

REGULAR MEETING OF THE PLAN COMMISSION  
CITY OF HUDSON  
Tuesday, May 5, 2020

The meeting was held via Zoom Video Conference and was made accessible through the Zoom meeting login, call-in phone number and also viewed live via YouTube, Facebook, and Community Access TV Channel 15.

The Plan Commission meeting was called to order by Chairman O'Connor at 6:03 p.m.

COMMISSION MEMBERS PRESENT. Pat Casanova (arrived at 6:05 p.m.), Randy Morrisette, Rich O'Connor, Mary Claire Potter, Frank Rhoades, Kurt TeWinkel, and Fred Yoerg.

COMMISSION MEMBERS ABSENT. None.

STAFF MEMBERS IN ATTENDANCE. Emily Boles and Tiffany Weiss.

OTHERS PRESENT. Matt Brandt and Steve Dorgan.

Discussion and possible action on April 14, 2020 meeting minutes. Motion by Yoerg, seconded by Rhoades to approve the minutes of the April 14, 2020 Plan Commission meeting. All Ayes (6). Motion Carried.

**PRESENTATION.**

Hudson Physicians Presentation

Matt Brandt, CEO Health Physicians, introduced himself and reviewed the current Hudson Physician facilities at Hudson and Baldwin which is mostly used for primary care and family practice. Brandt introduced Steve Dorgan and Tim Carlson of Cresa who will with the land acquisition and annexation request.

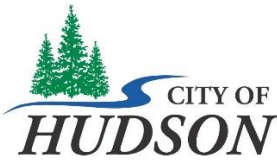
Discussion was held regarding the need to expand for clinic space as well as other ancillary activities for more outpatient activities. Yoerg asked how much space will be overbuilding for future growth. Brandt noted that two phases are included with the first building 60,000-80,000 sq. ft. for core business to use right away and the second building would be for future growth and other medical office uses.

Discussion was held regarding impacts on water and sewer as well as traffic. Brandt noted that Hudson Physicians is interested in developing the property in conjunction with city. Steve Dorgan, Managing Principal, Cresa, said the concept plan accommodates a future interchange and allows for granting land for future road changes. O'Connor noted that the City has reached out to and met with Wisconsin DOT regarding the I-94 interchange and Carmichael Road and they have not been responsive.

Discussion and possible action on a recommendation to the Common Council to approve an exception to the Annexation Moratorium for Hudson Physicians. Hudson Physicians is requesting an exemption from the moratorium so they can pursue annexation. Motion by Casanova, seconded by Yoerg to recommend the Common Council approve an exception to the Annexation Moratorium for Hudson Physician based on the following findings:

- Staff has made several attempts to date to address Exit 2 without success with Wisconsin DOT via meetings and grant application(s). Staff will continue to work towards an acceptable solution.
- Staff supports allowing annexation exemptions to the moratorium for development projects that clearly demonstrate value to the delivery and provision of quality healthcare in the City.

Discussion: TeWinkel asked about the original moratorium and why an exemption was necessary. O'Connor noted that the city did not want to proceed with projects without a planning in the Carmichael Road corridor and I-94 interchange. Wisconsin DOT has not been responsive to the city's needs. The city is now looking towards grants to proceed on its own. O'Connor also noted that Hudson Physicians came forward last year



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with the proposed project and has been on “hold” for a while during the moratorium. Yoerg stated support for local and medical development. All Ayes (7). Motion Carried.

**NEW BUSINESS.**

Discussion and possible action on a Downtown Design Review for 521 Second Street – Hickory Homes  
Weiss reviewed the sign request. Motion by Yoerg, seconded by Casanova to approve the Downtown Design Review Certificate for Hickory Homes to install a wall sign (12 ft2) at 521 Second Street. All Ayes (7). Motion Carried.

Discussion and possible action on a Holiday Station Store Downtown Design Review for 210 Second Street South – Indigo Sign Works. Weiss reviewed the sign permit application and sign code regulations. Weiss noted that the former Freedom signs have been changed to Holiday signage and Holiday is now looking to update to the electronic sign. Holiday received a variance on March 5, 2020 for the sign size of 20.58 sq. ft. Motion by Morrisette, seconded by Yoerg to approve the Downtown Design Review Certificate for Indigo Sign Works to install a 20.58 sq. ft. electronic message display sign with the following condition(s):

1. That all site improvements adhere to all state, federal and local permitting requirements.
2. That the light from the electronic message display sign be dimmed at night.
3. Messages displayed on the electronic message sign shall be static messages only, changed only through dissolve or fade transitions, or with the use of other subtle transitions and frame effects that do not have the appearance of moving any part of the sign structure, design, or pictorial segment of the sign, including the movement of any illumination or flashing, scintillating or varying of light intensity.
4. No LED tube lighting shall be used on the buildings, freestanding sign, canopy or other structures on the property pursuant to §255-17(1-10), Downtown Design Standards.
5. Freestanding sign height shall not exceed 20 feet to meet the requirements of City Code §202-6(C)(2)(b)(3)

All Ayes (7). Motion carried.

**OLD BUSINESS.** None.

**COMMUNICATIONS AND ITEMS FOR FUTURE AGENDAS.**

Next meeting date is scheduled for Tuesday, May 19, 2020 at 6:00 p.m.

Potter asked the status of the Comprehensive Plan update process. Discussion was held regarding the overall update and low public participation rates. Plan Commission members expressed a desire to be able to review the draft sections piece by piece.

**ADJOURNMENT.**

Motion by Yoerg, seconded by Casanova to adjourn at 6:30 p.m. All ayes (7). Motion carried.

Respectfully submitted,  
Emily Boles, Acting Secretary