

September 25, 2017 (Plan Commission Meeting)

**PLAN COMMISSION MEETING
MONDAY, SEPTEMBER 25, 2017
6:00 PM, ALLOUEZ VILLAGE HALL**

CALL TO ORDER/ROLL CALL

Ropp called the meeting to order at 6:01 p.m. (in the absence of Kornowske)

Present: Ropp, Nohr, Nyberg, Wheeler, Dart

Excused: Kornowske, Kowalzek-Adrians

Also Present: Lange, Fuller

MODIFY/ADOPT AGENDA

Wheeler / Dart moved to adopt the agenda as presented. Motion carried.

MINUTES FROM AUGUST 28, 2017

Nohr / Wheeler moved to adopt the minutes from August 28, 2017 as presented. Motion carried.

ANNOUNCEMENTS

- Allouez-Bellin Health Farmers' Market continues every Thursday from 3:30-6:30p.m. until October 5th, right outside the Village Hall.
- The pedestrian crossings on Riverside Drive are moving forward. The Briar Lane crossing will begin as soon as the poles are delivered. The crossing at Marine Street is waiting on final approval by the Wisconsin Department of Transportation.

PUBLIC APPEARANCES

Jim O'Rourke, 2339 Oakwood Avenue

- There are no formal plans for sidewalks on St. Joseph Street. Sidewalks should be required for all PDDs (Planned Development Districts).

Valerie Hutchison, 812 Derby Lane

- Requests that all residents are notified, or that the village goes above the state requirements, for noticing property owners, when zoning changes are to be made.

John Abbott, 1434 S. Jackson Street

- Vice President of the Robinson Hill Neighborhood Association and on behalf of the neighborhood, a billboard is not wanted in the neighborhood because it would change the

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natural and historic aesthetics of the neighborhood. He would like to know who is benefitting from the billboard.

Jim O'Rourke, 2339 Oakwood Avenue

- The state requires property owners within 200' of a property to be notified. He suggests the village notify property owners within 500' of a property.

ACTION RE: APPROVAL OF AMENDMENT TO ARTICLE IX OF CHAPTER 475 OF THE VILLAGE ORDINANCES, SIGNS

Staff provided a brief background on how the proposed amendment began discussion.

- Lamar Sign was denied a sign exception by the Plan Commission and the Village Board.
- Lamar Sign made the request to the Village Board to consider amending the ordinance to allow for billboards in the Village.
- Village Board suggested discussing the amendment with staff and the Plan Commission to determine if this is a change that is consistent with the spirit of the Comprehensive Plan.
- Lamar Sign provided several examples of sign ordinances from area municipalities that allow for billboards.
- Staff selected the ordinance from the Town of Grand Chute and modified the language slightly to begin discussion.

Staff said that action does not necessarily have to be on the proposed language, but whether or not the Plan Commission would like to proceed with the amendment discussion for this type of sign.

Discussion included:

- The sign ordinance was amended in 2009 and 2016 and the ordinance currently does not allow for billboards.
- Who is asking for the amendment?
- Does it fit within the character of the community?
- The village does not have a limited access highway and billboards on these highways are meant to be seen from quite a ways away.
- The 2016 amendment added the language that required a non-conforming sign to be removed if the improvements were more than 50 percent of the sign value.
- What are the benefits to the village?
- Impacts to the homeowners – both in Allouez and in Green Bay.
- Existing billboard locations in the Village – three sign locations, but five signs total.

Dart / Wheeler moved to suspend the rules at 6:33p.m. and open up discussion for public comment. Motion carried.

Valerie Hutchison, 812 Derby Lane

- Provided the Plan Commission with information on billboard company “tactics,” highlighting that the billboard companies will push for the 50 percent rule mentioned, but then will sue the municipality for the right to put the sign up.
- Studies have shown there are more accidents in areas with electrified billboards.
- Digital billboards can be seen from ½ mile away.
- Studies show there are more vacancies in areas with these signs.

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▪ The Marine Street area already has 17 signs, which is too much of a distraction as it is.
Karen Seas, 805 Allouez Terrace

- A study from Philadelphia shows that property values declined as much as \$30,000.
- Sign brightness will be an obvious problem.

