

Plan Commission Minutes March 17, 2026, at 7:00 P.M.

Members Present: Stephanie Brassington, Luke Fessler, Karen Pominville, Austen Conrad, Eric Johnson, Scott Peters, Chris Reynolds

Staff Present: Andrew Bremer, Kong Thao, Matt Schuenke, Lee Igl, Brian Berquist

1. CALL TO ORDER, ROLL CALL

Chair Brassington called the meeting to order at 7:04 P.M.

2. PUBLIC APPEARANCES.

There were no public appearances in the room or via zoom.

3. APPROVAL OF MINUTES.

- a. Motion to approve the minutes of the February 19, 2026 Plan Commission meeting.

Brassington motioned to approve the minutes of the February 19, 2026 Plan Commission meeting. Fessler seconded the motion. Motion passed 5-0-2 with abstentions from Peters and Reynolds.

- b. Motion to approve the minutes of the February 19, 2026 joint CDA and Plan Commission meeting.

Brassington motioned to approve the minutes of the February 19, 2026 joint CDA and Plan Commission meeting. Fessler seconded the motion. Motion passed 5-0-2 with abstentions from Peters and Reynolds.

4. PUBLIC HEARINGS.

- a. Public hearing on a Conditional Use Permit requested by Naomi Beahm, 2 B's Auto LLC for a proposed wholesale automobile dealership located at 4800 Ivywood Trail, Suite 103, McFarland, WI.

Brassington opened the public hearing at 7:07 PM. Thao provided summary on the agenda item, covering the details of the proposed business and operation. Thao explained staff's rationale for the recommended conditions of approval. Beahm was present for questions and comments. The Commission discussed the business operation of the proposed business and staff's recommendation.

Brassington closed the public hearing at 7:15 PM.

- b. Public hearing on Ordinance 2026-05, An ordinance rezoning parcel #0710-273-8620-1, #0710-273-8515-8, #0710-273-8640-1 and approximately 11,634 square feet of the west portions of #0710-273-8665-1, properties in the vicinity of 4008, 4012, and 4016 Terminal Drive, McFarland, WI from C-H Highway Commercial to PD- Planned Development General Plan Approved and Phase 1 Detailed Plan Approved. Requested by Ezra Properties, LLC, Ryan Quam.

Brassington opened the public hearing at 7:16 PM. Bremer provided summary on the agenda item, highlighting the proposed tenant, Well Played, building design features, parking stalls in the right-of-way, parking provided, site layout, and private walkway with future extension to Terminal Drive. Quam was present for questions and comments. The Commission discussed building operation and improvements on Terminal Drive.

Rick Hovland, 6613 Meredith Way, asked if a recent traffic study was completed in the area given the recent completion of the Kwik Trip at 4015 Terminal Drive.

Brassington closed the public hearing at 7:28 PM.

- c. Public hearing on Resolution 2026-01, a Plan Commission resolution approving a Planned Development Detailed Plan for Phase 2, Lots 1 and Lots 3-16, Sperle Corners Subdivision, McFarland, WI.

Brassington opened the public hearing at 7:29 PM. Thao provided summary of the proposed phase 2 construction of buildings on Lots 1, and 3-16. Brian Spanos, Lakestone Properties, was present and provided additional details on the building's interior designs. Thao stated that the application did not include a lighting plan and landscaping plan. Spanos affirmed they were close to finishing and will send them to Staff shortly. Bremer commented on water laterals shown in plans as commented by the Village Engineer. Spanos provided comments and possible solutions to meet those comments.

Brassington closed the public hearing at 7:40 PM.

5. BUSINESS.

- a. Discussion and action on a Conditional Use Permit requested by Naomi Beahm, 2 B's Auto LLC, for a proposed wholesale automobile dealership located at 4800 Ivywood Trail, Suite 103, McFarland, WI.

Staff provided an overview of the recommended conditions of approval. No additional comments.

Brassington motioned to approve a Conditional Use Permit requested by Naomi Beahm, 2 B's Auto LLC, for a proposed wholesale automobile dealership located at 4800 Ivywood Trail Suite 103, McFarland, WI with the following conditions of approval:

1. No on-site retail sales of automobiles are permitted.
2. No more than two business-related inventory vehicles may be temporary stored on-site.
3. No business-related inventory vehicle may be stored on-site for more than five business days.

Peters seconded the motion. Motion passes 7-0.

- b. Discussion and action on a Site Design Review Permit for an accessory garden tool shed requested by McFarland Community Garden located at 5710 Anthony Street.

Schuenke provided summary of the project, highlighting the shed is a replacement for an existing one, the proposed shed's design, associated uses, and partners in this project.

Brassington motioned to approve a Site Design Review Permit for an accessory garden tool shed requested by McFarland Community Garden located at 5710 Anthony Street. Pominville seconded. Motion passes 7-0

- c. Discussion and action on a Site Design Review Permit for construction of a new municipal well house (Well No. 5), requested by Lee Igl, located at 6016 Prairie Wood Drive.

