

CITY OF MENASHA
Plan Commission
Council Chambers, City Hall – 140 Main Street
January 8, 2013
MINUTES

A. CALL TO ORDER

The meeting was called to order at 3:30 PM by Mayor Merkes.

B. ROLL CALL/EXCUSED ABSENCES

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

PLAN COMMISSION MEMBERS EXCUSED: Commissioners Sturm and Cruickshank.

PLAN COMMISSION MEMBERS ABSENT: None

OTHERS PRESENT: CDD Keil

C. MINUTES TO APPROVE

1. **Minutes of the December 18, 2012 Plan Commission Meeting**

Motion by Comm. Schmidt, seconded by DPW Radtke to approve the December 18, 2012 Plan Commission meeting minutes. The motion carried.

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

1. No one spoke.

E. DISCUSSION

1. **Digital Billboards**

Commissioners discussed a number of considerations including:

- The existing non-conforming status of static billboards and the prospects for them being retired.
- The possible locations for electronic billboards if the state's standards for electronic billboard spacing in unincorporated areas were applied.
- The permanence of electronic billboards if made a permitted/conforming use.
- The impacts of the proposed realignment of STH 441 and its impact on potential billboard sites.
- The complexity of the highway segment in terms of accessing and exiting the highway and concerns about drivers needing to focus their attention on the roadway.
- Comm. Cruickshank's written comments opposing electronic billboards based upon safety concerns she expressed at previous meetings.

Motion by Comm. Schmidt, seconded by DPW Radtke to not pursue allowing digital billboards in the STH 114 corridor based on the following findings:

- WisDOT has determined that the segment of STH 114 from Little Lake Butte des Morts to Oneida Street is among the top 5% of highway segments in terms of crash rate incidents
- A WisDOT study of crash rates has concluded that crash rates in the I94 corridor segment increased significantly following the installation of a variable message advertising sign.
- The existing sign ordinance provides adequate accommodations for outdoor advertising.

The motion carried 4-0 on a roll call vote.

2. **Ignite Fox Cities**

CDD Keil reported on the regional economic development initiative to be carried out by the organization. Activities are to include business recruitment and retention and developing a brand/marketing strategy for the region.

Commissioners discussed:

- The relationship of Ignite Fox Cities to the Fox Cities Chamber of Commerce
- The potential for the City of Menasha to be positively impacted
- Participation/funding by other governmental entities in the region
- Metrics for determining success of the organization

ACTION ITEMS

1. **None.**

G. ADJOURNMENT

Motion by Ald. Benner, seconded by DPW Radtke to adjourn at 4:40 p.m.

The motion carried.

Minutes respectfully submitted by CDD Keil.