



PLEASE TAKE NOTICE that there will be a City of Lodi Plan Commission meeting held on Tuesday, September 8, 2020 at 6:30 pm in the Council Room, City Hall, 130 South Main Street, Lodi, WI.

In-person attendance is limited due to social distancing protocols and masks are encouraged. Virtual attendees interested in speaking must register on the City's website 24 hours prior to the meeting start time.

Virtual Meeting Access: <https://zoom.us/j/94632331987?pwd=Wk1lcnRpWFkrWmFLemVWZm5zM3FUUT09>

Meeting ID: 946 3233 1987 Password: 640656

Dial By Phone: 1-312-626-6799 (Wisconsin); 888-475-4499 (Toll-Free)

Plan Commission Agenda

1. Call to Order
2. Virtual Etiquette Announcement
 - Identify number of public input registrations
 - Identify Alders or staff attending remote (stay muted when NOT speaking)
 - If virtual, ask to be recognized in the chat box (no side conversations)
 - Identify yourself prior to speaking
 - Address questions to meeting Chair

3. Roll Call

4. The Pledge of Allegiance

5. Public Input

Must state name and address. Must be limited to items not on the agenda. Limited to two minutes unless otherwise extended. Commission's role is to listen and not discuss the item. Personnel issues cannot be discussed nor individuals named. The Commission is unable to take action at this meeting.

6. Approve Minutes from August 11, 2020

Documents:

[08-11-20 PC Minutes.pdf](#)

7. Discussion on Lodi Comprehensive Plan Update

Documents:

[Lodi_EconDev_GPAs_Draft_2020_08_31.Pdf](#)

8. Zoning Administrator Report

Discussion on zoning inquiries or permits approved since the last meeting, on-going City project updates, and requests for future agenda items.

Documents:

[Zoning Administrator Report_2020_08_31.Pdf](#)

9. Adjourn

Posted: _____

By: _____

Members: Mayor Groves Lloyd, Alders Stevenson (Chair), Strasser, Tonn and Citizens Detmer, Larsen, Lee

Please inform the chair if you are unable to attend to ensure a quorum.

Notice is hereby given that a majority of the City of Lodi Common Council may be present at a meeting of the Plan Commission to gather information about subjects over which they have decision making responsibility. 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 408 (1993), and must be noticed as such; although the City of Lodi Common Council will not take any formal action at this meeting.



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In-person attendance is limited, masks are encouraged, and distancing will be adhered to. If you attend virtually and wish to speak to an item, please visit the city website to register one day prior to the meeting.

Please join my meeting from your computer, tablet or smartphone.

<https://www.gotomeet.me/CityofLodi/692020-plancommission-meeting>

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Plan Commission Agenda

1. Call To Order
Rich Stevenson called the meeting to order at 6:33pm.
2. Roll Call
Commission members present: Peter Tonn, Ted Lee, Ann Groves Lloyd, Rich Stevenson, Nick Strasser, Ken Detmer
Commission members absent: Jennie Larson
Staff present: Stephen Tremlett - MSA, Zoning Administrator, Julie Ostrander - Director of Administration
Other: Terry Wetter – Director of Operations
3. The Pledge Of Allegiance
4. Public Input
None.
5. Approve Minutes from July 14, 2020.
Motion by Lee, seconded by Groves Llyod, to approve the minutes as presented. Motion passed 6-0.
6. Discussion on Lodi Comprehensive Plan Update.
Tremlett discussed the agricultural, natural and cultural resources element within the Comp Plan, covering revised goals, objectives and policies. Stevenson asked what the source of the floodplain data. Detmer asked about the Lodi School Hillside Improvement Site and a need to identify historic buildings, sites and districts separately. Agricultural Policy #5 was expanded to include "and community gardens" and Action #1 was removed. Tonn discussed a need to allow and encourage increased natural planting around stormwater management facilities, reducing mowing needs and increasing the aesthetic around these features (and throughout the City). All agreed that an action should be added to review and consider revising the stormwater management ordinance to allow for prairie/natural planting around the facilities. Strasser noted that the City is not currently listed as a "Tree City". Mayor Groves Lloyd verified the requirements to becoming a Tree City. Wetter noted that the City is doing most of what is required. All agreed to keep Cultural Resource Policy #4, as well as a the 2009 Comp Plan action to initiate meetings with adjacent towns on preserving productive farmland and agricultural practices.
7. Zoning Administrator Report (discussion on zoning inquires or permits approved since the last meeting, on-going City project updates, and requests for future agenda items).

Tremlett reviewed the staff report dated August 5, 2020. There was discussion amongst Plan Commission members about the potential Kwik Trip expansion project.
8. Adjourn
Motion by Groves Lloyd, seconded by Lee, to adjourn. Motion passed 6-0, meeting adjourned at 7:21pm.