Berquist provided summary on the agenda item, discussing the uses of well houses, decommissioning of Well No. 1, proposed building layout, and site improvements.

Brassington motioned to approve a Site Design Review Permit for construction of a new municipal well house (Well No. 5), requested by Lee Igl, located at 6016 Prairie Wood Drive conditioned on submitting a final landscaping plan to the Community & Economic Development Director for approval that includes using 2-4 varieties of evergreen trees. Conrad seconded the motion. Motion passes 7-0.

- d. Discussion and recommendation to the Village Board to approve Resolution 2026-05 a resolution approving adjustments to water and sewer utility easements for the Humble Oaks development, 4703 Terminal Drive.

Bremer provided summary of the agenda item providing clarification on the proposed changes. No additional comments from the Commission. Brassington motioned to recommend to the Village Board approval of Resolution 2026-05 a resolution

approving adjustments to water and sewer utility easements for the Humble Oaks development, 4703 Terminal Drive. Peters seconded the motion. Motion passes 7-0.

- e. Discussion and action on Resolution 2026-01, a resolution approving a Planned Development Detailed Plan for Phase 2, Sperle Corners Lots 1, and Lots 3-16, McFarland, WI.

Staff mentioned the recommended motion to postpone until the April Plan Commission meeting to allow time for the developer to submit the landscaping and lighting plans for review.

Brassington motioned to postpone action on Resolution 2026-01 until the April 21, 2026 Plan Commission meeting pending submittal of a landscaping and lighting plan for Lot 1. Peters seconded. Motion passes 7-0.

- f. Discussion regarding a preapplication conceptual condominium subdivision submitted by Austin Gannon for six duplex buildings located 6612 Schneider Place, to be called River Edge Court.

Bremer provided opening statements on preapplications processes before Austin Gannon (A. Gannon), the applicant, provided their presentation. A. Gannon's presentation highlighted past housing projects completed within the Village, estimated value added, the preapplication's building layout, conceptual designs, land dedication and recreational improvements, intention for 12 age restricted 55-and over condominium duplex units, and a summary of their hosted neighborhood meeting. Bremer provided summary of past zoning and land division permit requests on property including a neighborhood petition. Bremer stated that the current State laws and statutes have removed zoning code protest petitions. Bremer reviewed the current zoning of the property and allowable uses, the property as shown in the Comprehensive Plan's Future Land Use Map and Comprehensive Outdoor Recreation Plan, and potential next steps should an application be submitted.

The Commission inquired on current uses of the property, existing conditions of the property, ownership and sale of condominiums, and the property's history. A. Gannon provided responses to the Commission's questions. Conrad asked Bremer to elaborate on the Fire Chief's letter included in the packet. Bremer clarified the comments relate to the private drive's dimensions, on street parking and service by fire apparatus. Brassington inquired about the history of the property with adjacent property owners and Army Corps of Engineers. Johnson inquired about the affordability of homes proposed and sold. A. Gannon stated the high demand received for the types of homes offered and unsure of final pricing at this stage as it depends on how buyers would finish units. Pominville inquired on the services and amenities offered to seniors, accessibility to local resources, and cost. Conrad praised additional parking stalls designed into the cul-de-sac and added to include screening

to adjacent properties. Fessler commented on the cul-de-sac's size needing to meet code requirements.

Brassington opened the discussion to public comments. The following people spoke in opposition to the preapplication concept presented by A. Gannon:

- Bette Grovan, 6610 Schneider Place
- Joann Kane, 6505 Lani Lane
- Patrick Kane, 6505 Lani Lane
- Rick Hovland, 6613 Meredith Way
- Judy Sauer, 6501 Lani Lane
- Don Peterson, 6507 Lani Lane
- Drew Martin, 6619 Meredith Way

The following comments and concerns from the people mentioned above stated the following:

- Increased traffic
- Construction noise
- Building proximity to adjacent properties
- Lack of landscaping screening
- Dedication of green space
- History of the land and negative interactions with the owner
- Concerns related to prior wetland filling and follow through related to past Army Corp of Engineers requirements
- Runoff and harm to existing wetlands and wildlife
- Inconsistency with future land use plan
- Concerns regarding having duplexes in a single-family neighborhood
- Impacts on property value

A. Gannon provided responses to the comments received affirming new units will add value to the community with residential housing and community growth. Tom Gannon, (T. Gannon) owner of the property, was present and provided an explanation of the property's history, clarification on the requests and interaction with Army Corps of Engineers and affirmed consistency with Village's plans related to dedication of wetlands and potential public trail connections to Lewis Park. T. Gannon affirmed fulfilling requirements from the Army Corps of Engineers. T. Gannon provided details on comments received. No additional questions from the Commission.

- g. Discussion and action to make a recommendation to the Village Board to issue a Request for Proposals for the update of the Village's 2017 Comprehensive Plan.

