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#### AGENDA NOTICE

THE PLANNING COMMISSION OF THE CITY OF EAGLE RIVER WILL HOLD A MEETING ON THURSDAY, MAY 1, 2025, AT 5:00 P.M. AT CITY HALL, 525 E. MAPLE STREET IN EAGLE RIVER.

*Notice is hereby given that a majority of the City Council of the City of Eagle River may be attending scheduled Planning Commission meetings either in person or via zoom:*

*This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N.W.2d 409 (1993), and must be noticed as such, although the Council will not take any formal action at these meetings.*

This meeting will be available by Zoom at the following link:  
<https://us06web.zoom.us/j/85111695208?pwd=x5pMv8crrbsPuYwefObTYbJG0m83b3.1>

Meeting ID: 851 1169 5208

Passcode: 963936

- 1) Call to Order
- 2) Roll Call
- 3) Approve the agenda in any order
- 4) Approval of minutes.
- 5) Public Hearings, discussion and possible action on the following agenda item(s):
  - a) Oath of Office
  - b) Public hearing: An Ordinance Amending the City of Eagle River Sign Ordinance to Exclude Public Art Murals from Permitting Fee Requirements and Allow Limited Sponsor Recognition
- 6) Adjournment.

Robin Ginner, Zoning Administrator



March 6, 2025

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

Roll Call: Adam Grassl, Kim Schaffer, Deb Brown, and Jeff Hyslop. Also in attendance; Robin Ginner and Becky Bolte Absent: John Hletko, Mike Adamovich, and Mary Horant

*Motion Schaffer, 2<sup>nd</sup> by Brown to approve the minutes of the 2-6-2025 meeting. Carried, all.*

Confirmation of a quorum present.

a) Public Hearing: Tammy Rabenberg and Kyle Schnieder are requesting annexation of property, consisting of 1.46 acres located at 4412 East Wall Street, from the Town of Lincoln into the City of Eagle River, Vilas County, Wisconsin. The parcel number is 14-1804. Legal Description: All that part of the NE 1/4 of the NW 1/4, Section 34, Township 40 North, Range 10 East, Town of Lincoln, Vilas County, Wisconsin, lying North of the centerline of Highway; which Highway is a continuation of Wall Street East, the Town of Lincoln, Vilas County, Wisconsin; EXCEPTING THEREFROM those parcels of land conveyed in the following: Volume 73 Deeds, page 520; Volume 78 Deeds, page 483; Volume 64 Deeds, page 574; Volume 115 Records, page 278; Volume 372 Micro Records, page 584; Volume 372 Micro Records, page 585; Volume 421 Micro Records, page 295 and Volume 433 Micro Records, page 678: Rabenberg, Schnieder, and Pat Crum were in attendance for the petitioners. Schaffer disclosed she has researched this property in connection with her job with no request to have Schaffer abstain from discussion heard. Ginner presented that the petitioners came to the City to request an annexation and have submitted a Petition for Direct Annexation pursuant to Section 66.0217(2) of Wisconsin Statutes. Ginner stated that the petitioners have been notified that, within a 12 month timeframe, they will be responsible for abandoning the existing well and septic and they must install a grease trap. Grassl confirmed that the Highway Commercial zoning classification is consistent with the surrounding area. Mayor Hyslop opened the Public Hearing at 5:05PM. With no comments or objections heard, the Public Hearing was closed at 5:06PM. Motion by Brown, 2<sup>nd</sup> by Grassl to recommend City Council approval of annexation of property petition by Tammy Rabenberg and Kyle Schnieder, to annex 1.46 acres located 4412 East Wall Street, Town of Lincoln, parcel number 14-1804, into the City of Eagle River, Vilas County, Wisconsin as presented. Carried on a roll call vote, all. Ayes: Brown, Grassl, Schaffer, Hyslop Nays: None

b) Public Hearing: The City of Eagle River Planning Commission will hold a public hearing to seek input on a proposal by the Eagle River Pickleball Club to develop a 12 court pickleball complex, with permanent off street parking to the North in the old ice rink site. The proposed location for the project is the field behind City Hall at 525 E. Maple Street, Eagle River, identified as Parcel Number 221-463, legally described as: Sect. 28, T40N, R10E, LOTS 1-13 BLK 1 OF MCINTYRE ADDN & VAC PORTION OF SHERIDAN ST ADJ AT NORTH DESC 88-584A. Request Withdrawn by Eagle River Pickleball Association.

