

**MINUTES OF THE NEENAH PLAN COMMISSION**  
**Tuesday, July 30, 2024**  
**4:00 p.m.**

**Present:**

Mayor Jane Lang, Chairperson	PRESENT	Sarah Moore-Nokes, Vice Chairperson	PRESENT	Gerry Kaiser, Director of Public Works	PRESENT
Kate Hancock-Cooke	PRESENT	Karen Genett	ABSENT	Betsy Ellenberger	PRESENT
Gerry Andrews	PRESENT	Alderman Dan Steiner	ABSENT		

**Also Present:**

Brad Schmidt, Deputy Director of Community Development	Kayla Kubat, Administrative Assistant of Community Development	Chris Haese, Director of Community Development
Alderman Lee Hillstrom	Brandon Otto, Hudson Knox Construction, 1631 Brookfield Ave Suite F6 Green Bay	Steve Borsechnik, Gries Architectural Group, 500 N Commercial St Neenah
Alderman Brian Borchart	Scott Harrig, Mach IV- VIRTUAL	

**Minutes:** MSC Hancock-Cooke/Kaiser, the Plan Commission, to approve the June 25, 2024 meeting minutes. All voting aye. Motion passed. Vice Chairperson Moore-Nokes and Member Ellenberger abstained.

**Public Appearances:** Chairperson Mayor Lang opened public appearances to topics not related to the agenda.

No one in attendance spoke. Chairperson Mayor Lang closed public appearances.

**Public Hearings:**

- a. Chapter 24 – Sign Code – Repeal and Replace

No one in attendance spoke, Chairperson Mayor Lang closed public hearings.

**Action Items:**

- a. Chapter 24 – Sign Code – Repeal and Replace (*Ordinance No. 2024-16*)

Deputy Director Schmidt went over the recent history of the sign code regarding the repeal and revision at the end of 2023 due to a federal lawsuit. After a second lawsuit at the circuit court level, there was a ruling that there were several unconstitutional sections of the sign code that needed to be addressed. The changes being made are specific to the sections identified in the court case.

The first modification is regarding the prohibition against advertising on vehicles. The current code states if there is an inoperable or unlicensed vehicles used for signage, that is prohibited in the city. The ruling stated we should focus more on the inoperable vehicle versus the signage on the vehicle. The modification would be to remove the prohibition against advertising on vehicles.

Deputy Director Schmidt went over the next modification regarding the prohibition against off premises signs. Currently, the code states off premises signs include billboards and exempts

<b>ORDINANCE NO. 2024-16</b>
----------------------------------

athletic field signs and sandwich board signs. The ruling was concerned with the sandwich board signs these types of signs are similar to what a residential property may install. Since the sign code allowed these off-premises signs in certain areas of the city and prohibited them in residential areas, the concern was that a person's freedom of speech may be limited. The modification was to redefine what was an off-premises sign and have the focus be on more permanent type signs and also removing sandwich board signs from the sign code and addressing them as part of the street furniture ordinance in the code.

The next modification dealt with temporary or portable yard signs in residential districts. The ruling stated the limitation of one sign was not constitutional and the time restrictions of no more than 30 days in a 90-day period was not constitutional. The modification was to remove the number of signs restrictions and the time limit restriction on portable yard signs. With this, there are still locational requirements, such as not being in the vision triangle.

The last modification was regarding the permitting process. The ruling stated the need for more clarity, who approves a sign, what is the process for applying for a sign permit, and what signs require a permit. The modification was to be clearer in the permitting process. This section that was invalidated led to putting the 90-day moratorium on the issuance of sign permits in the city in place.

Director Kaiser asked about the commercial vehicle and that those are not considered off premise signs. Deputy Director Schmidt stated they are located on private property. He stated it had more to do with an inoperable vehicle and not operable vehicles with decals or logos on them.

Member Andrews asked about the large signs placed on a trailer that drive around the city. Deputy Director Schmidt stated those are not prohibited. He went on that the current code does not discuss some modern sign types since it was written in 1977.