Bremer provided summary on the agenda item, including the CDA's discussion on the RFP, the content and scope of the RFP, and the RFP evaluation review process. Bremer provided a tentative timeline of the RFP recommendations on an ad-hoc committee joining the CDA and Plan Commission membership. Brassington inquired on the CDA's updates. Bremer reviewed where the CDA had requested emphasizing separate and specific/deliberate public engagement activities as it relates to planning the east side.

Brassington commented on not just having the consultant reviewing the east side plan, but looking at the history of the last couple of years and having someone guide us to not fall into those same mistakes, not fall into those same trends, what did we do then and what can we change now, not just necessarily specific to the plan but more specific to using some sort of resource to help us to be better presenters and better understanding of how to integrate what the community is saying to us and how to move forward. How we approach the community and how we bring the community together in the planning process and use some type of resource to help the Village to present to the community and get the feedback we need.

Reynolds inquired about having some sort of searchable website as part of the deliverables so people can easily get to the information they need and maybe have that available during the process so people can see what is being developed. Brassington commented on having clear terminology in the plan that people can understand what the policies mean in a way that is easily comprehensible. Bremer indicated that the RFP could include language regarding the consultant providing education regarding comprehensive planning and land use planning, and also community consensus building around revisions to the east side plan and comprehensive plan. Brassington commented on using the community as a resource to build the east side plan, or revisions to the east side plan and not just education to accept the existing east side plan, noting the importance to education and listen at the same time.

Reynolds inquired about the costs of creating a project searchable website about the project and plan. Bremer commented that the minimal deliverables would include a hard copy plan, pdf plan with links that are searchable and a project website either by the Village or consultant. Bremer also commented that the Village could ask the consultant to provide a GIS story map digital version of the plan. Bremer noted that was discussed at a Plan Commission meeting last November where staff provided examples of other communities using this. Bremer indicated this could be added as an additional service.

Mark Neidinger, 5411 Norma Road, spoke and suggested six enhancements to the RFP and are as follows:

1. Mandatory early-stage community listening sessions
2. Enhanced transparency and direct notification

3. Align density with the 'Village feel' mandate (or neighborhood preservation)
4. Sub-area neighborhood character study
5. Review and reduction of existing high-density designations
6. Ad hoc Committee should have some additional community members maybe from neighborhoods most impacted.

Reynolds requested information on a CDBG housing grant that the County is offering. Fessler provided follow-up comments regarding the public comments regarding consultants not just looking at future growth but also reductions in density and confirming that is all encompassing in what the consultant would do. Bremer confirmed that is correct, the RFP doesn't stipulate any policies regarding how density has to be lowered, stay the same, or increased. Bremer noted that planning process will be used to gather community feedback regarding how to determine what the new plan looks like including density. Fessler also commented on notification practices for the project and using direct notifications. Bremer indicated that there will be a variety of public notifications used throughout the project which could include direct notifications at key times during the project. Bremer noted that the RFP requires the consultant to develop a public participation plan that is adopted at the beginning of the planning project. As related to the public comment on additional community members on the Ad-hoc Committee from neighborhoods most affected, Fessler and Conrad commented that both the Plan Commission and CDA each include five citizens members and that through planned listening sessions the Village is addressing this through how we are approaching the project.

Brassington commented on revising the RFP to indicate that we want or expect direct mail notification, wanting listening sessions, aligning density with Village feel, and using the survey results that the consultant gets and listening sessions to draft the plan, interest in the idea of subarea character studies and what that might bring. Brassington and Conrad commented on postponing action on the RFP to allow time to draft the modifications discussed at the meeting. Bremer indicated that the modifications could be brought back to the April CDA and Plan Commission meetings for review and recommendation.

Brassington motioned to postpone a recommendation to the Village Board to issue a Request for Proposals for the update of the Village's 2017 Comprehensive Plan until modification discussed at the meeting are drafted for review. Johnson seconded. In discussion, Conrad commented on the subarea plans noting the Village might want to have the consultant provide some type of unit cost as it would be unknown how many of those the Village would need. Bremer noted that component could be identified similar to the digital plan in the RFP as an additional service. Fessler inquired how detailed that would be. Bremer indicated that we would not anticipate through the Comprehensive Plan granular site and building design concepts for particular pieces of property within the Village but that the Comprehensive Plan does include policies and images that generally guide the character of future development without asking

the consultant to do parcel level designs. Brassington mentioned providing examples of subarea character studies to the CDA and Plan Commission. Motion carried 7-0.

Following the motion, Brassington inquired on how the RFP is disseminated. Bremer noted through direct email to planning consultants, posting on the Village website, posting to the Wisconsin Chapter of the American Planning Association, American Planning Association, and to the League of Municipalities.

6. SCHEDULE NEXT MEETING DATE.
 - a. Tuesday, April 21, 2026 at 7:00 p.m.

7. ADJOURNMENT.

Fessler motioned to adjourn. Johnson seconded the motion. Motion passed 7-0. Meeting adjourned at 9:55 PM.