c) Premier Eagle River, LLC architectural plans to construct Phase 2 of a multi-family housing complex consisting of up to 48 units, on Parcel #221-1060-05, described as NW-NE, Sect. 34, T40N, R10E, PRT NW NE EXC 507081, 547546, 593411. Conditional Use Permit approved February 11, 2025. Representing Premier Eagle River LLC, Brandon Robaidek and Bob Murray were available via Zoom. Architectural and lighting site plans were provided to the Commission for review. Schaffer confirmed that no comments have been received from the public in opposition to the plans. Grassl confirmed that provided Phase II site plans were the same/similar to those approved with Phase I of the development. Motion by Grassl, 2<sup>nd</sup> by Schaffer to recommend City County approval of the Premier Eagle River LLC architectural and lighting plans as presented to construct Phase 2 of a multi-family housing complex consisting of up to 48 units on parcel 221-1060-05, described as NW-NE, Sect. 34, T40N, R10E, PRT NW NE

EXC 507081,547546,593411. Conditional Use Permit approved February 11, 2025. Carried on a roll call vote, all. Ayes: Grassl, Schaffer, Brown, Hyslop Naves: None

d) Request from the Eagle River Revitalization Program to amend Farmers Market Shed placement approved in September 2024. Margelofsky, representing Eagle River Revitalization Program and Farmers Market, presented via zoon. Margelofsky presented that after further investigation of the layout of the previously approved Farmers Market shed, the end of Ohio Street placement would fall into the snowmobile trail due to setback requirements. The current placement proposal would be at the location of the current Farmers Market sign (Across from 606 and 622 N Michigan - placed in front of the wooded area separating the two). In conjunction with the new locations, the Farmers Market current sign would be relocated to the area at the end of Ohio Street. Discussion on utility enhancements. Schaffer confirmed with Margelofsky that Mike Sanborn, Eagle River Light Water Utility Manager, is OK with the utility changes associated with the change. Margelofsky confirmed that neighbors had been contacted with Pattens and Smalls giving approval, H&R Block building owner Annis not in favor in having the shed at the original location at the end of Ohio, previous support shown by McDonald, and no response from Scharf. Schaffer confirmed that City Hall had received no comments from the public. Margelofsky had personally notified all neighbors of the agenda item and encouraged neighbors to attend Planning Commission meeting. *Motion by Grassl, 2<sup>nd</sup> by Brown to recommend City Council approval to amend the September 2024, Farmers Market shed placement, to the area where the existing sign is located, on City property across from 606/622 N Michigan pending the moving of the Farmers Market sign to the city property used for the farmers market at the end of Ohio Street. Carried on a roll call vote, all. Ayes: Grassl, Brown, Schaffer, Hyslop Naves: None*

