

**CITY OF MENASHA**  
**Plan Commission**  
**Council Chambers, City Hall – 140 Main Street**  
**August 21, 2012**  
**MINUTES**

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**A. CALL TO ORDER**

The meeting was called to order at 3:35 PM by Mayor Merkes.

**B. ROLL CALL/EXCUSED ABSENCES**

PLAN COMMISSION MEMBERS PRESENT: Mayor Merkes, Commissioner Schmidt, Commissioner Cruickshank, DPW Radtke and Ald. Benner.

PLAN COMMISSION MEMBERS EXCUSED: Commissioner Sturm

PLAN COMMISSION MEMBERS ABSENT: None

OTHERS PRESENT: CDD Keil, PP Homan, Don Snyder, Jim Wiegert, and Scott DeWitt

**C. MINUTES TO APPROVE**

1. **Minutes of the August 7, 2012 Plan Commission Meeting**

Motion by Comm. Schmidt, seconded by DPW Radtke to approve the August 7, 2012 Plan Commission meeting minutes as presented.

The motion carried.

**D. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA**

1. No one spoke.

**E. DISCUSSION**

1. **Options for Regulating Electronic Billboards**

CDD Keil reviewed the existing ordinance requirements relating to billboards. Don Snyder from Next Media explained his proposal to exchange some existing billboards for a new electronic billboard (at an existing billboard location) in the STH 441 corridor. Public service types of announcements would be provided free of charge as part of the exchange. He further explained that he has been working with other communities in the Fox Valley on similar proposals.

Commissioners discussed:

- The brightness of displays with different color backgrounds.
- The timing/length of information displayed.
- Whether the electronic billboard would distract drivers.
- Possibilities for and implications of using the electronic billboard to promote Menasha.
- Potential for improved appearance of billboards with electronic displays.

The consensus was that staff should draft ordinance language to accommodate electronic billboards for consideration at a future meeting.

**ACTION ITEMS**

1. **Alternative Building Material for 1427 Province Terrace (DeWitt Office)**

PP Homan reported that the cement board siding used on the rear and south side of the building had been replaced with vinyl siding, which change was not approved by the Plan Commission. The owner, Scott DeWitt explained that the cement board siding was in poor condition, and that he replaced it to improve the appearance of the building. He was not aware that such a change needed to be reviewed by the Plan Commission.

Plan Commissioners discussed:

- The suitability and durability of vinyl siding on a commercial building.
- Establishing a precedent by allowing vinyl siding as a secondary building material.
- The extent of coverage of the vinyl siding on the building.

The consensus was that the owner should present additional information about the quality and durability of the vinyl siding at a future meeting.

2. **Circle of Friends CSM – Province Terrace**

CDD Keil stated that the owner of the Circle of Friends day care facility was seeking to acquire additional property to accommodate increased parking demand. The CSM would split what is now Lot 16 in the Province Terrace plat.

Motion by Ald. Benner, seconded by Comm. Sturm to recommend approval of the CSM with the condition that an easement release be obtained from the grantees of the existing utility easement between lots 16 and 17 of the Province Terrace plat. The motion carried.

3. **Site Plan Amendment – Circle of Friends Child Learning Center Addition – 1180 Province Terrace**

Jim Wiegert, owner of Circle of Friends, described the proposal to add on to the west side of the building and create additional parking on what is now Lot 16 of the Province Terrace plat. CDD Keil stated that the amendment complies with site plan requirements.

Commissioners discussed:

- Site lighting.
- Building materials (reuse of the applied brick and new cement board siding).
- The condition of the trail abutting the site and the need for improvement.

Ald. Benner made, and DPW Radtke seconded a motion to recommend approval of the Circle of Friends site plan amendment. The motion carried.

**G. ADJOURNMENT**

Motion by Ald. Benner, seconded by Comm. Cruickshank to adjourn at 4:50 p.m.  
The motion carried.

*Minutes respectfully submitted by CDD Greg Keil.*