

March 23, 2015 (Plan Commission Meeting)

**PLAN COMMISSION MEETING  
MONDAY, MARCH 23, 2015  
6:30 P.M., ALLOUEZ VILLAGE HALL**

CALL TO ORDER/ROLL CALL

Chairperson Kopperud called the meeting to order at 6:32 p.m.

Present: Hansen, Dart, Culotta, Retzlaff, Kornowske, Kopperud

Excused: Ropp

Also Present: Lange, Fuller

MODIFY/ADOPT AGENDA

**Motion by Retzlaff/Dart to approve the agenda as modified. Insert the word “Preliminary” before Approval in #6, and switch #'s 6 and 7. Motion carried.**

Retzlaff asked why one of the agenda items from last month’s meeting “Ideas from Brown County on the Bicycle Pedestrian Plan Approach” was not on the agenda (Will be on April 27<sup>th</sup> agenda).

MINUTES FROM FEBRUARY 23, 2015

**Motion by Kornowske/Retzlaff to approve the minutes as presented. Motion carried.**

ANNOUNCEMENTS

None

PUBLIC APPEARANCES

John Shier, 22 Webster Heights Drive, urged the commission to not approve land for a Kwik Trip.

Jim O’Rourke, 2339 Oakwood Avenue, presented a “petition” asking the Plan Commission to move forward and ask the Village Board to install a pedestrian byway on Riverside Drive from Highway 172 to Stambaugh Road, on the West side. He also asked that the Village pay to put in a crushed gravel pedestrian walkway connecting the Taft Street neighborhood to the Fox River Trail. This would provide access to the new parks and waterway.

APPROVAL OF PETITION FORM KWIK TRIP – REQUESTING PLANNED DEVELOPMENT DISTRICT ON PARCELS AL-51, AL-50-12, AL-50-13; LOCATED AT 1910 SOUTH WEBSTER AVENUE

**Hansen recused herself from this issue due to her being part of the design team for the Corridor Study, which this parcel is a part of.**

Fuller

- Tonight's decision is going to be whether or not the idea of a Kwik Trip for that site deserves further study.
- Went through the PDD process.

Reviewed staff concerns that were submitted.

- The Public Works Department reviewed the site plan and had some concerns with the sanitary sewer lateral in the drawing and basic permitting issues.
- Staff commented on the zoning conditions that are specific to a gas station. Fuller stated that with this being a PDD there is some flexibility except for the signs. (Cannot go outside our code in a PDD process.)
- Our Comprehensive Plan calls for developments with smaller setbacks and buildings that are more pedestrian friendly. Rotating the site plan 90 degrees would more accurately reach this goal. (This was discussed with the Kwik Trip engineer.)
- Other comments have to do with site design and pedestrian access.
- Would like Kwik Trip to provide access for future development of vacant Diocesan land to the northwest. (There currently is not access to this land.)
- All staff comments were emailed to Kwik Trip representatives.

Hans Zietlow, Director of Real Estate and Steve Lowe, Engineer, representatives for Kwik Trip were present to present the plan and answer questions.

Zietlow gave a brief history of the company.

Plan Presentation

- Orientation of site plan on the property; there are specific access points and specific grade issues with this property.
- Grade drops off 8 feet at the south end of the property.
- They understand the concept of bringing the building closer to South Webster Avenue. The first plan they did had the canopy in the center and the Convenience Store to the south side of it, but because of the grade and access issues it didn't work.
- The only way to make it work with the grade issues as they drop off is the way it is presented in the site plan.
- There will be a driveway on Saint Joseph Street, and two on South Webster Avenue.
- They can meet all landscaping requirements, sign specifications and requirements in the comments from Public Works.
- To provide an access point to the vacant land to the northwest would be extremely difficult.

Discussion

- What is the distance between the grocery stores on the north and south ends of the village? (about 5 miles) Webster Avenue not necessarily a food or gas desert.
- What does this use solve?
  - Concept of competition, is it the responsibility of the municipal government whether it be the Plan Commission or Village Board to determine how much of any particular business should be in their community?

