



Plan Commission

Regular Meeting

335 South Broadway
De Pere, WI 54115
<https://www.deperewi.gov/>

Final Minutes

Monday, April 25, 2022

7:00 PM

Council Chambers and Virtual

Call to Order

The meeting was called to order at 7:00 PM by Alderperson Dean Raasch

Attendee Name	Title	Status	Arrived
James Boyd	Mayor	Excused	
Brenda Busch	Commissioner	Excused	
Dan Carpenter	Aldersperson	Present	
Mark Higgins	Commissioner	Present	
Dean Raasch	Aldersperson	Present	
Shane Raymaker	Commissioner	Present	
Grant Schilling	Commissioner	Present	

Also in attendance: Development Services Director Daniel Lindstrom, City Planner Peter Schleinz, and members of the public.

2. Approval of the minutes of the March 28, 2022 Plan Commission meeting.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Dan Carpenter, Aldersperson
SECONDER:	Mark Higgins, Commissioner
AYES:	Carpenter, Higgins, Raasch, Raymaker, Schilling
EXCUSED:	James Boyd, Brenda Busch

3. Annual Election of Vice Chair.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Dan Carpenter, Aldersperson
SECONDER:	Mark Higgins, Commissioner
AYES:	Carpenter, Higgins, Raasch, Raymaker, Schilling
EXCUSED:	James Boyd, Brenda Busch

4. Public comments upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Plan Commission. §6-3(f) DPMC

Ald. Raasch moved, seconded by Ald. Carpenter, to open the meeting. Upon vote, motion carried unanimously. Scott Borley, 2419 Tullig Place, stated his concern with the berm height proposed between his property and the Georgia Pacific warehouse at 2555 American Boulevard. Mr. Borley stated that representatives from Georgia Pacific will be coming out to meet with the neighbors in the next few days. He asked the commission for help on getting the height of the berm raised and/or taller trees being planted to screen the building. Ald. Raasch stated that the commission can't comment on the item at this time. Mike Piehl, 2441 Tullig Place, asked for an update on the landscaping and the berm. Ald. Carpenter stated that he could not comment on it at the meeting, but will send him an email. There were no other public comments. Ald. Carpenter moved, seconded by Mark Higgins, to go back to regular order. Upon vote, motion carried unanimously.

RESULT: DISCUSSED

5. Consideration and possible action on an extraterritorial 2 lot certified survey map at 2016 Jen DR in the Town of Lawrence (Parcel L-783).*

City Planner Peter Schleinz reviewed the 2-lot extraterritorial CSM at 2016 Jen Drive in the Town of Lawrence. Staff recommended approval of the CSM, subject to the conditions in the report. Mark Higgins moved, seconded by Ald. Carpenter, to approve the CSM. Upon vote, motion carried unanimously. This item will be reviewed by the Common Council on May 3, 2022.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Mark Higgins, Commissioner
SECONDER:	Dan Carpenter, Alderperson
AYES:	Carpenter, Higgins, Raasch, Raymaker, Schilling
EXCUSED:	James Boyd, Brenda Busch

6. Consideration and possible action on a 104 lot and 4 outlot final plat of Waterview Heights Fifth Addition at 2400 BLK Lost Dauphin RD (Parcels WD-D0104, WD-L496).*

City Planner Peter Schleinz reviewed the final plat of Waterview Heights Fifth Addition. Staff recommended approval of the final plat, subject to the conditions in the report. Mark Higgins moved, seconded by Ald. Raasch, to approve the final plat. Upon vote, motion carried unanimously. This item will be reviewed by the Common Council on May 3, 2022.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Mark Higgins, Commissioner
SECONDER:	Dean Raasch, Alderperson
AYES:	Carpenter, Higgins, Raasch, Raymaker, Schilling
EXCUSED:	James Boyd, Brenda Busch

7. Discussion about proposed changes to the City's proposed DRAFT Zoning Code related to permitted land uses, office/business/industrial park district design standards, and signage.

City Planner Peter Schleinz provided a summary of the proposed changes to the City's DRAFT Zoning Code related to permitted land uses, design standards, and signage. For permitted land uses, little has changed for residential land uses, but churches and schools have been removed from residential categories and have been put into a separate Public and Institutional land use category. Commercial land uses are reduced from 100 categories to 35 categories, which makes it easier to classify land use categories together. Industrial land use categories have been cleaned up and clarified.

Design Standards:

Front facades of the office, commercial, business park, and industrial park areas are proposed to have 8 major facade materials that must cover 70% of the front facade and 14 minor materials which have specific percentages assigned, from 20-30%. Mark Higgins asked how this compares to other communities. Development Services Director Daniel Lindstrom stated that the Green Bay business park has very similar design standards to this but under restrictive covenants not part of the zoning code.

