

**Village of Weston, Wisconsin**  
**OFFICIAL PROCEEDINGS OF THE SPECIAL JOINT PLAN COMMISSION AND PUBLIC WORKS & UTILITY COMMITTEE MEETING**

held on Monday, March 8, 2021, at 5:00 p.m., in the Board Room, at the Municipal Center

**AGENDA ITEMS.**

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**1. Meeting called to order by Plan Commission (PC) Chair & President Mark Maloney at 5:00 p.m.**

**2. Roll Call of Village PC by Secretary Parker.**

Roll call indicated 7 Plan Commission members present.

<u>Member</u>	<u>Present</u>
Maloney, Mark	YES
Cronin, Steve	YES
Gau, Duane	YES
Guerndt, Gary	YES
Jordan, Joe	Excused
Meinel, Steve	YES
White, Loren	YES

**3. Roll Call of Public Works & Utility Committee by Secretary Parker.**

Roll call indicated 4 PW&U members present.

<u>Member</u>	<u>Present</u>
Fiene, Nate	YES
Hubbard, Tom	YES
Zeyghami, Hooshang	YES
Ziegler, Jon	YES

Village Staff in attendance: Higgins, Wodalski, Osterbrink, Wheaton, Chartrand, Tatro. Maguire and Parker attended on Zoom. Mark Roffers, of MDRoffers was present on Zoom. There were 4 audience member present.

**COMMUNICATIONS**

**4. Opportunities for Citizens to be Heard**

None.

**5. Written communications received.**

None.

**NEW BUSINESS**

**6. Schofield Avenue Corridor Draft Plan Presentation.**

**a. Discussion and action to direct staff to schedule public hearing.**

Higgins pointed out that Roffers is in attendance tonight on Zoom to give the presentation. She stated that just over a year ago, some of the members present tonight would have seen a similar presentation, while this was the first time new members would be seeing this project. She stated how this Plan was all ready to go last March to Public Hearing, but then COVID hit. The original Plan was done as a joint PC & CDA project. Since then the PC has been given back many of the duties once given to the CDA. She explained an information meeting with the public was held in Fall of 2019.

Roffers introduced this as the draft Schofield Avenue Corridor Plan, stating how the process originally began in 2018. He stated in late 2019, a public information meeting was held, where we had 30-40 property owners (from along Schofield Avenue) were present to hear Roffers' presentation and were given the opportunity to ask questions and make comments. Roffers stated that what they see now is a modestly revised version of the draft plan, describing it as changes around several edges, but no large change in theme.

Roffers pointed out the overall document includes both the Schofield Avenue and Weston Avenue Corridor Plans, and the draft Weston Avenue Corridor Plan is in staff review now, which will come forward soon.

Roffers explained that following his presentation tonight, and following any questions or comments, his goal is to see if we are ready to take this for public hearing.

Roffers then went through the draft Schofield Avenue Corridor Plan presentation.

White brought up the references in this plan to the Weston Business & Technology Park, and how staff has indicated this park is evolving into more of an industrial park. Roffers stated we could discuss renaming it, but there are several signs still in place that would have to be changed.

A question came up about the years the TIF's will close. Higgins clarified that both TIF Districts close in 2031.

Meinel stated he is confused on the nature of this plan in general. He stated that while he understands we need to have smart growth, and how there is a disclaimer stating that property owners can participate in the plan if they want, or not participate if they don't want. However, during Plan Commission meetings, we have had situations where Village staff made reference to a design element in a submitted site plan, that it does not meet the Schofield Avenue Corridor Plan. He gave an example of a plan having overhead doors (Patriot Auto) facing the road. Meinel asked what happens to those people who do not want to participate in, or follow, the Schofield Avenue Plan, who do not want to have mixed-use properties. He stated that when we show on here what we are intending down the road, what happens to those people who don't want to participate, but are now told they can't use their property, as it does not meet the Schofield Avenue Plan requirements.

Roffers explained the Village already does have a Schofield Avenue Corridor, which is basically the Village's Comprehensive Plan, and it basically suggests that the entire corridor will be commercial development. He stated anyone coming in asking to put in something industrial or a residential development would be told that they would first have to amend the Comprehensive Plan. The purpose of this Corridor Plan is to modernize the recommendations for the corridor, and in some cases provide more flexibility than already exists.

Roffers pointed out how currently in the Western District, the current Comprehensive Plan only allows for Commercial Use along Schofield Avenue. He stated this Corridor Plan now would allow for not just commercial, but also a mixed-use of commercial and residential, or all residential. He reiterated that we are hoping to modernize the recommendation to better reflect market reality and to provide some flexibility for different land uses that are currently not consistent with the comprehensive plan.

