

Minutes of Plan Commission Meeting September 15, 2015

Call to Order – Phil Wedekind called the meeting of the Commission to order at 5:15 PM.

Roll Call – Present were Phil Wedekind, Dennis Thurow, Roy Franzen, Tom Kolb, and Kate Fitzwilliams. Pat Liston and Jim O'Neill were absent.

Also in attendance were Administrator Geick, and Sean McNevin.

Call to Order

- a. Note compliance with the Open Meeting Law. Wedekind noted compliance with the Open Meeting Law.
- b. Agenda Approval: It was stated that Item c regarding vacating the unimproved portion of Lorna Drive should be taken off the agenda. It was moved by Kolb, seconded by Thurow to approve the agenda with Item c. being removed. Motion carried unanimously.
- c. Minutes Approval: It was moved by Kolb, seconded by Franzen to approve the minutes of the August 18, 2015 meeting. Motion carried unanimously.

Public Invited to Speak *(Any citizen has the right to speak on any item of business that is on the agenda for Commission action if recognized by the presiding officer.)* – There were no speakers.

New Business

- a. Review and recommendation concerning proposed amendment to the Zoning Code to include a minimum time or residency in the definitions for a single-family dwelling and a two-family dwelling - After discussion regarding the proposed amendment to the Zoning Code, it was moved by Thurow, seconded by Kolb to recommend the proposed amendment to include a minimum time or residency in the definitions for a single-family dwelling and a two-family dwelling. On roll call vote for the motion, Ayes – Wedekind, Thurow, Kolb. Nay – Franzen, and Fitzwilliams, the motion carried 3-2.
- b. Review and recommendation concerning two proposed Special Exceptions to the Sign Code pertaining to off-premise advertising at the Baraboo School District's outdoor sporting stadiums and outdoor athletic facilities –Sean McNevin presented the School District proposal to the Council. McNevin thanks Administrator Geick for bringing the non-compliance to their attention and provided an avenue for a solution to them. He said that it is this type of collaboration between the School and the City that works well. He said that the main goal is making sure that all students are career and college ready. He said that they have partnerships with Flambeau, Teel, St. Clare, Baraboo Awning, Synergy, MSA, BDAS, Mayor Palm, which was a big part of their strategic planning process, the Boys and Girls Club, they provide transportation and high-speed internet, Alderman Petty spoke to them about the value of social workers in school, and it is this type of collaboration that gets them excited, because that is the kind of impact that it has on the curriculum and in the classroom. McNevin said that about four or five years ago the School Board and WIAA said that the track was in terrible conditions and event couldn't be held there; therefore-, between the budget, fund balance, and community members, they stepped up and spent approximately \$900,000 which gave the School District a nine lane track instead of eight, a bigger soccer field, drainage, crowing, entrance, ticket booth, and a new score board, all that was wanted, but the community wanted the second set of bleachers and wanted the old bleachers enclosed so that it felt more like a stadium, but the School Board said that they were done. He said that with that there was about \$400,000 worth of project left and the fundraising group had about \$100,000 left and they said that they wanted to put the concrete down that would go under the bleachers. The School Board didn't feel that they should pour concrete when they didn't have the other \$300,000 raised, but it was their money and they wanted to prove their commitment to the program. He said that they wanted to show progress to everyone that donated money, and this is when the marketing class got involved and asked what they could do to help with the projects that were not finished. He said that obviously the naming rights of the field came up and Flambeau Field was born, a few community sponsors come forward and they were above to raise \$200,000 in two weeks and this is why they totally blew by the consideration of whether they were violating a City Ordinance, which includes himself and he was part of the City Council when the Sign Ordinance was approved. He said that the only thing that the District wishes for, other than the Commission's support of amendment is a consideration of one from the amendment that gives them a glimmer of hope as a School District. He said that inside the language of the Special Exemption, the last sentence of the first paragraph states that after these respective dates, meaning the five years on the upper signs, and the 15 year commitment made with Flambeau, all non-conforming and prohibitive signs shall be removed. He said that to him this seems pretty final, such as cease and assist at that point, but they are looking for a glimmer of hope because it was so successful and so well received, they are inquiring if the Commission would be willing to deliberate and consider adding a clause that states that after those dates that a conditional use permit is required for the continuation of those and failure to obtain a conditional use permit would require those signs to come down, that way the control stays with the Commission, and failure to apply for the CUP would also be a reason for the signage to come down. Wedekind asked who will be doing maintenance on these signs and McNevin answered that the School District is committed the fabric and maintenance of that. Kolb said that overall he likes the looks of it and felt the Flambeau Field was clever; he was disappointed that all the advertisement went on the top of it; however, he understood why it was done. Kolb said that he was thinking if the five years were done, the School District would perhaps be looking at putting the advertising on the inside rather than the outside, where it isn't quite as intrusive. McNevin felt that this would be the appropriate response if they were allowed to come back in five years. Fitzwilliams said that she likes them on top; it shows

that the community is involved with the District, and she is proud that they raised that much money; however, she is in the business of raising money, and the business of marking places that support the school and the field. Franzen felt that the naming of the field and having it on the bleachers and T-Birds is totally acceptable, he doesn't feel that this is signage; however, when names are run across the top is billboard advertising. He said that he wished that they had followed Park and Rec's lead on sponsorship, not calling advertising, but recognizing the sponsors, and by that Don-Rick is a large supporter of sports; however, they did not allow him to put up his logo. Kolb moved to adopt the changes as stated in the proposed amendment, Thurow seconded the motion. On roll call for the motion, Ayes – Thurow, Franzen, Kolb, Fitzwilliams, Wedekind. Nay – 0, and the motion carried.

- c. Review and recommendation concerning request to vacate the unimproved portion of the Crestview Drive (formerly Lorna Drive) right-of-way north of 2nd Street– Removed from the agenda.

Adjournment - It was moved by Franzen and seconded Fitzwilliams to adjourn at 5:40 p.m. The motion carried unanimously.

Phil Wedekind,
Mayor Designee