e) Approval to sell Parcel #221-457 on the west side of Bond Street at the T-Docks boat landing, zoned Single-Family Residential, and described as Sect. 28, T40N,R10E, PRT OUTLOT D LAKE PARK ADDN: Doug Nelson purchased the home located at 635 N Bond at the Sheriffs on 2/10/25, and was present. The city lot is a small parcel with river frontage directly across the street from 635 N Bond. Schaffer stated she would not want the parcel to be used commercially, suggesting one dock with one boat. Grassl expressed the river frontage parcel, 221-457, should be tied to the house on Bond so that it cannot be sold/leased and would remain an extension of the home at 635 N Bond. Nelson stated he is considering separating the parcel, 221-420, into Lot 13 and Lot 14 of Lake Park Addition subdivision for potentially building upon Lot 13. Discussion on the small piece of the city's riverfront parcel that would then extend into the separated Lot 13. Schaffer stated that the sale would not be open to other offers as the sale would be contingent on being contiguous to the parcels across Bond Street. *Motion by Grassl, 2<sup>nd</sup> by Brown to recommend City Council approval of selling city parcel #221-457 in two parts, functioning consistent with Single Family Residential, and with each part functioning as an extension of lots 13 and 14 respectively of the Lake Park Addition subdivision and each part shall not be sold independently or function independently of lots 13 and 14. Carried on a roll call vote, all. Ayes: Grassl, Brown, Schaffer, Hyslop Naves: None*

The foreclosure sale will not be confirmed until April. Ginner to work with Attorney Garbowicz on how to proceed with deed language.

f) Working Draft amendment recommendation for Auxiliary Housing Units in Single Family residential zoning district, for public hearing in April 2025: Ginner presented that this was being brought back from the February Planning Commission meeting discussion. Ginner presented the draft ordinance amendment and reminded that this is being brought to the Commission to help address current housing/affordable housing shortages. Discussion on densification and Commissions/Councils ability to limit. Discussion on only allowing only in R3 areas, eliminating in single- and two-family zoned areas. Commission to continue to investigate and will bring back to April Planning Commission meeting.

g) Working Draft amendment recommendation for Visibility Triangle ordinance, for public hearing in April 2025: Ginner presented that this has come about due to visibility/safety complaints on Silver Lake

Road and was being brought back from February meeting for further discussion. Grassl stated he didn't believe the presented 20' requirement would remedy the problem. Hyslop stated that this is one situation with Ginner stating she cannot enforce without the amendment. Ginner to work with ER Police Department to obtain traffic numbers and accidents at the intersection in question. Commission to review/discuss again at April Planning Commission meeting.

*Motion by Schaffer, 2<sup>nd</sup> by Grassl to adjourn at 6:25pm.*

Becky J Bolte – Clerk

DRAFT



ORDINANCE NO. [XXXX]

AN ORDINANCE AMENDING THE CITY OF EAGLE RIVER SIGN ORDINANCE TO EXCLUDE PUBLIC ART MURALS FROM PERMITTING FEE REQUIREMENTS AND ALLOW LIMITED SPONSOR RECOGNITION

WHEREAS, the City of Eagle River recognizes the cultural, economic, and aesthetic value of public art murals; and

WHEREAS, the existing sign ordinance does not currently distinguish between commercial signage and artistic murals; and

WHEREAS, the City desires to encourage artistic expression while providing limited opportunities for corporate sponsorship recognition in a manner that does not detract from the artistic integrity of the murals;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF EAGLE RIVER:

SECTION 1. Amendment to the Sign Ordinance

The City of Eagle River's existing sign ordinance is hereby amended to include the following provision:

**Sec. 106-692 Public Art Mural Exemption**

- a) Definition: A "public art mural" is a hand-painted, spray-painted, or otherwise applied work of visual art displayed on an exterior wall and intended for public viewing. Murals that include commercial messages, logos, or advertisements, except as provided for sponsor recognition below, shall not qualify for this exemption.
- b) Exemption from Sign Permit Fee Requirement: Public art murals are exempt from the sign ordinance's permitting fee requirements, and must meet the following conditions:
  1. The mural content is approved by the Zoning Administrator and property owner, and complies with all applicable zoning and building codes.
  2. The mural does not contain direct commercial advertising, business logos, or promotional content, except as provided for sponsor recognition below.
- c) Corporate Sponsor Recognition
  1. Corporate sponsorship recognition may be included in a mural but shall be limited to:
    - a. A maximum size of two (2) square feet or ten percent (10%) of the total mural area, whichever is smaller.
    - b. Text limited to the sponsor's name only. Addresses, phone numbers, slogans, website URLs, or other contact information shall not be permitted.
    - c. Placement in a manner that does not detract from or dominate the artistic elements of the mural.

