

TOWN OF RIB MOUNTAIN  
PLANNING COMMISSION MEETING  
October 24<sup>th</sup>, 2012

Chairman Tom Muellner called the meeting of the Plan Commission to order at 7:01 p.m. Members present included Jim Hampton, Laura McGucken, Lee Benes, Tom Steele, Kevin Mataczynski and Christine Nykiel. Also present Zoning Administrator Dan Dziadosz and Assistant Zoning Administrator Jeff Kussow.

**MINUTES:**

Laura McGucken questioned the wording of the correspondence minutes on the “Unfinished House with an expiring permit on Tulip Lane”.

**Motion by Laura McGucken and seconded by Tom Steele to approve the October 10<sup>th</sup>, 2012 minutes. Motion carried.**

**PUBLIC HEARINGS: None**

**CERTIFIED SURVEY MAP APPROVALS: None**

**NEW BUSINESS: None**

**OLD BUSINESS:**

b) Proactive Zoning Discussion; Docket #: 2012-26

Chairman Tom Muellner suggested that the commission should deal the item 7b – Proactive Zoning discussion before item 7a – Sign code changes discussion

Dan Dziadosz explained that the subject parcel, addressed 3311 Eagle Avenue and labeled 3.14 on page 7-b-2, was looked at and reviewed by the commission for a Saturn dealership years ago. The neighborhood did not favor this proposal and it was declined. He explained that rezoning this parcel from Suburban Residential – 3 (SR-3) to Suburban Commercial (SC) would make sense to match zoning to the east and west, and that rezoning the parcel now would make the parcel more attractive to commercial development. Mr. Dziadosz stated that the Future Land Use Map in the Town’s Comprehensive Plan designates this parcel as commercial land use.

The commission questioned the setback requirements from the navigable stream on the parcel. Mr. Dziadosz explained. Laura McGucken questioned whether anything can be built within this setback. Mr. Dziadosz explained that parking may potentially go into the setback.

Mr. Dziadosz explained that access to the parcel would come from Eagle Avenue on the parcel’s northwestern edge. Mr. Dziadosz also explained that if this parcel was rezoned, the Kohl’s parcel to the southeast labeled 4.41 on page 7-b-2 may expand. Ms. McGucken stated that commercial use makes sense in this parcel, but access to the parcel through a residential neighborhood may cause problems.

Ms. McGucken questioned if the parcel to the northeast, labeled 3.12 on page 7-b-2, would also be rezoned. Mr. Dziadosz explained that it could be and there have been developers looking to create multifamily development on that parcel. Jim Hampton stated that parcel

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3.12 should also be rezoned to SC in order to create better access to parcel 3.14 from Oriole Drive and also avoid heavy traffic flow on Eagle Avenue. Tom Steele questioned if access can be gained to other parts of the property by going over the navigable stream on the subject property. Mr. Dziadosz explained that it would be highly unlikely that they would get approval.

Mr. Mataczynski questioned what would happen to the property to the south of parcel 3.14. Mr. Dziadosz stated that the property is in a conservancy district and any kind of development or use is highly restricted.

Chairman Muellner stated that he does not think commercial use is a good idea on parcel 3.14 from an access standpoint and would rather see it go to multifamily development. Mr. Steele stated that both Eagle Avenue and Oriole Lane are not streets meant for high volume traffic. Mr. Dziadosz stated that other rezoning options for this parcel would be to change it to Neighborhood Commercial (NC) or Suburban Office (SO), which permits less intensive commercial development.

The Commission discussed land use and zoning options for parcel 3.12 to the north, and access considerations if there is rezoning of any parcels in this area. Chairman Muellner stated that he is uncomfortable with eating up existing residential land uses. Mr. Mataczynski stated that pressure from commercial development on this neighborhood will accrue over time and putting a new multifamily residential development in this area does not make sense in the long term if it will someday be surrounded by commercial uses. Ms. McGucken stated that there are not many residential neighborhoods in the Town with houses in this price range that can act as replacement if this neighborhood is transformed to commercial.

Mr. Dziadosz stated that the main reason to rezone this property to SC is due to the Town not having incentives for developers to come to the community, making it less competitive to other municipalities that do have incentives. He also stated that rezoning will make the property “shovel ready” for development by taking away some of the obstacles for a developer.

The Commission discussed different options and configurations for rezoning the subject parcel and adjacent parcels.

**Motion by Laura McGucken to recommend the Town of Rib Mountain to have a public hearing for rezoning the portion of the parcel addressed 3311 Eagle Avenue, Parcel # 34.102807.003.014, that is easterly of the approximate center of Cardinal Avenue from Suburban Residential – 3 to Suburban Commercial. Seconded by Tom Steele. Motion carried**

a) Sign Code Changes Discussion; Docket #: 2008-10

Jeff Kussow explained that that have been business owners looking for more and larger signage than the Signage Code allows for. In lieu of following the signage regulations, business owners have been going through the processes of conditional use and rezoning to

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Unified Development District to accommodate their signage requests. Mr. Kussow stated that there is a need to review the sign code to identify the Town's direction, so that the sign code can be enforced instead of businesses going through conditional use or rezoning on a singular parcel basis.

Laura McGucken stated that she disagrees with changing zoning to UDD solely for the purpose of relaxed signage regulations. Chairman Tom Muellner suggested excluding flexible signage regulation from UDD rezoning. Ms. McGucken suggested reworking the signage allowance ratios, separating on-ground signage allowance from total parcel signage allowance, and regulating signage size and height by the street width and speed of traffic. Ms. McGucken also suggested implementing an overlay district that has different signage regulations over largely commercial areas of the Town, such as Rib Mountain Drive.

The commission suggested that an inventory of signage in the Town is a good starting point for reviewing the sign code. Ms. McGucken stated that distributing a survey to business owners asking about the signage regulation would also be helpful. The commission suggested talking with Town Board to determine principles and values to base ordinance changes and decisions off of.

Mr. Kussow presented the commission with a new sign structure that is not defined within the code. He stated that Kocourek came in with a signage proposal to replace two signs and to put in an additional sign called a "gateway sign". Mr. Kussow explained that a gateway sign is a structure in front of the entrance that bears a small logo on the top. He explained that since this sign design is not defined in the code, there was no way for it to be approved. Commission members did not find issues with the sign, but found there is no way to define it or approve it without a UDD Precise Implementation Plan (PIP) modification meeting.

**CORRESPONDENCE / QUESTIONS:**

a) Marathon County Farmland Preservation Program

Mr. Kussow brought to the Commission's attention that Marathon County is looking for input to update the Farmland Preservation program. Mr. Kussow asked the commission a series of questions on what is happening to the agriculture in Rib Mountain, where should agriculture be protected, and where should residential be directed or located. Dan stated the farmers in the community that he has talked to stated that they are holding the land for future development. The commission stated that since there is very little farmland in the Town, protecting farmland is not a high priority. The commission also stated that residential land uses should be directed west on South Mountain Road where the sanitary amenities run.

**ADJOURN: Motion by Tom Steele and seconded by Kevin Mataczynski. Motion Carried.**

Meeting Adjourned 9:02 pm.

*Respectfully Submitted,  
Jeff Kussow*