

**CITY OF MENASHA**  
**Plan Commission**  
**Menasha City Center, Room 133 – 100 Main Street**  
**January 9, 2018**  
**MINUTES**

---

**A. CALL TO ORDER**

The meeting was called to order at 3:34 PM by Mayor Merkes.

**B. ROLL CALL/EXCUSED ABSENCES**

PLAN COMMISSION MEMBERS PRESENT: Mayor Merkes, Ald. Benner, Commissioners Strum, Cruickshank and Homan.

PLAN COMMISSION MEMBERS EXCUSED: DPW Radomski and Commissioner Schmidt.

OTHERS PRESENT: PP Schroeder, CDC Heim, Tyler Doemel (57 Appleton St.), Michael Stumpf (Place Dynamics), Kim Vanderhyden (334 Park St.), Doug Hatch (866 Broad St.), Jim Vanderlinden (330 Park St.), Kathy Vanderlinden (330 Park St.), Tom Grade (999 Brighton Dr.), Chris Evenson (523 Broad St.), Dean Wydeven (1452 W Hiawatha Dr.), Ald. Ted Grade (924 Woodland Dr.), Ald. Becky Nichols (402 Elm St.), Ald. Arnie Collier (708 Appleton St.), Dean Moede (858 Broad St.), Andrea Fietzer (Stadtmueller & Associates), Stephanie VanBoxtel (2404 Woodland Hills Dr.), Jesse VanBoxtel (2404 Woodland Hills Dr.), S. Dabill Taylor (545 Broad St.), Joe Gehlert (208 Water St.) and PRD Tungate.

*With no objections Mayor Merkes moved Item F. REPORT OF DEPARTMENT HEADS/STAFF/CONSULTANTS, 1. Presentation of Downtown Vision Plan by Consultant Team prior to the Public Hearing on the Agenda.*

**F. REPORT OF DEPARTMENT HEADS/STAFF/CONSULTANTS**

**1. Presentation of Draft Downtown Vision Plan by Consultant Team**

Michael Stumpf with Place Dynamics presented an overview the Downtown Vision Plan.

**C. PUBLIC HEARING**

**1. Downtown Vision Plan**

Mayor Merkes opened the Public Hearing at 3:55 PM.

Doug Hatch, 886 Broad St. Questioned where the money to execute the plan was coming from.

Mr. Stumpf provided that the money would come from a variety of sources including, but not limited to grants, fundraising, Tax Increment, etc.

Tyler Doemel, 57 Appleton St. Had concern about the status of the fence surrounding the Marina and if removed; is there a plan to replace it?

Mr. Stumpf stated that the City could look into a more ornamental fence or perhaps a change to the layout of the Marina to protect slip renters.

Arnie Collier, 708 Appleton St. Questioned if anyone has reached out to the larger downtown businesses regarding their long-term plans.

Andrea Fietzer, Stadtmueller & Associates, 333 N Commercial St. Questioned whether the sub-areas shown in the Downtown redevelopment area were going to be designated TIF districts or will they be separate areas.

Joe Gehlert, 208 Water St. Had concerns if the City was considering using eminent domain to obtain property. Also, asked for clarification on Row Housing and the timeframe for the plan to

be implemented.

PP Schroeder indicated that there are no plans to use eminent domain to obtain property. This plan is developer driven more than the city implementing the plan. As well, the city is focused on the larger industrial sites not necessarily in individual properties. Water Street is a priority as the street is scheduled for reconstruction in 2020 and the Plan would be used as a tool to open discussion regarding redevelopment. Mr. Stumpf explained the Row House concept.

Dean Moede, 858 Broad St. Expressed concerns about owner-occupied vs. rental properties.

Mr. Stumpf stated the city can oversee any plans for development and/or redevelopment and utilize the Plan to see that any proposals meet the expectations of the Plan.

Jim Vanderlind, 330 Park St. Requested an update on the proposed new bridge on Racine Street and timing.

Mayor Merkes stated that bridge construction is scheduled to begin summer 2020 with completion of construction expected in late 2022.

Andrea Fietzer, Stadtmueller & Associates, 333 N Commercial St. Asked what type of housing the plan supports.

Mr. Stumpf indicated that high density to low density is included in the Plan with renderings depicted under Land Use Category Descriptions.

Dean Moede, 858 Broad St. Would like to know the strategy for implementing the Plan.

PP Schroeder stated that with any plan, public engagement is crucial for public support. Each development brought forward would be viewed on a case by case basis.

Mr. Moede also stated that timing of the Plan is critical as the completion of the Loop the Lake Trail is an area the city can be proactive to educate the community via large renderings of the plan at the site, signs for each zone depicted in the plan, etc.

Doug Hatch, 866 Broad St. Requested more information regarding the retail portion of the plan and questioned if a grocery store would be brought back to the downtown.