SECTION 2. Severability

If any section, subsection, sentence, clause, or phrase of this ordinance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance.

SECTION 3. Effective Date

This ordinance shall take effect immediately after its passage, approval, and publication as required by law.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2025

\_\_\_\_\_  
DEBRA A. BROWN, MAYOR

\_\_\_\_\_  
BECKY BOLTE, CLERK

Date adopted: \_\_\_\_\_

Date published: \_\_\_\_\_

Date effective: \_\_\_\_\_



**STEVEN C. GARBOWICZ  
ATTORNEY AT LAW**

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**BRANCH OFFICE**  
Tomahawk, WI 54487  
Telephone: 715-453-6921

February 26, 2025

VIA EMAIL ONLY

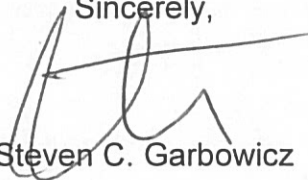
Robin Ginner

Re: **Sign Ordinance Amendment for Public Art Murals**

Dear Robin:

I received your email of February 17<sup>th</sup> and that looks fine to me. I have no objection to that change in your proposed Ordinance.

Sincerely,



Steven C. Garbowicz

SCG:alc

PUBLISH TWO WEEKS STARTING April 14, 2025  
Affidavit requested

## **NOTICE OF PUBLIC HEARING**

The City of Eagle River Planning Commission will hold a Public Hearing on Thursday, May 1, 2025 at 5:00 P.M. at the Eagle River City Hall, 525 East Maple St, Eagle River, Wisconsin, to consider the following ordinance amending the City of Eagle River sign ordinance to exclude public art murals from permitting requirements and allow limited sponsor recognition.

### **Sec. 106-692 Public Art Mural Exemption**

1. Definition: A "public art mural" is a hand-painted, spray-painted, or otherwise applied work of visual art displayed on an exterior wall and intended for public viewing. Murals that include commercial messages, logos, or advertisements, except as provided for sponsor recognition below, shall not qualify for this exemption.
2. Exemption from Sign Permit Fee Requirement: Public art murals are exempt from the sign ordinance's permitting fee requirements, and must meet the following conditions:
  1. The mural content is approved by the Zoning Administrator and property owner, and complies with all applicable zoning and building codes.
  2. The mural does not contain direct commercial advertising, business logos, or promotional content, except as provided for sponsor recognition below.
3. Corporate Sponsor Recognition
  1. Corporate sponsorship recognition may be included in a mural but shall be limited to:
    - a. A maximum size of two (2) square feet or ten percent (10%) of the total mural area, whichever is smaller.
    - b. Text limited to the sponsor's name only. Addresses, phone numbers, slogans, website URLs, or other contact information shall not be permitted.
    - c. Placement in a manner that does not detract from or dominate the artistic elements of the mural.

Comments can be made during the public hearing, or by mail to City Administrator, PO. Box 1269, Eagle River, WI 54521; by phone (715) 479-8682 x227 or email [rcginner@eagleriverwi.gov](mailto:rcginner@eagleriverwi.gov).



NOTICE OF PUBLIC HEARING  
CITY OF EAGLE RIVER PLANNING COMMISSION

Posted 4/7/2025

The City of Eagle River Planning Commission will hold a Public Hearing on Thursday, May 1, 2025 at 5:00 P.M. at the Eagle River City Hall, 525 East Maple St, Eagle River, Wisconsin, to consider the following change to the Municipal Zoning Code regarding Public Art Murals.

**Sec. 106-692 Public Art Mural Exemption**

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