2040 PLAN: Economic Development

Issues

- Revitalize central business district – empty storefronts, lack of aesthetic appeal
- Lack of retail
- Budget constraints
- Land capacity for manufacturing/industrial businesses

Vision Statement

The City of Lodi will foster business development and promote the revitalization of the downtown district. The City will promote a pedestrian-friendly business and government center that is attractive and supports the needs of residents and visitors.

Goal #1: Develop and support a comprehensive approach to development activities in the City of Lodi that will expand and diversify the local economy.

Policies:

1. Ensure there is an adequate supply of development and redevelopment sites ready for new business investment.
2. Maintain existing infrastructure to support current and potential commercial activities.
3. Seek to maintain a balance between the needs of the community and the needs of the developer in reviewing development projects.
4. Support locally owned businesses, small businesses and start-up businesses.
5. Cooperate with the Town of West Point and the Town of Lodi through intergovernmental agreements to support industrial and manufacturing economic activities.
6. Encourage development to be financially sound, environmentally friendly, fit the community character, and do not create land use conflicts.
 - a. Encourage retail commercial development and services to locate in existing commercial districts in the downtown area and along North Main Street (Highway 113).
 - b. Encourage new industry and heavier nonretail commercial uses and services to locate in the Lodi Industrial Park
7. When reviewing development proposals, ensure appropriate transportation connections and parking facilities.
8. Work cooperatively with the Chamber of Commerce to promote economic development.

Actions:

1. Meet with appropriate agencies to ensure that efforts for economic development activities in the region are coordinated, such as Columbia County Planning and Zoning and the Wisconsin Department of Transportation.

2. Conduct an internal review of City codes and ordinances every five years to consider amendments in order to address concerns pursuant to economic and commercial activity within the City.

Goal #2: Strengthen and support the City of Lodi's tourism industry.

Policies

9. Maintain cooperation with appropriate economic development corporations, small business development centers and the Lodi Chamber of Commerce to assist with marketing and the promotion of community special events.
10. Promote the City's natural resources (e.g., the Ice Age Trail, Hwy 60 Scenic Byway, Lake Wisconsin) to encourage tourist spending and business attraction within the City and region. Cooperate with the Town of Lodi and the Town of West Point to promote local attractions like the Merrimac Ferry, Ice Age Trail, Gibraltar Rock, Lake Wisconsin, and the Highway 60 Scenic Byway.

Actions

3. Develop a community-wide wayfinding signage system to better direct citizens and visitors to key destinations in and around the City.
4. Work to designate historical landmarks in order to maintain the scenic and historical character of the area.
5. Maintain the City website as a way to prominently display and promote information about the City and tourist attractions in the region. Consider semi-annual review.

Goal #3: Revitalize the Central Business District.

Policies

11. Encourage pedestrian-oriented development in the downtown, including considerations for bike parking.
12. **Maintain an adequate amount** of public parking in the downtown area.
13. **Enforce the** City's design guidelines to preserve the historic character of the downtown.
14. **Work with the Ice Age Trail Alliance and the WI Department of Transportation** to support the development of connections between area trails and the downtown area to encourage trail users to frequent downtown businesses.

Actions

6. **Working with downtown businesses, consider the** creation of a Business Improvement District (BID).
7. **Develop a strategy to market and promote the downtown** working cooperatively with the Chamber of Commerce and other stakeholders.
8. Explore options to fund, promote and support downtown:
 - a. redevelopment of vacant lots/**buildings**
 - b. historical preservation, and
 - c. entice businesses to choose a downtown location.
9. **Consider implementing the recommendations in the 2016 Main Street Corridor Plan annually, especially during the capital improvement planning and budgeting processes.**

Goal #4: Business investment will support the health and vitality of the Lodi community, while minimizing the impact on existing tax rates.

Policies:

15. Support business development initiatives that increase the diversity of entrepreneurs, business types and the workforce, as well including access to culturally specific needs.
16. Support financial incentives, such as Tax Increment Financing, for business development that meet one or more of the following criteria:
 - Increases the tax base without adding significant service costs.
 - Improves existing neighborhoods through redevelopment and/or expanded access to employment and services.
 - Adds affordable and workforce housing units.
 - Creates new living-wage jobs.
 - Supports small businesses.
 - Improves conditions that will attract future quality development, such as a catalytic project in a new redevelopment area.
 - Provides public amenities in a relevant location, such as pocket parks not otherwise required, etc.
17. Support affordable and workforce housing initiatives that expand economic opportunities for City residents of all income levels, especially income-limited individuals/families.
18. Support childcare and after-school/summer programming that meets the needs of income-limited employees.
19. The City will actively support festivals, recreational and community events that attract visitors and spending at local businesses.
20. Utilize state and federal programs to the fullest extent possible in achieving economic development goals.