Deborah Bria, 924 Derby Lane

- Worried the sign would distract drivers and cause a safety issue when pedestrians cross Riverside Drive to the Fox River Trail.
- Already had to install special curtains because of the near commercial uses. The added light will hurt sleep patterns.
- Property values will decline if a new electric sign is to go up in the area.

John Abbott, 1434 S. Jackson Street

- Wanted to provide a proxy comment for neighbor, Kathleen Kelly, who does not want the sign.

Becky Johnson, 1622 Rustic Oaks Court

- Will the billboard changes apply to the Webster Avenue billboard and other locations?
- Would not want this change on Webster Avenue.

Jim O'Rourke, 2339 Oakwood Avenue

- Opposed to expansion of the billboard ordinance.
- Billboards will eventually go away.
- Will take away from the historic character of the Astor Park Historic District and the proposed Robinson Hill Historic District.
- Billboards do not enhance property values.

Donald Johnson, 1622 Rustic Oaks Court

- Agrees with everyone – the billboard change is not necessary.
- How would this move to the business signs?
- Would this conflict with cemetery rules for perpetual care?

Valerie Hutchison, 812 Derby Lane

- Agrees with the issue that changes should not be made to the rules for business signs either.
- These changes would hurt the character of the village.

Dart / Wheeler moved to pick up the rules at 6:50p.m. and close public comment. Motion carried.

Discussion included:

- The proposed amendment only addresses billboards; businesses would still have to follow the same regulations.

Nohr / Dart moved to recommend to the Village Board not to proceed with amending the sign code to allow for billboards. Motion carried.

ACTION RE: APPROVAL OF AMENDMENT TO ARTICLE III OF CHAPTER 475 OF THE VILLAGE ORDINANCES, DISTRICT REGULATIONS

Staff said the proposed amendment discussion is a result of discussions the Plan Commission has had over the past few months regarding allowing mixed-use development. Mixed-use development is discussed in both the Comprehensive Plan (2015) and the 2015 Riverside Drive

and Webster Avenue Corridor Study. Staff has spoken with the Brown County Planning Department and the Center for Land Use Education (CLUE) and the recommendation is to allow mixed-use as a conditional use as a stop-gap method until the entire zoning code can be updated. Should the Plan Commission wish to proceed with this type of change, staff will further develop the language and have the Village Attorney review the proposed amendment.

Discussion included:

- The requirements for multi-story buildings
- The proposed conditional uses
- Why apartments should not be on the first floor of mixed-use developments
- Where the proposed language came from
- The conditional use process and criteria for approval
- The front yard setbacks – they should be moved forward to keep in line with Traditional Neighborhood Design

Jim O'Rourke, 2339 Oakwood Avenue

- Supports mixed-use, but would like to see more permitted uses and less conditional uses.

Dart / Nohr moved to have staff continue working on the amendment language. Motion carried.

DISCUSSION: VILLAGE PROJECTS AND PROPERTIES UPDATE

Staff provided the following updates:

- The Riverside Drive pedestrian crossings are moving forward.
- The Safe Routes to School project for Webster Elementary is moving forward and the sidewalks will be going in in 2018.
- The sidewalk on the north side of St. Joseph Street, east of Libal Street, will be going in this fall.
- The Village is still accepting offers for the Pump House on Greene Avenue until tomorrow, September 26th.

REPORT/DISCUSSION: STANDING COMMITTEES

No reports at this time.

DISCUSSION OF ANNUAL SITE TOUR

Staff suggestion is to tour the section of Webster Avenue that is being considered for reconstruction. Plan Commission discussed moving the site tour to April or May of 2018 because of the changing of weather and the shorter days.

Plan Commission also asked for an update on the Surgery Center of Green Bay project, located at 2825 S. Webster Avenue, as well as how the Village plans to market the extra parcel from the Zambaldi project, located at 1677 S. Webster Avenue. Staff said there have been new changes to

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industry practices that have stalled the Surgery Center of Green Bay project for now and that the Village will try selling the piece of land for now.

NEXT MEETING DATE AND AGENDA ITEMS

Next meeting date: Monday, October 23, 2017, 6:00p.m.

Agenda items: Discussion of noticing requirements

ADJOURNMENT

Nyberg / Wheeler moved to adjourn at 7:18p.m. Motion carried.

Minutes submitted by Trevor Fuller, Planning and Zoning Administrator.