



City of Manitowoc

900 Quay Street
Manitowoc, WI 54220
www.manitowoc.org

Meeting Minutes

Plan Commission

Wednesday, June 23, 2021

6:00 PM Council Chambers. Meeting also available via Zoom remote conferencing software.

I. CALL TO ORDER

The meeting of the City Plan Commission was called to order by Chairman J. Nickels at 6:00pm.

II. ROLL CALL

Present: 8 - Jim Brey, Mayor Nickels, Dan Koski, Dennis Steinbrenner, Greg Jagemann, Curtis Hall, Dave Diedrich and Daniel Hornung

Staff Present: Paul Braun, Adam Tegen, Jen Bartz

III. APPROVAL OF MINUTES

Moved by Diedrich, seconded by Steinbrenner, that the minutes of the May 26, 2021 meeting be approved. The motion carried by the following vote:

Aye: 8 - Brey, Mayor Nickels, Member Koski, Steinbrenner, Member Jagemann, Member Hall, Diedrich and Hornung

[21-0573](#) Approval of the Minutes of the May 26, 2021 Meeting.

VI. NEW BUSINESS

[21-0574](#) PC 1-2021; Budnik: Quit Claim Deed for area South of Michigan Avenue and County JJ Intersection

Moved by Brey, seconded by Jagemann, to approve the Quit Claim Deed for area South of Michigan Avenue and County JJ Intersection. The motion carried by the following vote:

Aye: 8 - Brey, Mayor Nickels, Member Koski, Steinbrenner, Member Jagemann, Member Hall, Diedrich and Hornung

[21-0575](#) PC 22-2021: Lamar Advertising; Request for Special Permit for a Proposed Animated Billboard, 4744 S. Rapids Road.

P. Braun detailed the location of the existing billboard being changed from a static to animated billboard. He stated that the billboard will be the same size as the static board and that it meets all separation distances per code and that there are landscaping requirements.

Moved by Diedrich, seconded by Koski, that the Request for a Special Permit for a Proposed Animated Billboard at 4744 S. Rapids Road be approved. The motion carried by the following vote:

Aye: 8 - Brey, Mayor Nickels, Member Koski, Steinbrenner, Member Jagemann, Member Hall, Diedrich and Hornung

[21-0576](#)

PC 23-2021: Ordinance to Amend 15.790, Sections (1), (5) and (7) of the MMC related to Downtown Design Review Overlay District.

P. Braun reviewed the ordinance and explained that it has been revised to give Community Development staff approval authority for action on paint colors and signs within the Downtown Design Review District. It will allow staff the ability to react quicker to these types of requests. He stated that the request was approved at the May Community Development Authority meeting.

A. Tegen stated that staff level approvals will be shared at the Community Development Authority meetings. He added that a penalty provision has also been added to the ordinance.

D. Diedrich asked if provision is included if first offense is unpaid. A. Tegen responded that it would follow the zoning code where every day would be a new violation and fee.

G. Jagemann asked if the amendment was for the design review area only and if the intention is to bring River Point into design review area. P. Braun stated that the River Point District will likely be a planned unit development (PUD) and depending on how that comes together, the Design Review Area and PUD guidelines may conflict each other.

Moved by Diedrich, seconded by Brey, that the Ordinance to Amend 15.790, Sections (1), (5) and (7) of the MMC related to Downtown Design Review Overlay District be approved. The motion carried by the following vote:

Aye: 8 - Brey, Mayor Nickels, Member Koski, Steinbrenner, Member Jagemann, Member Hall, Diedrich and Hornung

[21-0577](#)

Ordinance to Create Section 15.460 of the MMC related to Murals.

A. Tegen provided background on the request and noted that the sign code does not include murals. He stated that the recommendation is to pull out murals and move to general permitting section and create a new section for murals and public art, such as a large historical photo, badger statue, and other similar items considered as art.

D. Koski asked if by pulling out that section can the City or Plan

Commission regulate content. A. Tegen stated that the City cannot regulate content.

C. Hall asked if the mural section regarding advertising would allow the soon-to-be-completed Zoo mural at Lincoln Park as an example. A. Tegen stated that a mural advertising the Lincoln Park Zoo located at the Zoo would likely be an exception.

D. Diedrich asked about the ability to maintain the art as stated within the code. What happens if building owner passes away? A. Tegen stated that if there is an agreement between the property owner and the City, the property transfer/new owner will be responsible for mural upkeep.