Actions:

10. Review and revise Tax Increment Finance policy to prioritize business attraction, retention and expansion that is consistent with Policy 16.
11. Monitor and analyze tax base changes on an annual basis.

EXISTING COMP PLAN

Issues: (addressed under “Issues” in new plan)

- Existing tax burden; additional revenue sources
- Economic and commercial growth
- Land capacity for manufacturing/industrial businesses
- Revitalize central business district

Vision Statement

The City of Lodi should foster business development and recognizes the importance of our downtown district; we should promote a pedestrian-friendly business and government center that supports the needs of citizens and visitors. (reworded as new vision)

Goals:

1. Strengthen and support the City of Lodi’s tourism industry. (Goal 2)
2. Develop and support a comprehensive approach to commercial activities in the City of Lodi. (Goal 1)
3. Develop and maintain an infrastructure that will support current and potential commercial activities. (Policy 2)
4. Minimize the impact of economic activities on existing tax rates. (Goal 4)

Objectives:

Existing Tax Burden; Additional Revenue Sources

Maintain the proportion of commercial/manufacturing tax base relative to residential tax base, while encouraging a slight increase in the commercial and manufacturing portions to account for a desire for more retail trade.

Economic and Commercial Growth

Foster commercial growth in the downtown business district with a comprehensive and supportive approach. Such activities and infrastructure should support both current and future commercial activities in the area. (Goal 3)

Tourism

Sustain and increase tourism in the Lodi area. Coordinate commercial activities toward tourism, and enact policies that protect the scenic and historical character as an economic asset to the area. REMOVED

Land Capacity for Manufacturing / Industrial Businesses

Provide adequate sites for desired commercial/ manufacturing/industrial businesses. A key component to this is maintaining the appropriateness of infrastructure and related codes and ordinances to the vitality and growth of these types of activities. (Policies 1 & 2)

Transportation Connections

Ensure appropriate transportation connections and parking facilities to serve retail, commercial, and industrial land uses and their needs. (Policy 7)

Revitalize Central Business District

Revitalize the City's central business district. Preserve its historic integrity, and capitalize on proximity to area trail systems including the Ice Age State Trail and proposed Spring Creek Walkway. (Policy 13)

Policies

Existing Tax Burden; Additional Revenue Sources

Monitor and analyze tax base changes on an annual basis. (Action 11)

Use state and federal programs to the fullest extent possible in achieving economic development goals. (Policy 22)

Implement existing goals and objectives for the City of Lodi Downtown Business District and the Industrial Business Park. Goals and objectives include the following (from the 1993 Comprehensive Plan):

1. Encourage retail commercial development and services to locate in existing commercial districts in the Downtown area and along North Main Street (Highway 113). (Policy 6a)
2. **Require** new industry and heavier nonretail commercial uses and services to locate in the Lodi Industrial Park. (Policy 6b)
3. Provide an adequate inventory of sites in the Lodi Industrial Park for light industries and other nonretail commercial businesses and services. (Policy 1)
4. Work to promote adequate public parking in the Downtown area. (Policy 12)

Economic and Commercial Growth

Foster effective communications with members of the Chamber of Commerce and the City Council to address downtown growth issues. (Policy 8)

Identify new opportunities to use tax increment financing to assist with economic development and growth (Policy 18 & Action 10)

Explore and promote incentive options to encourage businesses to choose a downtown location. (Action 8)

Investigate the use of design guidelines to preserve the character of the downtown. (Policy 14)

Evaluate current zoning policies to ensure policies help to promote economic and commercial growth by allowing appropriate uses in areas that are the most suitable for facilitating economic activity. (Action 2)

Identify potential funding sources to assist with planning and implementing downtown improvements. (Action 8)

Encourage the provision of goods and services that support the needs of the community. **REMOVED**

Encourage industrial and heavy commercial growth to locate in the Lodi Industrial Park and discourage industrial rezoning elsewhere in the City where there would be potential non-conforming land use conflicts with either existing or proposed non-industrial uses. (Policy 6b)

Encourage commercial activities and development that are financially sound, environmentally friendly, and that fit with community character. (Policy 6)

Tourism

Maintain cooperation with appropriate economic development corporations, small business development centers, and the Lodi Chamber of Commerce to assist with marketing and the promotion of community special events. (Policy 8)

Cooperate with the Town of Lodi and the Town of West Point to promote local attractions like the Merrimac Ferry, Ice Age Trail, Gibraltar Rock, Lake Wisconsin, and the Highway 60 Scenic Byway. (Policy 10)

Maintain the scenic and historical character of the area through the enforcement of the current city sign ordinance, the designation of historical landmarks, and the completion of the Ice Age trail through the city. (Action 4)

Land Capacity for Manufacturing / Industrial Businesses

When a new site is under consideration for a commercial/business/industrial park, analyze opportunities for the availability of tax incremental financing. (Policy 16)

Prepare a business/industrial park master plan for a future business park site. (Has this been done?)

