October 1, 2026

A meeting of the Plan Commission of the City of Eagle River was called to order at 5:00pm by Mayor Deb Brown.

Roll Call: Kim Schaffer, Adam Grassl and Deb Brown. Brad Adamovich and Alex Forer present via Zoom. Also in attendance Robin Ginner and Becky Bolte. Quorum established. Absent: Mary Horant and John Hletko

Motion by Grassl, 2nd by Schaffer to approve the minutes of the 9-3-2026 meeting. Carried, all.

a) Public Hearing: Request to rezone and the subsequent change to the Comprehensive Plan of the City of Eagle River, for 1100 N. Railroad from Highway Commercial to Parks/Recreation zoning classification. Effective 9/30/26, the property is owned by the Veterans Resource Center of Eagle River, Wisconsin. This property is described as: NW-NW,Sect. 28, T40N,R10E, PRT NW NW, City of Eagle River, Vilas County, Wisconsin. Computer number 221-1019-06. COMPLETE LEGAL IN TAX ROLL. Geiseman provided a plan for the property that was provided to those in attendance. Denny Geiseman was present as petitioner representative for the Veterans Resource Center. Mayor Brown opened the Public Hearing at 5:01PM. Dave Audy, on behalf of Tribute Brewery, was in attendance and spoke in favor of the rezone and plans for a Veterans Memorial Park. Jay Stock of Tribute Brewery provided a letter in support of the rezone and plans. No other comments were received. Denny Geiseman stating VRC is hoping to break ground on the proposed Veterans Memorial Park in the spring of 2027. The public hearing was closed at 5:08PM. Grassl spoke to concerns that the parcel was purchased with Highway Commercial zoning and there was no guarantee of approval of zoning change request. Geiseman responded with he was hopeful it would be rezoned to allow the long time vacant property to bring beautification to the area and promote veteran and community engagement and allow for community and veteran events. Concerns discussed on taxable parcel moving to tax exempt and what is in the best interest of the taxpayers. Discussion on uses by right in Highway Commercial zoning designation and if proposed plan would qualify under Educational and Institutional use by right. Discussion. Ginner to present to City Attorney to verify if plan would fall into use by right in the current Highway Commercial zoning district. *Motion by Schaffer, 2nd by Grassl to deny the request to rezone and subsequent change to the Comprehensive Plan for 1100 N Railroad from Highway Commercial to Parks/Recreation zoning classification. Carried on a roll call vote, all.*

b) Discussion Only: Discussion, review and possible amendment of proposed changes to DRAFT § 106-273 of the Zoning Ordinance regarding stormwater management and drainage impacts from new construction. Public hearing to be scheduled according to state statute at a future meeting. Ginner presented a draft ordinance based on template received from North Central WI Regional Planning Commission. Commissioners requested the draft be truncated with simpler alternatives by Ginner and brought back for discussion. *Motion by Grassl, 2nd by Schaffer to postpone until next regular Planning Commission meeting. Carried, all.*

Motion by Forer, 2nd by Schaffer to adjourn at 5:41PM. Carried, all.