, is easily accessible and digestible.

The third recommended piece of reading is “Residents Feared Low-Income Housing Would Ruin Their Suburb. It Didn’t”. John Eligton, New York Times, November 5, 2020. <https://www.nytimes.com/2020/11/05/us/affordable-housing-suburbs.html>. This article investigates assumptions and assertions made regarding a housing development in New Berlin, Wisconsin. The article looks back at an affordable housing development completed ten years ago, and briefly examines some of the social and economic outcomes.

No action, reading materials only.

(VIII) Adjournment.

Motion by Hoepner/Roth to adjourn at 6:03 p.m. **Motion carried.**

Minutes transcribed by Cindy Bauer, Altoona City Clerk