- In a free market concept the government allows the market itself to determine what happens, not the government.
- Having a hard time deciding if it is a good fit or not. It comes down to the details of the plan and that is where the greatest objection is. Community is trying to reshape its character from an automobile based no pedestrian rights community to a pedestrian focused community. The plan misses some important points about providing for different modes of transportation and different ways people can access the Convenience Store part of it, and try to make the gas station a secondary part of the plan.
- Why will the other plans putting the Convenience Store in the front, or going in sideways not work? The Plan Commission is not getting a good explanation. If different orientations of the plan were studied, it would be helpful to see what those are.
- Would like to get the Convenience Store portion up close to Webster.
  - Could put up a higher retaining wall.
  - If PDD gets approval and the Plan Commission states that they want us to show another plan with the Convenience Store facing south, it would be hard, but if that is what you want Kwik Trip to do, they would come back with a new plan.
- Is part of the property tax exempt?
- If turning the building isn't looked at, how will bicyclist or pedestrian get to the store? If it is truly a "Neighborhood Store" do you have a preferred method for them to access it?
  - Any pedestrians or bicyclists will have to cross a driveway to access the Convenience Store.
- Is it the right development for this location?
- That piece of property that stands up in that grade, may be difficult for Kwik Trip, seems like it may be an asset for some other type of development.
- Would like to see the Corridor Study completed before making any decisions on this.
- Would there be a way to enhance the gas canopy?
  - Yes it would be an option to put a roof on the canopy.
- If a Kwik Trip is developed on this property, what does it look like for future development? It is probable that it would have to be a gas station.

**Motion by Retzlaff/Kornowske to open the floor for public comment. Motion carried.**

John Shier, 22 Webster Heights Drive, does not think that Kwik Trip is the highest and best possible use for this piece of property.

Barb Wiegand, Director of Facilities and Properties for Saint Joseph's Real Estate Corporation serving the Diocese of Green Bay explained that they have taken this to their consultative board, who have given their consent to the Bishop, and he has approved this project to move forward. The Diocese does pay taxes on this property. She agrees that with our aging population, that there is a need for housing for the elderly, however, no one has come forward with an offer to develop housing, and believes that this property could remain vacant for some time. If Kwik Trip develops the property it would give the Village more taxes.

Tom Matuszak, owner of Webster Shell Gas Station, feels it is the Plan Commissions decision. How many of the same businesses do you want in a corridor?

Jim O'Rourke, 2339 Oakwood Avenue, if the plan is approved, he would like to see some sort of a connection from the properties to the rear, like a walking path or bike trail for easy access if the property becomes developed in the future.

Tom Scheuerman, Principal with Newmark, Grubb, Pfefferle, Official Broker Director for the Diocese, stated from an economic standpoint of the Diocese, this is a tremendous value to them. This is a retail corridor. Pricing on this property is higher than what would be looked at for multi-family assisted living. Almost prohibits anything but retail development to maximize the value of the property. Kwik Trip is an ideal fit for the Diocese at this time. The property has been listed for a number of years, and there has been very little activity. Kwik Trip has stores in some high end developments in Wisconsin.

**Motion by Retzlaff/Konnoske to return to regular business. Motion carried.**

**Motion by Retzlaff/Kornoske to recommend to the Village Board to deny the preliminary PDD. Motion carried 4-1(Culotta voted nay) (Hansen recused herself from this issue previously).**

Discussion/Rational for denial

- If a gas station is developed there, what is the outlook for future redevelopment?
- Grade makes it difficult for Kwik Trip to use. Could be advantageous for some other use.
- Street access is an issue.
- Would like to see some data on food accessibility on Webster Avenue.
- Does not meet the spirit of the Comprehensive Plan.
- Would like to see the Corridor Study completed before any final decisions are made.
- Convenience Store should be accessible immediately off of Webster Avenue. Inverting the plan would be an essential aspect.

#### UPDATE ON CORRIDOR STUDY

Fuller stated there was an open house Thursday, March 19. GRAEF presented conceptual plans for the areas of the study. The next stage will be integrating stakeholders and looking at storm water and parking requirements and to focus on a more developable plan. The next meeting with GRAEF will be a joint meeting with the Plan Commission and Village Board on April 27, 2015.

Discussion

- Will there be any assessment comparing the Corridor Study to the Comprehensive Plan so a report can be given to the Plan Commission? (There will be an analysis with the Comprehensive Plan and a report will be given upon completion.)
- Request was made to go over the timeline of the Corridor Study.

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- In November of 2014, GRAEF was asked to follow the timeline of the DOT for Riverside Drive.
- After accepting GRAEF as the consultant, we asked them to include Webster Avenue in the study, following the same timeline finishing in July.
- Preliminary changes are made now with best case scenarios.
- Next, we will look at market analysis, stakeholders and land owners in the area to see what can and can't be done and go from there.
- They have one set of best case scenarios done now, and are currently working on a second set to give more than one possibility for different areas.
- Most of the scenarios that are being done now are based on the suggestions of the "general public" that attended the open houses.

NEXT MEETING DATE AND AGENDA ITEMS

The next meeting date: April 27, 2015 at 6:30 p.m.

Agenda items: Joint Village Board meeting, GRAEF will present corridor study update, Ideas from Brown County on Bicycle Pedestrian approach.

ADJOURNMENT

**Retzlaff/Hansen moved to adjourn at 8:00 p.m. Motion carried.**

Minutes submitted by Sherri Konkol, Deputy Clerk