Moved by Steinbrenner, seconded by Koski, that the Ordinance to Create Section 15.460 of the MMC related to Murals be approved. The motion carried by the following vote:

Aye: 8 - Brey, Mayor Nickels, Member Koski, Steinbrenner, Member Jagemann, Member Hall, Diedrich and Hornung

[21-0578](#)

PC 24-2021: ANR Capital, LLC: Amendment to the Cinema Square Planned Unit Development pursuant to MMC 15.750(20)a located along S 44th Street.

P. Braun shared a map of the location and stated that the existing Planned Unit Development (PUD) document limits the building height on the lots adjacent to I-43 to 25'. He stated that there is a contract to purchase and a preliminary site plan on the lots along the interstate. He went on to state that the buyer intends to build two hotels and a restaurant. The hotels would be over 25' and that the proposed building heights require an amendment to the PUD to allow up to 60'. The amendment requires the City and the original developers to sign off on the amendment to the PUD. P. Braun stated that all entities are in agreement to amend the building height restriction.

D. Koski asked why the 25' height was established initially. P. Braun stated that the developer wanted to protect the visibility of the cinema from the Interstate.

Moved by Jagemann, seconded by Diedrich, that the Amendment to the Cinema Square Planned Unit Development be approved. The motion carried by the following vote:

Aye: 8 - Brey, Mayor Nickels, Member Koski, Steinbrenner, Member Jagemann, Member Hall, Diedrich and Hornung

[21-0579](#)

PC 25-2021: Discussion Related to Barriers on Development in the City of Manitowoc.

Chairman J. Nickels provided some background on how this topic came to be discussed at the Plan Commission meeting. He stated that there are a lot of areas that should be considered, but the conversation with the Plan Commission is the first step with how to move forward.

A. Tegen stated that there has been a slow down in single family development in the City. Three issues are likely barriers including cost, the market itself, and physical barriers. He went on to say that previous developments were created in easy-to-develop areas. He also shared that the final housing study was received recently and should be ready to come to Plan Commission in July.

P. Braun pointed to the map showing subdivisions provided to Commissioners and noted that the last subdivision was developed in 2012. He provided housing starts data from 1990-2020 he received from Building Inspection and stated that on average there are about 40 per year. He shared that recently, multi-family has increased versus single family.

Discussion ensued among Commissioners regarding an area on the north side where to develop, there are cost barriers due to the storm sewer needs.

P. Braun stated that in some cases misinformation may be a barrier. For instance, previously developers had to maintain the storm water pond, but an ordinance was passed that any storm water pond constructed after January 1, 2015, the city will maintain.

Chairman J. Nickels reiterated barriers including street costs, parkland dedication, geographic / topographic, soft housing market, and laws that have been on the books forever.

Specific properties were shared as examples of where assessments and associated costs are barriers to development. These properties would be good for the tax base, as well as revenue for the utilities.

D. Koski stated that statutorily the City may not be able to forgive some of the assessment costs. He suggested considering precedent being set and perhaps City considers alternative incentives and structure via developers agreement.

Chairman J. Nickels stated that the cost of building a home in all communities is the same. A barrier is that Manitowoc may bring a lower sale price, but there are many associated costs that could be barriers. Conversation ensued among Commissioners regarding their thoughts on barriers.

Chairman J. Nickels asked for next steps recommendation. A. Tegen stated that there are many directions, but that the housing study will be a great asset. A discussion with builders, developers and realtors as well as an analysis of Sheboygan or Green Bay to see what they are doing or are they offering unique programs would be beneficial.

Next steps as discussed by Commissioners are:

- Interview developers, builders, realtors, etc.
- Research other communities such as Sheboygan and Green Bay.
- Cost-benefit analysis to assume some of the costs of development.

This Action Item was discussed

[21-0600](#)

Discussion regarding Plan Commission meeting time adjustment.

The Plan Commission discussed the potential of changing the meeting time to 5 or 5:30. Conversation ensued and it was determine to leave the meeting time as 6pm on the 4th Wednesday of the month.

This item was discussed.

VII. MISCELLANEOUS

A. Manitowoc County Activities: None

B. Certified Survey Maps (CSM):

1. Budnik / Peterson / Hansen / Becker / Siehr, NW ¼ of the NE ¼ Section 22, T 19 N, R23 E
Town of Manitowoc Rapids

2. Brandl, NE ¼ of the SW ¼ and the SE ¼ of the NW ¼ Section 15, T 19 N, R 23 E, Town of
Manitowoc Rapids

C. Summary of Site Plans: None

VIII. ADJOURNMENT

**Moved by Brey, seconded by Diedrich, that the meeting be adjourned at 6:59PM.
The motion carried by the following vote:**

Aye: 8 - Brey, Mayor Nickels, Member Koski, Steinbrenner, Member Jagemann, Member Hall, Diedrich and Hornung