PLAN COMMISSION MINUTES

September 28th, 2026

The Plan Commission met in council chambers with following members present: Mayor Robert Stocks, Alderperson Ken Berg, Nick Krueger, Kerry Kneser, Tom Levi & Zoning Administrator Brian Zirbes

Others in attendance: Sonja Kruesel of Vandewalle & Associates, and Deb Sybell, Economic Development Director

1. CALL TO ORDER

2. APPROVAL OF MINUTES

A. Review and take action: Site Plan Review Committee minutes dated September 14, 2026

B. Review and take action: Plan Commission minutes dated September 14, 2026 A motion to approve the above minutes for September 14th, 2026 for both committees was made by Krueger, seconded by Dittmann and approved unanimously.

3. BUSINESS

A. Public hearing: Creation of Tax Incremental District (TID) 10 Project Plan and Boundary No comments from the public were made.

B. Review and take action action: Plan Commission resolution recommending adoption of Tax Incremental District No.10 Project Plan Sonja was present to give overview and provide update on the proposed creation of TID 10. She noted the Joint Review Board met earlier today and discussed this proposed TID. No action was taken but no concerns were raised by members present. Tax incremental financing (TIF) is a powerful tool for incentivizing economic development and it is used extensively in Wisconsin. She gave an summary of how TIDs and TIFs work and noted this is a mixed use type of TID with residential, industrial and commercial parcels identified and 29 parcels chosen within a boundary totaling 141 acres of which 20 acres are defined as wetlands. 42% of the land is currently zoned commercial & at least 50% will be commercial or residential w/ 19.98 acres recognized as developable land use for apartments. This represents 17% of the TID 10 land area, well below the 35% threshold.

Sonja pointed out the clause that has to be satisfied to qualify and that is the BUT4 TEST which says that unless this TID was created, the value & development would not happen as proposed. She noted that TID 3 grew at 20 times the rate of the city and TID 4 grew at 31 times the overall growth of our city. She then told us about the 12% test where you take all the value of each TID we currently have and it cannot exceed 12% of our city's equalized value. We are at between 3 & 4% and even with the projected value of TID 10, it is estimated to be around 4%. Projections of value from the construction of 274 apts at $135,000 of assessed value equal about $36 million once completed, fully rented and within a few years occupancy. The estimates for increases in commercial and industrial values are again hard to quantify but statistically the growth typically occurs because of the incentives to develop and grow within a mixed use TID as proposed.

Sonja went over 5 infrastructure projects that would be a priority for completing including Gateway & Market Way sidewalk, Gateway Resurfacing and others which would be paid for with increment from the TID once new assessments provide revenue for the city. Berg was complimentarily of the mixed use and why that will be beneficial for the success of this TID. He pointed to Loeb's 14 acres light industrial land off Air Park Dr that has been for sale for many years w/o development along with the many commercial lots off Gateway, Market Way, etc., that remain vacant presently, but could see new development opportunities with 700 to 900 residents from this project as potential customers and/or employees. He also commented on our local schools benefiting by the influx of new residents within our city.

Sonja reported that this TID is proposed for creation on January 1st, 2027 and she is scheduling for the Council to take action November 2nd if supported by this Plan Commission. Then, the Joint Review Board will meet again at some point in November and take action with our city, school

district, Jefferson County and MATC weighing in as to their degree of support. This TID is projected to retire in 2047. The baseline value in 2026 would be $24,689,000 and is projected to grow to $61,660,000 (in 2026 dollars). Sonja stated TIDs incentivize development but that is all negotiable and unique to each TID. Krueger moved to recommend to our city council the approval of TID 10 as proposed & outlined by Vandewalle Associates, seconded by Kneser and approved unanimously.

C. **Review and Discuss Draft Zoning Updates: Article VIII: Landscaping and Article X: Administration and Procedures** Sonja pointed out these last two chapters will complete the proposed zoning changes being considered, then a review with staff and if considered ready, there will be public hearing to formalize everything. She noted on the landscaping chapter, it is on a points system. The existing model had many choices for the applicant but this proposed plan is less choices and more user friendly for the applicant. Then on the administration and procedures chapter, Sonja talked about options applicants have to make the process simpler more efficient. The Council currently holds the public hearings on zoning map amendments, but Vandewalle is suggesting a policy change to have public hearings come before the Plan Commission instead. In doing so, if agreed to, the process of approval would save one month or more for the applicant. Site plan review is another example of a proposed change, where the zoning administrator will review applications and make recommendations to the Plan Commission. The Plan Commission will review and approve, reject or modify site plans. Currently, the Ste Plan Review Committee reviews these plans but this new zoning ordinance would eliminate the Ste Plan Review Committee as an unnecessary step since dept heads will communicate their individual concerns to the Zoning Administrator and he or she will see that these concerns are addressed. Berg asked if dept heads are in favor of this proposed change and Brian said they are in favor of the change. Berg also asked if the fees that are owed during the site plan review process were still in place and Brian said yes since the process is still the same but done mor administratively. By bringing public hearings to Plan Commission vs Council and taking comments that occur during these hearings, the Plan Commission is becoming more involved in the approval process.

In summary, all the proposed changes to our zoning code we have discussed up to this point will come back in January or February probably for public hearing for feedback from the public if any.

4. ADJOURNMENT

A motion to adjourn at 5:27pm by Kneser, seconded by Levi and approved unanimously.

Respectfully submitted,

Alderperson Ken Berg

All materials discussed at this meeting can be found at: https://files-backend.assets.thrillshare.com/documents/asset/uploaded_file/5330/Cow/8c64d7ca-8677-483b-a280-0513b7a21cf5/September-28%2C-2026-Plan-Commission-Meeting-Packet.pdf?disposition=inline