City of Eau Claire
Plan Commission Minutes
Meeting of October 19, 2015

City Hall, Council Chambers 7:00 p.m.

Members Present: Messrs. Brenholt, Granlund, Larsen, Pederson, Radabaugh, Seymour, Weld
Ms. Ebert, Mitchell

Staff Present: Messrs. Tufte, Ivory, Noel, Genskow

The meeting was chaired by Mr. Weld.

1. **REZONING (Z-1567-15) – R-1 to R-2, 3633 Flynn Place**

Mr. Tufte presented a request to rezone property from R-1 to R-2 at 3633 Flynn Place. The applicant intends to subdivide a 1.1 acre parcel into two lots for duplexes. Part of the property was zoned R-2 prior to 2006. The Comprehensive Plan recommends this area for low-density residential development.

Applicant, Patrick Flynn of E5842 803rd Avenue, Menomonie spoke in favor of the project.

No one spoke at the public hearing.

Mr. Pederson moved to recommend approval of the rezoning. Seconded by Mr. Granlund and the motion carried.

2. **REZONING (Z-1568-15) – TR-1 to R-1, 5110 & 5118 East Hamilton Avenue**

Mr. Tufte presented a request to rezone two single family homes from TR-1 to R-1 at 5110 and 5118 East Hamilton Avenue. The Comprehensive Plan recommends the area for low-density residential. The applicant is seeking to build a deck and thus needs a rezoning.

Applicant, Alan Malean of 5110 East Hamilton Avenue, spoke in support of the project.

Ms. Mitchell moved to recommend approval of the rezoning. Seconded by Mr. Radabaugh and the motion carried.

3. **SITE PLAN (SP-1541) – 4-Plexes, Chippewa Street**

Mr. Tufte presented a request to approve a site plan for four 4-plexes at the northwest corner of 2nd Avenue and Chippewa Street. The four buildings would be slightly different in design, 2 ½ stories tall, with 12 bedrooms in each for a total of 48 bedrooms. Rear yards on the site plan show parking for nine stalls per lot, which meets code when providing bike racks and the location being close to transit access. The Historic Randall Park Neighborhood Association asked for some changes and the applicant revised the site plan showing changes to sidewalks and landscaping. A Certified Survey Map is needed for the four new lots and also a Letter of Map Revision in bringing the project out of the 100-year regional floodplain elevation.

Terry Moore of 116 W. Grand Avenue, on behalf of applicant Robert D. Johnson, stated they made changes based on working with the neighborhood association. They combined separate porches into one on each structure and will plant 3" diameter trees. Buildings should be different in color and the project replaces older homes that contained a total of 24 bedrooms.

Helene Smiar, 320 Broadway Street, stated the Historic Randall Park Neighborhood Association was agreeable to the site plan changes and thanked the developer in meeting with them. She stated some residents are still concerned with new development in the neighborhood though.

Commissioners thanked the applicant for meeting with the neighborhood.

Mr. Larsen moved to approve the site plan subject to the conditions of the staff report. Seconded by Ms. Ebert and the motion carried.

4. **SITE PLAN (SP-1544) – Sign Plan, Oak Pointe Plaza Shopping Center**

Mr. Radabaugh left the meeting.

Mr. Ivory presented a second request to amend a portion of the 1987 master sign plan for Oak Pointe Plaza Shopping Center. Specifically, Ross Dress for Less at 4027 Commonwealth Avenue is seeking an individual pylon sign instead of the required monument sign which would be located along Hwy. 53. The Commission did not approve the first request on August 17, 2015 for a pylon sign larger in size, taller in height, and setback closer to Hwy. 53. The applicant has revised the proposal and is now requesting a smaller 4' x 22.5' (90 square foot) pylon sign, setback greater at 66' from the right-of-way and shorter in height, being at 25'. Staff has concern with allowing individual pole signs since it will create more sign clutter, sets a precedent for others to apply, and does not follow the original intent of the master sign plan for the commercial development around the Golf Road and Hwy. 53 interchange. The recently approved Comprehensive Plan advances goals to limit sign clutter in creating quality urban settings along major road corridors and along major community entrances. Staff discussed other commercial development in the area along Hwy. 53 that also limited individual pylon signs and promoted the use of monument signs.

Dustin F. Van Ruden, 3624 Oakwood Hills Parkway speaking on behalf Ross Dress for Less stated the retail location in question has problems with visibility. The JoAnn Fabrics store blocks visibility from the southeast on Hwy. 53 and due to grade changes and vegetation growth, views of the store from the north and east are hindered. Proposing the pylon sign at 25 feet also brings it into consistency with other similar signs in the area. He stated customers are already having trouble finding the new store.

Glennis Harris, 4027 Commonwealth Avenue and Regional Manager of the Ross Dress for Less, stated their signage experts believe the location to be problematic. They have had trouble with potential hires finding the store and a number of customers have called in during their first week of business to ask how to find the store.

Commissioners discussed the request. Ms. Mitchell had concerns over the precedence the action would set. Mr. Larsen thought the retailer needs the sign and the location was

problematic with another store blocking its view. He said this circumstance is unique and not to other stores. Mr. Brenholt was in agreement and had concerns about the three different master sign plans for the area. Mr. Pederson was not in favor and suggested other ways to advertise. He was concerned about sign clutter proliferation. Mr. Granlund suggested that the pylon sign be allowed but a wall sign should be removed. Mr. Weld stated there is a hardship and given the past turnover of the building it indicates something different needs to be done.

Mr. Granlund moved to approve the amended master sign site plan. Seconded by Mr. Larsen and the motion carried with Mr. Brenholt, Ms. Ebert, and Mr. Weld also voting in support. Ms. Mitchell, Mr. Pederson, and Mr. Seymour voted against the item.

5. **DISCUSSION/DIRECTION**

A. Work Program – Neighborhood Revitalization Summit

Mr. Radabaugh rejoined the meeting.

Mr. Tufte presented a work program for a future Neighborhood Revitalization Summit. The City's Comprehensive Plan lists the purpose and that various stakeholders be contacted in forming a steering committee. He anticipated the effort to take 4 to 5 meetings running from January through April or May. The last meeting would be to arrive at recommendations; such as a neighborhood development corporation. A report would be then presented to City Council.

Ms. Mitchell stated the Commission should have representation. Ms. Ebert thought the realtor community and housing redevelopers should be invited to be on the committee as well.

B. Code Compliance Items

None.

C. Future Agenda Items

None.

D. Additions or Corrections to Minutes

None.

6. **MINUTES**

The minutes of the meeting of October 5, 2015 were approved.

Jamie Radabaugh, Secretary