Roffers stated that while this will not always be consistent with the current comprehensive plan or zoning. If all we did was follow the current zoning, we would be stuck in 1960, when the Village was first zoned. The idea with updating plans is to think of changes in market conditions, landowner preferences, different development forms that are radically outdated, and update the vision. How this gets carried out is that the Comprehensive Plan would get updated very quickly after this plan is adopted. With respect to zoning, he said that will most likely happen when property owners come in and request something. He gave again an example of how the Western District is currently limited to commercial only, but if this plan is approved, then the Village can also entertain mixed-use (residential/commercial) developments or residential developments alone. Roffers pointed out the disclaimer on the plan, which states that these are just concept ideas ("opportunity maps"). He stated he can't comment on any specific proposals that have come in over the last couple of years, and stated

proposals that come in do not need to be consistent with these opportunity maps. Higgins stated the Schofield Avenue Corridor Plan gives people ideas of what they can do with their properties, when ready to develop.

Higgins clarified that the zoning map would still be here. The State requires us to stay consistent with our Comprehensive Plan. She said right now our Future Land Use Map only shows this area as a commercial use, This new plan gives us more flexibility, as it allows either commercial, mixed-use, or residential. Higgins stated when we presented this to the public a few years ago, the public was in support of this.

Guerndt asked, for example, if the house across from the car wash on Schofield Avenue, if they wanted to do an addition, would they be allowed to. Higgins stated that house is an existing use. The way the zoning reads, as long as they continue using as a house okay, but if they stop using as a house for longer than a year, than there would be issues.

Guerndt confirmed that Meinel's concern is that we could potentially be turning a business away that may not be conforming to that lot? Meinel answer yes, stating he does not have a comfort level there yet now. Meinel commented on how over the past several years we have gone through a number of map changes, where something that may have been approved several years ago, may not be allowed now. He gave an example of a building that did not have glass garage doors (Patriot Auto), where he was told his building was not in compliance with the Schofield Avenue Plan, that was not even adopted yet. Higgins pointed out that was a zoning issue.

Mark stated we can include a disclaimer on each of these maps, indicating the concept ideas here are meant to be conceptual, and not exact.

***Motion by Gau, second by White: to direct staff to schedule the public hearing for the Schofield Avenue Corridor Plan. Higgins stated she will notify all the property owners, and set up the public hearing towards the end of April, at a special meeting, or do the May meeting. Zeyghami questioned if the map will be updated, as some of the parcel lines are outdated. Maloney requested the staff and names of people in committees should be updated.***

Yes Vote: 6      No Votes: 0      Abstain: 0      Not Voting: 1      Result: PASS

<u>Member</u>	<u>Voting</u>
Maloney, Mark	YES
Cronin, Steve	YES
Gau, Duane	YES
Guerndt, Gary	YES
Jordan, Joe	YES
Meinel, Steve	YES
White, Loren	YES

***Motion by Zeyghami, second by Hubbard: to direct staff to schedule the public hearing for the Schofield Avenue Corridor Plan.***

Yes Vote: 4      No Votes: 0      Abstain: 0      Not Voting: 0      Result: PASS

<u>Member</u>	<u>Voting</u>
Fiene, Nate	YES
Hubbard, Tom	YES
Zeyghami, Hooshang	YES
Ziegler, Jon	YES

**7. Weston Avenue Corridor Draft Plan Presentation.**

**a. Discussion and action to Direct staff to schedule public hearing.**

Roffers then gave the presentation on the Weston Avenue Corridor Plan.

White feels if we hold both hearings on the same date, we may get some confused public. Higgins was thinking to stagger the times (like one at 4pm, and one at 6pm). She stated we would also include the BOT. Gau feels there have been a lot of contact with property owners already.

Higgins stated through the advance notification, property owners have the opportunity to contact us ahead of time with their questions. Right now, staff is just fine tuning this one (mostly topographical changes). She stated most public has already been in contact with staff or MDROffers staff.

***Motion by White, second by Cronin: to direct staff to schedule the Weston Avenue Corridor Plan public hearing for the same date, but different time, as the Schofield Avenue plan.***

Yes Vote: 6      No Votes: 0      Abstain: 0      Not Voting: 1      Result: PASS

<u>Member</u>	<u>Voting</u>
Maloney, Mark	YES
Cronin, Steve	YES
Gau, Duane	YES
Guerndt, Gary	YES
Jordan, Joe	----
Meinel, Steve	YES
White, Loren	YES

***Motion by Zeyghami, second by Ziegler: to direct staff to schedule the Weston Avenue Corridor Plan public hearing for the same date, but different time, as the Schofield Avenue plan.***

Yes Vote: 4      No Votes: 0      Abstain: 0      Not Voting: 0      Result: PASS

<u>Member</u>	<u>Voting</u>
Fiene, Nate	YES
Hubbard, Tom	YES
Zeyghami, Hooshang	YES
Ziegler, Jon	YES

**8. Discussion and Action on Proposed Entryway Sign Locations.**

Chartrand stated this is for 4 sign replacements, which is in the RFP.

