

City of Bayfield Plan Commission

Minutes of September 14, 2022 - 5 p.m.

Call to Order-Roll Call - Approve Agenda:

Mayor Ringberg called the meeting to order at 5p.m. followed by roll call.

Present: Carrier, Beagan, Cragoe, Hedman, Johnston, Johnson, and Mayor Ringberg

Others: Clerk/ZA Hoopman, PWD Kovachevich-PWD, Tim Schwecke - CiviTek, Dave Tweed – Stantec, Beth Roberts, Lissa Flemming, Mirka Nelson, Kate Clark, Carol Fahrenkrog, Jenna Gallagher, Esme Martinsen, Solveig Hadland, Michelle Tegan, George Hansen

Review/Approve Minutes of August 23, 2022: Cragoe/Beagan moved to approve the minutes of August 23, 2022, as presented. Carried.

Public Input on Agenda Items:

- Beth Roberts, Crystalline Healing – Rock and Tea Shop: Introduced herself and reiterated her request to be allowed permission to continue using an off-premise sandwich board sign. She noted how they have improved her visibility and sales.
- Michelle Tegan, Apostle Islands Realty – In favor of sandwich board signs and noted how they recently used one to notify the public about their new art gallery.
- Lissa Flemming, Workshop 46.8N– In favor of allowing sandwich board signs and noted she would like to help find a solution to this issue.
- Kate Clark – Noted she is in favor of reviewing the sign code and her recent experience with signage and opening a new store.
- Solveig Hadland, noted concerns about traffic flow and congestion with off-premise signs.

Written Comments:

- Kristen Sandstrom – Apostle Islands Booksellers, not in favor of random sandwich board signs, but does like the wooden/chalkboard style. Seeks better enforcement.
- Darcy Schwerin – BLU Studio and wellness: in favor of allowing sandwich board signs.
- Julie Buckles – What Goes Round: in favor of allowing sandwich board signs.
- David Walter – Spectrum Insurance: Noted the City should check with our legal counsel on the freedom of speech laws and noted they should not obstruct any traffic views.
- League of WI Municipality – “Sign Regulation Post Austin v. Reagan National” Summary of the lawsuit provided and cautions us to be careful about content-based language distinctions. We can distinguish physical characteristics.

Agenda Item(s):

1. Sandwich Board Signage

- Zoning Administrator Summary – Informational. Noted codes that are in place, past Plan Commission review and findings, and asked the Commission to please consider a comprehensive review rather than a quick fix. Get input from the Public Works Committee, review the City’s Comprehensive plan with regards to accessibility, see how the wayfinding signage could help off-street businesses, and then change the codes if necessary.

Carrier, Beagan and Cragoe noted their desire to find an immediate solution to help these businesses now.

Hedman noted concerns about piecemealing the Commissions work but suggested a pilot program in the meantime where we could try it out for awhile to see what works and what does not.

Johnston asked about who would do the work to put the program together? Who, what, where?

Hoopman asked for clarification on where? Are you talking about on or off-premise sandwich board signs?

- **Beth Roberts, Request for Reconsideration of Rules**

Johnson/Johnston moved to deny the request from Ms. Roberts to further consider off-premises wayfinding signage as she has displayed, but to further consider sandwich board signage while continuing with the Zoning Code and Wayfinding Projects. Motioned fails by roll call vote: Beagan, Carrier, Hedman and Cragoe – no; Johnston, Johnson, and Mayor Ringberg – yes.

Hedman/Carrier made a motion to look at revising the code during our zoning and wayfinding project. Discussion. Passed by roll call vote as follows: Carrier, Hedman, Cragoe, Johnston, Johnson, and Mayor Ringberg – yes.

Hedman/Carrier motioned to further consider moving forward with a pilot program to allow sandwich board signs directly in front of a business if legal counsel approves the concept for on and off-premise signage. Discussion. Passed by roll call vote as follows: Hedman-yes, Cragoe-yes, Johnston-no, Johnson-yes, Mayor Ringberg -yes, and Beagan-yes.

2. Wayfinding Signs Project: Dave Tweed, Stantec reviewed two conceptual plans for wayfinding which would be e-mailed to Hoopman later. She will send to Commissioners for discussion at a future meeting.

3. Zoning Code Project – Memo #3 Continue Reviewing Land Use Matrix: Due to time constraints no work was done on the Zoning Code. All agreed to make this the priority items at the next meeting.

4. Confirm/Set Next Meeting(s):

- Regular Meeting – September 26, 2022, 5 p.m.
- Special meeting – October 12, 2022, 5 p.m.

Adjourn: Johnson/Beagan moved to adjourn. Carried. (7:16 p.m.)

Minutes by Billie L. Hoopman, Clerk