**MSC Ellenberger/Moore-Nokes, the Plan Commission, to recommend Common Council approve Ordinance No. 2024-16, repealing and recreating Chapter 24 of the Code of Ordinances relating to sign regulations. All voting aye. Motion passed.**

**b. Repeal Ordinance No. 2024-08 – Moratorium on Select Signs (*Resolution 2024-14*)**

**MSC Ellenberger/Moore-Nokes, the Plan Commission, to recommend Common Council approve Resolution No. 2024-14, rescinding Ordinance No. 2024-08, A Moratorium on Select Signs. All voting aye. Motion passed.**

**c. Site Plan #9-24 – 1215 Doctors Drive – Change of Use**

Deputy Director Schmidt went over the request to change the use of this building from a previous dental office into 16-unit multifamily apartment. There would be no modification to the exterior of the building, with the excepting of an access stairwell on the north side. This building is in a C1 district, so this change would be a permitted use. The parking requirement is met with the proposal having 32 parking stalls.

Resolution No.  
2024-14

Member Andrews asked what the square feet of the apartments are proposed to be. Deputy Director Schmidt stated the whole building is about 4500 sq ft. After looking at the floor plan provided, each unit is about 500-600 sq ft.

Member Hancock-Cooke asked about the timeframe. Deputy Director Schmidt stated the plan was submitted for state plan review several months ago so the project should begin soon.

**MSC Ellenberger/Kaiser, the Plan Commission, to approve the site plan for a change of use to establish a 16- unit multi-family residence located at 1215 Doctors Drive subject to the conditions of the site plan review letter.**

**d. Site Plan #10-24 – 2060 Marathon Avenue – Boys and Girls Club**

Deputy Director Schmidt went over the plan for the new Boys and Girls Club. The property is zoned C1, so this project is a permitted use in this district. It will have a similar layout to Boys and Girls Club in Menasha. The building itself is about 35,000 sq ft. and there is a future addition on the plan, however, that is not being approved currently. The entrance to the building is on Marathon Avenue and Byrd Avenue. The recreational facilities are in the rear west side of the property and include a playground, basketball court and other open space. There is a one-way access off Marathon Avenue and most of the traffic will be off Byrd Avenue. There is a drop off area and parking on the south end of the site and additional parking on the west end as well. With the parking, there is more than enough, and most will be temporary parking for pickups and drop offs. The building itself exceeds all requirements as well as landscaping standards.

Member Hancock-Cooke brought up parking and asked if there is a way to make the parking less visible from the front of the building. Deputy Director Schmidt stated it is difficult in this instance since there are the pickups and drop offs. Member Hancock-Cooke asked if the parking is coming directly from the road. Deputy Director Schmidt stated vehicles will pull into the site for parking. The south end parking would be more temporary, and the long-term parking is on the west side.

Deputy Director Schmidt stated this development is also adding sidewalks along Marathon Avenue and Byrd Avenue.

Deputy Director Schmidt went over interior design layout. One suggested change is the location of the bronze Eagle statue since it is located in the vision triangle.

Member Hancock-Cooke asked about the timeframe of the project. Steve Borsechnik from the Gries Architectural Group stated construction will start in the fall.

**MSC Hancock-Cooke/Kaiser, the Plan Commission, to approve the site plan to construct a Boys and Girls Club located at 2060 Marathon Avenue subject to the site plan approval letter.**

**e. Site Plan (Sidewalk Café) – 123 E. Wisconsin Avenue – Double Tree Hotel**

Deputy Director Schmidt went over the proposed sidewalk café and that it meets all dimensional and locational standards. They are also looking at extending their liquor license, which will go through Public Services and Safety as well.

MSC Ellenberger/Andrews, the Plan Commission, to approve the Site Plan for the Double Tree Hotel, at 123 E. Wisconsin Avenue subject to the conditions of the site plan review letter.

f. Annexation 234 – 1800 Liberty Avenue – Town of Vinland (*Ordinance No. 2024-17*)

Deputy Director Schmidt went over the annexation, which would be the last phase at the Homes at Freedom Meadows. It is about 15 acres of land. This would be an R1 zoning district, which is single-family. There will be 47 lots and two streets.

MSC Ellenberger/Andrews, the Plan Commission, to recommend Common Council approve Annexation #234 (Ordinance #2024-17) and the property also receive an R-1, Single-Family Residence District zoning classification.

**Announcements and Future Agenda Items:** Next meeting is scheduled for August 13, 2024.

**Adjournment:** The Commission adjourned its meeting at 4:35 p.m. MSC Ellenberger/Andrews. All voting Aye. Motion passed.

Respectfully Submitted,



Kayla Kubat  
Administrative Assistant, Department of Community Development

ORDINANCE  
NO. 2024-17