



there is a provision wherein properties abutting highways may appeal for a conditional use sign. The proposed sign meets height requirements (22.5 proposed, 25 permitted).

The property is a multi-tenant facility hosting athletic and performance training businesses. The petitioner was granted a conditional use for the construction of a pole-style building on March 10, 2020. The building is approximately 34,160 ft<sup>2</sup> (280 x 122). City Planner Clements mentioned that the petitioner does not presently propose building facade (wall) signs. Zoning permits up to 2.5 ft<sup>2</sup> of sign copy area per linear foot of building along a frontage, so the south face would allow 305 ft<sup>2</sup>. The proposed sign area (134.3 ft<sup>2</sup> per face) is similar to the existing Hillcrest Auto sign in area (approx 132 ft<sup>2</sup>). Clements said the justification for the uniqueness of the sign is that, as a multi-tenant sign on a highway frontage, reducing the side of the panels would render them ineffective, and placing the tenant signs on the building are not as visible to motorists as they would not be perpendicular to the direction of travel.

Motion by Sexton/Roth to close the public hearing at 5:35 p.m. **Motion carried.**

**(VI)(2) Discuss/consider approval of a Conditional Use Permit as submitted by Tyler Tomesh, DBA Elite Performance.**

Motion by Sexton/Hoepner to approve a Conditional Use Permit as submitted by Tyler Tomesh, DBA Elite Performance with suggested conditions. **Motion carried.**

**(VI)(3) Discuss/Consider approval of RFQ for Comprehensive Plan Services.**

City Planner Clements explained that for competitive reasons, the draft RFQ will be distributed via email rather than part of the meeting packet. Clements said that as discussed at the prior meeting, the words utilized to describe values sought and expressed through the comprehensive planning process is important to ensuring consultants understand how to approach the response to the RFQ, and thus reflect how they would be best fit for the project. This is the key area for the Plan Commission to review. As an RFQ, the consultants will provide examples of their work and experience, and some ideas on how to meet the City's intent and values as expressed in the RFQ. The plan for work, schedule, and program will be agreed upon by the City and selected consultant in the contracting process. That Plan Commission will be intimately involved in that process. Clements said the proposed approach is to release the RFQ on December 9th, with responses due on February 1st. This provides a solid period, over the holidays, to receive responses. Ideally, the consultant would be selected and a contract in place by March 1.

Motion by Sexton/Hoepner to approve the RFQ with [specified modifications]. **Motion carried.**

**(VII) MISCELLANEOUS BUSINESS AND COMMUNICATIONS**

**(1) Chippewa Valley Housing Task Force**

City Planner Clements mentioned that the next meeting of the Chippewa Valley Housing Task Force is scheduled for Friday **December 11th from Noon -1:30 pm** held via Zoom. The special guest is Kurt Paulsen, Prof. of Urban & Regional Planning at UW Madison, author of Wisconsin Realtors Association Special Report: "Falling Behind: Addressing Wisconsin's Workforce Housing Shortage to Strengthen Families, Communities and Our Economy". The report was published in September, 2019 and available [www.wra.org/PressRelease/FallingBehind/](http://www.wra.org/PressRelease/FallingBehind/). Prof. Paulsen will discuss the findings and present updated data.

**(VII)(2) Additional Reading**

City Planner Clements referred to additional information:

- "How Covid-19 Will Change Land Use"
- "4 Steps to Creating Inclusive, Anti-Racist Third Spaces"

Clements said the first article is from the December 2020 issue of *Planning Magazine* and briefly highlights post-pandemic changes to land use, including retail and working from home. Many great

prospective pieces have been written in recent months examining how the pandemic may signal and portend shifts in community planning and development- and which “trends” are likely temporary blips.

The second article is also from the December 2020 issue of *Planning Magazine* is a brief perspective piece about public space design and simple principles to ensure spaces are equitable and do not reinforce bias or racist practices. This is a deep area of research and practice, revisited and expanding due to racial justice events and movements of the past year. This article, at less than a page of text, is easily accessible and digestible.

The third recommended piece of reading is “Residents Feared Low-Income Housing Would Ruin Their Suburb. It Didn’t”. John Eligton, New York Times, November 5, 2020. <https://www.nytimes.com/2020/11/05/us/affordable-housing-suburbs.html>. This article investigates assumptions and assertions made regarding a housing development in New Berlin, Wisconsin. The article looks back at an affordable housing development completed ten years ago, and briefly examines some of the social and economic outcomes.

No action, reading materials only.

**(VIII) Adjournment.**

Motion by Hoepner/Roth to adjourn at 6:03 p.m. **Motion carried.**

Minutes transcribed by Cindy Bauer, Altoona City Clerk