

MINUTES OF THE TOWN OF OMRO
PLANNING COMMISSION
Omro Town Hall, 4205 Rivermoor Road, Omro, WI

February 9, 2022

6:30 p.m.

Notice of this meeting was posted at the following locations: Omro Town Hall, 4205 Rivermoor Road; Garbage & Recycling Drop-Off Center, Wendt Road & County Road FF; and near the Corner of Liberty School Rd & County Road F. Notice was also posted on the Town of Omro website and emailed to the Omro Herald and the Oshkosh Northwestern.

Present: Planning Commission Chairman Bruce Roskom, Vice Chair Brian Noe, Commissioners Joy Schwarz, Phil Ertmer, Allen Silverthorn and Larry Remer, and Town Clerk Dana Woods (substituting for PC Secretary Cheryl Gardner); Commissioner Barb Meyers was not in attendance.

Chairman Bruce Roskom called the meeting to order at 6:31 p.m.

Meeting Minutes

MOTION by Joy Schwarz, second by Larry Remer to approve meeting minutes from December 8, 2022. Motion carried on a 6-0 voice vote.

Announcements and Reports

None

Highway 21 Corridor Study

PC Chairman Roskom shared a comprehensive report summarizing the data from the survey results and the subsequent PC meetings discussions about that data. The report includes some recommendations to the town board regarding future steps that could be taken. Roskom asked fellow PC members if they had any concerns or revisions they would like to see made to the report before sending it to the town board. If PC finalizes the report tonight, it would be forwarded to the town board for review; the board would then likely give direction to the PC for future progress.

Commissioner Schwarz mentioned she likes the idea of a corridor overlay district that would have its own standards. PC Chair Roskom commented that the town would be solely responsible for enforcement of standards in the overlay district unless the county adopts a zoning map amendment for the overlay district. PC Vice Chair Noe mentioned that if the town can get the county to recognize the overlay district and then us deal with how it's applied, we'd be better off. We're submitting a plan to use the 2023 IDB funds and the thought was we could possibly use those funds to help move the town into the next phase of this study if everybody is on board with it.

MOTION by Commissioner Silverthorn, second by Commissioner Ertmer to accept the report as written and forward to the town board for review.

Motion carried on a 6-0 voice vote. A full copy of the report will be included with these minutes in the town's 2023 minute book.

Potential Interstate 41 Billboard Advertisement Proposed by Algoma Sanitary District #1

The town received a request from Algoma Sanitary District #1 for funding to help support a billboard to be erected to promote development (primarily residential) in the ASD#1 area. Request was also sent to Town of Algoma and to developers. Cost to the town would be \$800 for the first three months, and \$100 each additional month. The request for funding was emailed to the Town Chairman and Town Clerk on January 27, with a

commitment deadline of just five days later. Both confirmed for ASD#1 that funding requests would need to be discussed by the full board, who's next meeting would not take place until later in the month of February. ADS#1 said a later commitment would be fine, so it was decided to put also put the matter before the planning commission to have them weigh in on it, since it could affect future development trends in the town.

PC Vice Chair Noe mentioned that if he felt there is support for this, he could include this as a component for the town's request to retain its annual IDB funding. IDB funding is geared more toward commercial development, rather than residential, but when speaking to Kevin (ASD#1) he was open to maybe tweaking the billboard plan a bit to include commercial to make it IDB eligible. However, Noe would only include funds for a billboard expense in the IDB request if he felt the town actually wanted to devote funding to a billboard at this time. Commissioner Remer expressed concern that spending town funds on a billboard that helps promote and drive business to developers could open up a can of worms.

PC Chair Roskom and Commissioner Schwarz both commented about how the corridor survey results talked about a desire for the slowing of growth in the town.

PC Chair Roskom also pointed out there is a difference between supporting developers as they come in and actively going out of the community to spend money promoting to bring more to the town.

Commission Ertmer questioned what would happen if the request for town funding was shot down, and whether it really stop the billboard from happening. Vice Chair Noe indicated the town's refusal to pay for part of it would not prevent ASD#1 from still having the billboard done, the town just wouldn't be paying for it.

Commission Silverthorn spoke to the current progress being made on the corridor study and potential resulting amendment to the town's comprehensive plan for the area in which the ASD#1 would be promoting growth of, and suggested the town make sure the plan is ready and updated before doing something like this.

PC Chair Roskom expressed his concerns about billboards in general.

PC Vice Chair Noe expressed his option that it's unlikely people looking for a lot to build on are having trouble finding them, questioning the need to advertise available lots.

Commissioner Schwarz expressed concern over the last-minute nature of the request.

MOTION by Commission Ertmer, second by Commission Silverthorn to recommend to town board that they hold off on this request for now based on results from the first phase of the Highway 21 Corridor Study and consider looking at it again the future.

Motion carried on a 6-0 voice vote.

It was noted that an agenda in the near future could include discussion of the potential overlay district as mentioned in the Highway 21 Corridor report discussed earlier.

Adjourn:

MOTION by Larry Remer, second by Phil Ertmer to adjourn the meeting at 7:02 p.m.

Motion carried on a 6-0 voice vote.

Minutes submitted by Town Clerk Dana Woods, substituting for PC Secretary Cheryl Gardner