Cooperate with the Town of West Point and the Town of Lodi through intergovernmental agreements to support industrial and manufacturing economic activities. (Policy 5)

Prepare engineering plans to serve the business park site with public infrastructure. (Has this been done?)

Review Lodi codes and ordinances to ensure that they facilitate commercial, manufacturing, and industrial uses. (Action 2)

Transportation Connections

Cooperate with the Columbia County Planning and Zoning Department and the Wisconsin Department of Transportation to ensure efficient routes with minimal congestion and safe bicycle access. (Policy 14)

Work with appropriate landowners to ensure the presence of adequate parking facilities adjacent to commercial, retail, and industrial economic activities. (Policies 7 & 12)

Revitalize Central Business District

Assist with the creation of a Business Improvement District (BID). (Action 6)

Engage with the BID Committee, the Lodi Chamber of Commerce, and other stakeholders in order to develop a shared vision of Lodi's Downtown. (Action 9) Implement Downtown Plan.

Work with the Chamber of Commerce and other stakeholders to develop a strategy to market and promote the downtown area. (Action 7)

Develop strong connections between area trails and the downtown area to encourage trail users to frequent downtown businesses. (Policy 14)

Encourage pedestrian-oriented development in the central business district through building design guidelines that encourage and enhance the pedestrian experience at the street level. In addition to this, encourage the inclusion of pedestrian and bicycle amenities. (Policy 11)

Develop a community-wide wayfinding signage system to better direct citizens and visitors to key destinations in and around the City. (Action 3)

Establish designated truck routes to better serve local businesses. **NEEDED?**

Implementation Action Items	Schedule				Responsible Entity
	2010	2015	2020	2024	
	To	To	To	To	
	2014	2019	2024	2029	
1. Continue to work with local agencies such as the Columbia County Economic Development Corporation, the Small Business Development Commission, Lodi Opportunity Development, Inc. and the Lodi Chamber of Commerce to sustain and increase tourism in the City. Policy 9	X	X	X	X	Common Council
2. Develop a working partnership with adjacent townships to promote local attractions and increase tourism in the region. Policy 10	X	X	X	X	Common Council
3. Utilize the City website as a way to prominently display and promote information about the City and tourist attractions in the region. Action 5	X	X	X	X	City staff
4. Designate historical landmarks in order to protect the historical character as an economic asset in Lodi. Action 4	X	X	X	X	Historical Preservation Commission; Plan Commission
5. Explore options to fund, promote and support development of vacant lots and historical preservation of buildings in downtown Lodi. Action 8	X	X	X	X	Historical Preservation Commission; Plan Commission
6. Conduct an internal review of City codes and ordinances every five years to consider amendments in order to address concerns pursuant to commercial activity within the City. Action 2	X	X	X	X	Plan Commission; City Attorney; Common Council
7. Meet with appropriate agencies, as needed, to ensure that efforts for economic development activities in the region are coordinated, such as Columbia County Planning and Zoning, and the Wisconsin Department of Transportation. Action 1.	X	X	X	X	Plan Commission; Public Works Committee; Utilities Committee; Common Council; City staff

To: Lodi Plan Commission
From: Stephen Tremlett, AICP, Zoning Administrator
Subject: Zoning Administrator August 2020 Monthly Report
Date: August 31, 2020

The following is a summary of August zoning administration activities in addition to those items appearing on the September 8th agenda.

Zoning Permits Approved:

- None.

Summary of Zoning Inquires:

- Kwik Trip looking at potential issues/solutions to allow for building expansion.
- Homeowner looking to add a shed to their property and wondering about a permit requirement.
- Potential property owner verifying they could build a single-family home on a R-3 zoned lot.
- Following up on other sign types that may meet their intentions (projecting or wall sign) at 120 Portage Street.
- Private school looking at potential use of the former Primary School.

On-Going City Projects:

- Comprehensive Plan amendments.
- Zoning Map Update.

Pending Requests/Future Agenda Items:

- 103 Pleasant Street (Top of Lodi). Combined GDP and SIP document for Top of Lodi Business Center Planned Unit Development has been tabled (up to the end of the year).
- 215 N. Main Street. Potential Kwik Trip expansion project.