Signage:

The focus on the amendment has been on content-neutral and location-based signage, which is a big change from the current code. In fact, signage is currently not part of the zoning code but will be part of the new zoning code. Staff asked for recommendations from the members on the 3 ways to monitor temporary yard signs: (1) total signs per street frontage, (2) maximum area per sign, and (3) maximum area for all signs. Grant Schilling is in favor of fewer signs, specifically 4 signs maximum. Ald, Carpenter is in favor of keeping all 3 categories. All other members agreed with this suggestion. Development Services Director Daniel Lindstrom stated that the last outstanding remaining sections to review are parking and access and landscape design. These topics will be discussed at a future Plan Commission meeting. This was a discussion only item so no action is needed at this time.

RESULT:	DISCUSSED
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8. Discussion of the Draft Downtown Parking Study.

Development Services Daniel Lindstrom provided a review of the draft downtown parking study.

Project Objectives:

- Evaluate current parking study, demand, behavior
- Review & assess current parking operations & management
- Compare De Pere to similar peer cities in how parking is provided, operated, and managed
- Evaluate future parking needs with expected development
- Identify strategies to improve parking operations and management, and leverage parking as an economic development tool and key factor in a high quality of life

How much parking is there in De Pere?

Private parking - 1387 spaces

Public parking - 1605 spaces

Summary & Key Conclusions:

1. Significant on-street parking is available throughout downtown, with limited high-demand areas at all times of day.
2. Easily visible electronic pedestrian crossing signals.
3. Pleasant, attractive streetscapes and clean on-street parking areas.
4. High speed traffic zones, particularly near the roundabout (East) and the intersection of 3rd and Main (West), which may make on-street parallel parking intimidating or frustrating for some users.
5. High occupancy facilities: Nicolet Square Lot, Mission Square, Reid St/Fourth St facilities, 335 S. Broadway (City Hall).
6. Short-term vs. long-term off-street parking supply likely needs to be adjusted and calibrated to satisfy occasional higher demand hotspots and businesses.
7. Off-street parking lot identification, signage, and a consistent brand would assist in pedestrian/vehicular wayfinding and an enhanced downtown identity.
8. Additional delivery/loading spaces are needed on both sides of the river.

Peer Review:

Peer communities: Northfield, MN, Stevens Point, WI and Marquette, MI

These other cities have a parking utility, which manages the parking. De Pere is a little bit behind these communities when it comes to parking.

Needs/Issues/Opportunities Categories:

- Communications/Wayfinding and Marketing
- Personnel, Organization, and Community Engagement
- Policy, Parking Operations, and Management

Policy, Parking Operations, and Management: On-Street Parking Recommendations:

1. Implement On-Street Short-Term Parking/Loading Zones
2. Institute Revised On-Street Parking Time Limits in East and West Downtowns
3. Be Deliberate About Expanding Managed On-Street Parking Areas
4. Monitor On-Street for Future Implementation of Paid Parking

Policy, Parking Operations, and Management: Off-Street Parking Recommendations:

1. Introduce a Parking Pass Program for Off-Street Long-Term Parking
2. Implement Modified Short and Long-Term Parking Management Approach
3. Implement An Integrated Virtual parking pass and Mobile License Plate Based Enforcement System
4. Calibrate parking pass Numbers and parking pass Rates for Effective Ongoing Parking Management
5. Implement a Strategic Goal of Efficient Off-Street Parking Management
6. Implement a Formal City-Led Shared Parking Program
7. Consider a Parking Utility Fee Program to Fund Public Parking and Mobility Improvements
8. Implement Best Practices for Event Parking Management
9. Strategically Add Electric Vehicle Chargers and Require Chargers for New Developments
10. Consider the Adoption of a College Development Zoning District

Communications, Wayfinding, and Marketing:

1. Change Off-Street Parking Naming Structure
2. Launch a Park De Pere Branding, Communications, and Marketing Campaign
3. Update City Website with Clear Downtown Public Parking Information
4. Update Signage at Key Locations to Include Parking-Related Information
5. Install Updated Entry and Location Signage at all Publicly Accessible Parking Facilities
6. Update 2021 Wayfinding guide with any changes to the parking

Personnel, Organization, and Community Engagement:

1. Create a Single City Parking Entity and Consolidate All Parking and Mobility Services
2. Develop a Mission Statement that is Supported Across City Departments
3. Engage with St. Norbert College on Access and Parking
4. Engage with Community Organizations on Branding and Communications

Personnel, Organization, and Community Engagement

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This was a discussion only item so no action is needed at this time.

RESULT:	DISCUSSED
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Adjournment

Ald. Carpenter moved, seconded by Ald, Raasch, to adjourn the meeting at 9:13 pm. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker