

June 4, 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: Alex Forer, Mary Horant, Brad Adamovich, Adam Grassl, John Hletko, Kim Schaffer and Deb Brown. Also in attendance Robin Ginner and Becky Bolte.

Motion by Horant, 2nd by Hletko to approve the minutes of the 5-7-2026 meeting. Carried, all.

a) Conditional Use Permit Public Hearing Continuation: Request by Amerco Real Estate Company/U-Haul for a conditional use permit to construct two (2) self-storage units totaling 51,977 square feet at 1100 N. Railroad Street, Eagle River, computer number 221-1019-06, in accordance with Chapter 106, Article VI, Division 7, Sec 106-473 Uses permitted by conditional grant, (8) Storage buildings not used for habitation – human or animal. Shawn Odden, representative for U-Haul Company of WI, was present. Ginner reported that updated engineering plans by Vreeland Associates Land Surveyors and Engineers had been supplied to the city. Justin Vreeland answered questions regarding the updated plans. Erosion Control/Storm Water Management/Maintenance/Operation plan, landscaping plan, lighting and siding samples were presented. Mayor Brown opened the floor for public comments at 5:20PM with two minute time limits for public comments. The public hearing included extensive testimony from approximately 16 residents and business owners who opposed the project, citing concerns about aesthetics, impact on local businesses, and potential flooding issues. Mayor Brown closed the public comments portion of the public hearing at 5:45PM. Discussion on key concerns raised included the storage units' impact on property values, visual appearance conflicting with the Northwoods aesthetic, and potential infrastructure damage from removing 6 feet of fill material during construction. Vreeland explained their stormwater management plan involving infiltration basins and ditches. MSA Engineering has not had ample time to review the engineering plans for the city. The commission discussed the constraints of Wisconsin Act 67, which put limitations on denying conditional use permits. Bluebird Road business owners, including Jay Stock from Tribute Brewing Company and Jay Johnstone and Vito Bortolotti from Bortolotti's Cin Cin, requested additional time to obtain property appraisals to assess the financial impact on their businesses. The commission acknowledged the strong public opposition but noted the legal constraints around denying permits based on aesthetics/opinions alone, while expressing concerns about the project's impact on local businesses in the BID district and the need for proper stormwater management. Discussion. *Motion by Hletko, 2nd by Horant to schedule a special Planning Commission meeting on June 17, 2026, to give business owners and city engineers time to do due diligence. Carried on a roll call vote, all.*

b) Final Plan Review – Bike/Pedestrian crossing at Bridge & Spruce Streets (GHT & ERRP) Laura VanValkenberg, President of Great Headwaters Trails Foundation, and JoAnn Simmons, Executive Director of Eagle River Revitalization Program presented DOT ready plans set for submission as drawn by Becher Hoppe. Aaron Wallner of Becher Hoppe was available via zoom for questions. Discussion. *Motion by Grassl, 2nd by Forer to recommend final plan review approval to City Council for the bike/pedestrian crossing at Bridge and Spruce Streets pending timing of the construction is coordinated with the city, any alteration or destruction of existing sidewalks along Railroad St is coordinated with the city, and push button assemblies be installed on both the east and west side of Hwy 45 crossing as well as in the median. Carried on a roll call vote. 4/2 Ayes: Grassl, Forer, Adamovich, Hletko Nays: Horant, Schaffer*

c) Dennis Meadows, Formal Request: Purchase of City-Owned Parcel Adjacent to 655 N Bond: Meadows has requested to purchase 60' of frontage at the T-docks of city owned land directly across from his family owned parcel at 655 N Bond. Meadows presented an affidavit from 1944 regarding the Lake Park Addition and parties M.D. Hirzel and G.F. Bond. Discussion with petitioner Dennis Meadows, Commission, and the public. Ginner reported that Attorney Garbowicz has advised the city not to sell requested parcel and that adverse possession does not apply to a municipality. *Motion by Grassl, 2nd by Hletko to postpone*

until Meadows can provide the Commission with a full title search and the City Attorney is able to provide legal opinion on chain of title with the information provided in the full title search. Carried on a roll call vote, all.

d) Comprehensive Plan - Scheduling of future comprehensive plan sessions as stand-alone meetings.
Discussion. Commission to suspend the sessions for the summer and to resume Comprehensive Plan Update meetings beginning September 17, 2026, at 5:00PM with a set two hour time limit.

e) Discussion Only on Sponsor/off-site signage displayed year-round at local facilities (ie: Snowmobile Derby Track, Vilas County Fairgrounds) Ginner presented that there is currently no distinction in city code between off premise signs and sponsorship signs. Ginner to research options to bring back to the Commission.

Motion by Horant, 2nd by Forer to adjourn at 8:03PM. Carried, all.