

CITY OF MENASHA
Plan Commission
Menasha City Center, Room 133 – 100 Main Street
January 8, 2019
MINUTES

A. CALL TO ORDER

The meeting was called to order at 3:33 PM by Mayor Merkes.

B. ROLL CALL/EXCUSED ABSENCES

PLAN COMMISSION MEMBERS PRESENT: Mayor Merkes, Alderperson Rebecca Nichols, DPW Radomski, and Commissioners Benner, Sturm, and Cruickshank.

PLAN COMMISSION MEMBERS EXCUSED: Commissioner Homan.

OTHERS PRESENT: CDD Schroeder, AP Stephenson, ASD Jacobs, Peter Jungbacker (Alexander and Bishop LLC), Alderperson Tom Grade, Greg Johnson (Ehlers), Jonathan Schatz (Ehlers), and Johnny Simpson (Prime Space Development).

C. PUBLIC HEARING

1. Public Hearing regarding the proposed project plan, boundaries and creation of Tax Increment District #14 as published December 24, 2018 and December 31, 2018.

Mayor Merkes opened the Public Hearing at 3:36 PM. CDD Schroeder gave a brief background on TIF #14. The proposed TIF is located on the City's north side, just off of Highway 10 and 441; Experience Fitness and the former Gardenview site both being located within the TIF. The TIF is proposed to be created as a rehabilitation-conservation district. The City anticipates expenditures of \$2.65 million. The City anticipates the project will gain additional land value and improvement value of approximately \$4.55 million.

Sandra Dabill-Taylor (545 Broad Street) – contacted the Commission via email and expressed her disagreement with the creation of TIF #14. She felt that the TIF was not needed and would not decrease vacancy rates within the business corridor. In addition, she urged the City of Menasha to work with the Village of Fox Crossing to jointly revitalize the commercial corridor along Highway 10 and 441.

With no other comments, Mayor Merkes closed the public hearing at 3:42 PM.

D. MINUTES TO APPROVE

1. Minutes of August 21, 2018 Winnebago County Joint Review Board

Comm. Cruickshank made a motion to approve the minutes of the December 4, 2018 Plan Commission Meeting. DPW Radomski seconded the motion. The motion carried.

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

Five (5) minute time limit for each person

There were no public comments at this time.

F. DISCUSSION / ACTION ITEMS

1. Consideration of Resolution 1-2019, a "Resolution Designating Proposed Boundaries and Approving a Project Plan for Tax Incremental District #14, City of Menasha, WI"

The Commission ensued in general conversation surrounding the creation of TIF #14. The following items were discussed:

- The effect of Shopko declaring bankruptcy.
- The decline of the retail industry.
- The new development at 1680 Appleton Road.
- Façade improvements of 1750 Appleton Road.
- Landscaping and parking improvements of 1750 Appleton Road.
- The number of TIF's allowed within the City of Menasha.
- Future projects within TIF #14.

DPW Radomski asked what the effects of Shopko going out of business would have on the TIF district and if we should be investing in the retail industry.

CDD Schroeder informed DPW Radomski that Shopko going out of business will not affect the TIF. Shopko is not located within TIF #14. In addition, the businesses within the proposed TIF are in the service industry and not retail industry. Experience Fitness is the main draw to this area.

The Commission then inquired if the City of Menasha was close to meeting the maximum amount of TIF's the City is allowed to have.

ASD Jacobs informed the Commission that all the TIFs are on a schedule and TIF #6 and TIF #5 will close soon. Their closures will ensure the City does not meet or exceed the maximum allowed number of TIFs per equalized value.

Comm. Homan contacted the Commission via email. She expressed her support for the creation of TIF #14.

Aldersperson Nichols made a motion to approve Resolution 1-2019, a Resolution Designating Proposed Boundaries and Approving a Project Plan for Tax Incremental District #14, City of Menasha, WI. The motion was seconded by Comm. Cruickshank. The motion carried.

2. Certified Survey Map – 140 Main Street

AP Stephenson gave an update on 140 Main Street CSM. At the December 4, 2018 Plan Commission meeting this CSM was presented and no action was taken. The Commission had questions surrounding the implications of dedicating a portion of the CSM to the public (Parcel #2, Curtis Reed Square). The Plan Commission asked staff to bring the CSM back with additional information. Staff findings are as follows:

- There is a long tradition of Curtis Reed Square being within the right-of-way.
- Keeping the Square in right-of-way maintains a frontage along the south façade 150 Main Street.
- Resolution R-03-04 granted management authority of Curtis Reed Square to the Parks and Recreation Department. This would allow the Parks and Recreation Department authority of maintenance and rental agreements at Curtis Reed Square.

In light of these findings, Lot 2 (Curtis Reed Square) can be dedicated to public right-of-way and still function as a public park.

Mayor Merkes made a motion to approve the Certified Survey Map and adjust the lot lines at 140 Main Street and Curtis Reed Square (#7200060000 and 720005800) with the following findings:

- There is a long tradition of Curtis Reed Square being within the right-of-way.
- Keeping the Square in right-of-way maintains a frontage along the south façade 150 Main Street.

- Resolution R-03-04 granted management authority of Curtis Reed Square to the Parks and Recreation Department. This would allow the Parks and Recreation Department authority of maintenance and rental agreements at Curtis Reed Square.

The motion was seconded by DPW Radomski. The motion carried.

3. Certified Survey Map – Public Works Facility Campus

AP Stephenson gave a background on the CSM for the site known as the Public Works Facility. The CSM will combine three parcels and create one large parcel. The parcels are located on the south east side of Menasha at 455 Baldwin Street, 435 Baldwin Street, and 981 Plank Road. The City of Menasha has been planning for a new Public Works Facility for the better part of a decade. The proposed CSM has been brought to Plan Commission in order to prepare the site for the new facility.

A motion was made by Comm. Sturm to approve the CSM lot consolidation of 455 Baldwin Street, 435 Baldwin Street, and 981 Plank Road (#750049700, #750049800, and #750050000). The motion was seconded by Alderperson Nichols. The motion carried.

4. Sign Ordinance Discussion – Electronic Message Centers (continuation from December 4th meeting)

AP Stephenson updated the Commission on the Sign Ordinance. AP Stephenson informed the Commission that a number of ordinance regulations we have in our code are either outdated or enforced by few communities in Wisconsin.

The Commission ensued in general conversation with the following items being discussed:

- The implications of updating our electronic messaging center (EMC) regulations.
- The need for more definitions within the Sign Code.
- The merit of allowing institutional uses within a residential district to have an EMC.
- How best to measure light trespass.
- The role of the Board of Appeals in enforcing the City Ordinances.
- What aesthetic the signs of Menasha should have.

No action was taken. This item will appear on future agendas for further discussion.

G. COMMUNICATION

1. Set Next Meeting

The next meeting was set for January 22, 2019 at 3:30 PM.

H. ADJOURNMENT

Comm. Sturm made a motion to adjourn the meeting at 5:07 PM. Alderperson Nichols seconded the motion. The motion carried.

Minutes respectfully submitted by AP Stephenson.