Maloney brought up Zeyghami’s comment about needing enough time (distance) for a vehicle to see the sign and signal to turn. He brought up the dog park sign, as you are heading north. He feels they need to back that sign up some. Wodalski stated once the ground thaws any signs that need to be moved will be moved.

They discussed the entryway sign along Ross Avenue (currently near intersection of Ross Avenue and Kramer Lane), going south, and agreed to have the new sign located on the north side of Machmueller Park (Placement Option #1)

**Motion by Cronin, second by Gau: to go with Placement Option #1, by Machmueller Park.**

Yes Vote: 6      No Votes: 0      Abstain: 0      Not Voting: 1      Result: PASS

<u>Member</u>	<u>Voting</u>
Maloney, Mark	YES
Cronin, Steve	YES
Gau, Duane	YES
Guerndt, Gary	YES
Jordan, Joe	-----
Meinel, Steve	YES
White, Loren	YES

**Motion by Hubbard, second by Ziegler: to go with Placement Option #1, by Machmueller Park.**

Yes Vote: 4      No Votes: 0      Abstain: 0      Not Voting: 0      Result: PASS

<u>Member</u>	<u>Voting</u>
Fiene, Nate	YES
Hubbard, Tom	YES
Zeyghami, Hooshang	YES
Ziegler, Jon	YES

Wodalski pointed out the entryway sign currently near the intersection of Ross Avenue and Metro Drive. Staff is recommending placing it further east on Ross Avenue.

**Motion by Gau, second by Guerndt: to go with Staff's location recommendation.**

Yes Vote: 6      No Votes: 0      Abstain: 0      Not Voting: 1      Result: PASS

<u>Member</u>	<u>Voting</u>
Maloney, Mark	YES
Cronin, Steve	YES
Gau, Duane	YES
Guerndt, Gary	YES
Jordan, Joe	-----
Meinel, Steve	YES
White, Loren	YES

**Motion by Zeyghami, second by Hubbard: to go with Staff's location recommendation.**

Yes Vote: 4      No Votes: 0      Abstain: 0      Not Voting: 0      Result: PASS

<u>Member</u>	<u>Voting</u>
Fiene, Nate	YES
Hubbard, Tom	YES
Zeyghami, Hooshang	YES
Ziegler, Jon	YES

Wodalski brought up the entryway sign on Business Highway 51, which currently is by Burger King, and staff feels it would be better to have it more by Trig's.

**Motion by Gau, second by Guerdnt: to go with Staff's location recommendation.**

Yes Vote: 6      No Votes: 0      Abstain: 0      Not Voting: 1      Result: PASS

<u>Member</u>	<u>Voting</u>
Maloney, Mark	YES
Cronin, Steve	YES
Gau, Duane	YES
Guerndt, Gary	YES
Jordan, Joe	-----
Meinel, Steve	YES
White, Loren	YES

**Motion by Ziegler, second by Hubbard: to go with Staff's location recommendation.**

Yes Vote: 4      No Votes: 0      Abstain: 0      Not Voting: 0      Result: PASS

<u>Member</u>	<u>Voting</u>
Fiene, Nate	YES
Hubbard, Tom	YES
Zeyghami, Hooshang	YES
Ziegler, Jon	YES

Wodalski brought up the entryway sign on Schofield Avenue, which is set to be retrofitted. The members agreed to work with the bottom one. Cronin asked about making the others look like the top. Maloney explained how this has been vetted and gone over in the past. Cronin asked what kind of cost savings we are looking at. Wodalski stated we can bid it both ways and see if there is much of a difference.

**Motion by Cronin, second by Guerdnt: for staff to bid both sign types and see if there is much of a cost difference.**

Yes Vote: 6      No Votes: 0      Abstain: 0      Not Voting: 1      Result: PASS

<u>Member</u>	<u>Voting</u>
Maloney, Mark	YES
Cronin, Steve	YES
Gau, Duane	YES
Guerndt, Gary	YES
Jordan, Joe	-----
Meinel, Steve	YES
White, Loren	YES

**Motion by Zeyghami, second by Ziegler: for staff to bid both sign types and see if there is much of a cost difference.**

Yes Vote: 4      No Votes: 0      Abstain: 0      Not Voting: 0      Result: PASS

<u>Member</u>	<u>Voting</u>
Fiene, Nate	YES
Hubbard, Tom	YES
Zeyghami, Hooshang	YES
Ziegler, Jon	YES

## **MISCELLANEOUS**

### **9. Remarks from Staff, Committee, & Commission Members**

Zeyghami recommended staff to think about the sign and location when placing.

## **ADJOURNMENT**

### **10. Adjournment of Public Works & Utility Committee**

**Motion by Ziegler, second by Zeyghami, to adjourn at 6:06 p.m.**

### **11. Adjournment of Plan Commission**

**Motion by Meinel, second by Cronin, to adjourn at 6:07 p.m.**

Mark Maloney, Plan Commission Chair and Village President  
Jennifer Higgins, Director of Planning & Development  
Valerie Parker, Recording Secretary