Mr. Stumpf provided market analysis used while creating the Plan which indicates the market is in a flux right now and the number of residential units would not support a grocery store at this time.

Sandra Dabill Taylor, 545 Broad St. She appreciates the effort of the plan but is cautiously optimistic of the plan. If the Plan is developer driven and a development is not proposed, she feels the Plan will fall short of fruition. Ms. Dabill Taylor also stated that percentage of housing in this area is already rental and cautioned against subsidized housing. She encouraged staff to adhere to the Comprehensive Plan and not make exceptions for developers.

With no further comments, Mayor Merkes closed the public hearing at 4:24 PM.

#### **D. MINUTES TO APPROVE**

1. **Minutes of the December 5, 2017 Plan Commission Meeting**

Motion by Comm. Cruickshank, seconded by Ald. Benner, to approve the December 5, 2017 Plan Commission meeting minutes as presented. The motion carried.

#### **E. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA**

S. Dabil Taylor, 545 Broad St. Questioned the McDonald's site plan regarding the transitional setback not being addressed at the previous meeting . She encouraged the Plan Commission to preserve residential properties by following the code.

## G. DISCUSSION / ACTION ITEMS

### 1. **Certified Survey Map – Woodland Hills Drive – Property Line Alteration**

PP Schroeder presented an overview of the proposed Certified Survey Map to adjust the rear lot line of 2404 Woodland Hills Drive and the rear/side lot line of 2391 Trumpeter Swan Lane. Along with aligning the rear property line of 2404 Woodland Hills Drive with the property to the east, the owner stated there was a mutually agreed upon landscape berm which was installed along the proposed property line with the understanding that this lot line would be adjusted to align the berm. The proposed Certified Survey Map will not create any zoning nonconformities and both lots exceed the minimum lot requirements for size, setbacks and dimensional requirements.

Motion by Comm. Homan, seconded by Ald. Benner, to approve the Certified Survey Map as presented adjusting the lot line between 2404 Woodland Hills Drive and 2691 Trumpeter Swan Lane.

Comm. Sturm asked what the status of the utility easement would be if the lot line adjustment were approved. PP Schroeder indicated the utility easement would stay where it is as all the utilities have been installed.

The motion carried

### 2. **Downtown Vision Plan**

Commissioners discussed the following:

- Viewing the plan as an extension of the Comprehensive Plan
- Housing market analysis
- Retail space and how the plan will address the need
- Existing industrial sites, the importance of these sites as employers in our community as well as providing potential use if the sites become vacant
- Distance the downtown area is to main arteries to commute can be viewed as both positive or negative
- Waterfront and finding a balance of views vs. use
- Using the principles set in the plan to encourage the type of development desired
- Zoning compliance standards relating to façade material are not addressed; leaves ability to focus on how material is used and not so much on the material itself

PP Schroeder advised that the Plan Commission recommend the Plan for Common Council action at their February 5<sup>th</sup> meeting which would allow any changes to be made. Furthermore; having an open house, a public hearing and a presentation at that meeting.

Comm. Homan asked if the plan was be adopted as a stand alone plan and was not be used as a replacement to the Comprehensive Plan. PP Schroeder explained there are a couple of options which would include amending the Comprehensive Plan or adopt the Downtown Vision Plan as an amendment to the Comprehensive Plan. In either case, once the Downtown Vision Plan is adopted, the Comprehensive Plan Future Land Use will need be updated.

Comm. Cruickshank inquired if the market study included a hotel development within the vision area. Mr. Stumpf indicated that a study was not done for a hotel; however nothing would restrict that type of development. He also stated that there is a great deal of competition from the surrounding communities as well as the highway corridor.

Commissioners thanked staff and the consultant for all the work and the process to bring the vision plan forward.

Motion by Comm. Homan, seconded by Ald. Benner to recommend the Downtown Vision Plan to the Common Council.

Additional discussion ensued that the Downtown Vision Plan is not the zoning code or an ordinance but to be used as an advisory tool. The Comprehensive Plan will need to be amended

with portions of this plan. There was also concern that language within the principles of the plan may be too restrictive placing specific restrictions when the proposed plan is used to market to developers.

Amended motion by Comm. Homan, seconded by Ald. Benner to recommend the Downtown Vision Plan as an advisory tool for future development to the Common Council. The motion carried.

#### **H. COMMUNICATION**

##### **1. Set Next Meeting Date**

The next Plan Commission meeting has been set for Tuesday, February 6, 2018 at 3:30 PM.

#### **I. ADJOURNMENT**

Motion by Comm. Cruickshank, seconded by Ald. Benner to adjourn at 5:11 PM. The motion carried.

*Minutes respectfully submitted by CDC Heim.*