

AESTHETIC DESIGN AND SITE PLAN REVIEW BOARD
Monday, December 19, 2022

The Aesthetic Design and Site Plan Review Board meeting was called to order at 6:00 p.m. by Chairperson Rick Wiesner in the Council Chambers, City Hall, 421 Michigan Street.

Roll Call: Members Rick Wiesner, Nancy Schopf, Mark Struck, Pam Jorns, Dave Augustson, and Thad Birmingham were present. Member Kelsey Fox was excused. Staff present were City Administrator Josh Van Lieshout, City Engineer Chad Shefchik, Community Development Director Marty Olejniczak and Community Development Administrative Assistant Cindy Sommer.

Adoption of Agenda: Moved by Mr. Augustson, seconded by Ms. Schopf to adopt the following agenda:

1. Roll call.
2. Adoption of agenda.
3. Approval of minutes from August 8, 2022.
4. Consideration of: Signage for commercial project located at 911 Green Bay Road owned by 911 Green Bay Road Partners, LLC.
5. Consideration of: Kwik Trip Store located on parcels at 957 STH 42-57 and 919 S. Duluth Avenue.
6. Election of officers.
7. Adjourn.

All ayes. Motion carried.

Approval of minutes from August 8, 2022: Moved by Mr. Augustson, seconded by Mr. Birmingham to approve the minutes. All ayes. Motion carried.

Consideration of: Signage for commercial project located at 911 Green Bay Road owned by 911 Green Bay Road Partners, LLC.

Mr. Olejniczak explained this is a three-tenant project that the Board previously approved with the exception of the design of the pylon sign. The new sign has been revised to be more in line with the guidelines with opaque backgrounds and white LED lighting for the logos. The three tenants will be Starbucks, AT&T and Direct Care. The base of the pylon sign will have some type of grass/shrubbery around it.

Mr. Richard Robinson of 911 Green Bay Road Partners and Troy Schounard of Graphic House Signs explained that there are several options for lighting of the signs, including setting them on timers, using photo sensitive eyes or having them on all the time. The base of the sign will have native plants and stones along the slope. Mr. Augustson commented that this is a commercial area so night-time lighting is not much of a concern provided it meets guidelines and the tenants can determine when they want the lights to be lit.

Mr. Schounard also made the Board aware that a crane will be required to place the sign and he will need to work with the DOT if lane closure is needed.

Mr. Birmingham motioned to approve the project as presented. Ms. Schopf seconded the motion. All ayes, motion carried.

Consideration of: Kwik Trip Store located on parcels at 957 STH 42-57 and 919 S. Duluth Avenue.

Mr. Olejniczak explained that Kwik Trip recently opened a store on the east side and they would like to construct one on the west side as well. The project is for an 11,000 square foot building that will include a store, gas and diesel canopies and a car wash. The parcel at 957 STH 42-57 is currently occupied by a marine architect and hair salon but the new project calls for demolition and an access driveway. The entire parcel at 919 S. Duluth Avenue will not be used for the project, so it is possible that the excess land could be sold at a later date. The design is very similar to the new store on the east side with the building facing north and located behind the Verlo store and the Quality Inn. The project consists of two access driveways off of S. Duluth Avenue and one on Hwy 42-57. The DOT is currently reviewing the plan and has indicated they may

require a median on the highway, which could impact this project as well as neighboring properties, however no final determination has been made.

Mr. Olejniczak also explained that the city and county received federal grants that will allow them to add sidewalks along S. Duluth Avenue, however that project will not likely be finished before 2025. Signage consists of two ground-mounted signs and a variety of other directional/informational signs which comply with the sign code, however a sign permit is required prior to installation. The landscape plan shows trees and shrubs in a variety of areas around the parcels. A storm water management plan has been completed.

The members discussed whether it was a good idea to move forward with this project at this time or wait until the DOT has made their determination. Mr. Olejniczak informed the members of their options.

Mr. Marc Paulson of 836 S. Duluth Avenue lives across the street from the project. He explained that there is a lot of foot traffic to and from the justice center and he has safety concerns and is happy to hear that sidewalks are planned. City Engineer Shefchik explained that the sidewalk on the west side of S. Duluth Ave will go all the way to the justice center but the east side will only go to the city limits. The Kwik Trip plan calls for extending the sidewalk from the new Starbucks to the north side of the Kwik Trip driveway, but the remainder of sidewalk construction will happen closer to 2025.

Ms. Judy Paulson of 836 S. Duluth Avenue commented that there is a lot of truck traffic on S. Duluth Avenue already and she is concerned about an increase if Kwik Trip goes in, especially if the DOT requires a median because that would put even more traffic onto S. Duluth Avenue. She was advised that she may want to talk to Representative Kitchens to see if he can or will assist with her DOT concerns.

Mr. Troy Mleziva of Kwik Trip, 1626 Oak Street, La Crosse, explained that they would prefer to keep this project moving along as much as possible and not hold off until a DOT determination is made. He answered a variety of questions about the design and highway entrance. City Administrator Van Lieshout believes it will be after the holiday season before they hear back from the DOT, but agreed that if a median is required, there would be no left turn option out of Kwik Trip onto the highway, which would increase traffic on Duluth Avenue.

Ms. Jorns explained that the Duluth Avenue intersection with the highway is already congested and she is concerned about an increase in traffic if/when Kwik Trip opens.

Mr. Augustson explained that he likes the aesthetics of the building, the signage looks good, the colors are nice, the landscape plan is great and he appreciates that the lighting plan has been well thought out and will be directed within the confines of the property.

Mr. Augustson motioned to approve the building design, signage, lighting and landscape plan as presented with the condition that if any changes to STH 42-57 are required by the DOT due to the driveway, the site plan shall come back for further consideration. Motion seconded by Mr. Struck. Motion carried with Ms. Jorns voting no.

Election of officers. Mr. Birmingham nominated Mr. Wiesner for Chairman, seconded by Ms. Schopf. All ayes, carried.

Ms. Jorns nominated Mr. Augustson as vice-chairman, seconded by Ms. Schopf. Carried with Mr. Augustson voting no.

Adjourn: Moved by Ms. Jorns, seconded by Ms. Schopf to adjourn. All ayes. Motion carried. The meeting adjourned at 6:55 p.m.

Respectfully submitted,

Cindy Sommer
Community Development
Administrative Assistant