

Meeting Minutes

City of Neillsville Planning Commission

Council Room – City Hall

106 W Division Street, Neillsville Wisconsin

Thursday, June 19, 2025

2:00 PM

The Planning Commission was called to order by Mayor Poeschel. On roll call: Mayor Duane Poeschel, Council Member Clarissa Rochester, Natalie Erpenbach, Alan Hoesly and Greg Glisczinski present. Council Member William Neville IV and Amber Vine absent.

Also present: Chris Straight, West Central Wisconsin Regional Planning Commission (WCWRPC) Senior Planner, Director of Public Works Luke Friemoth and City Clerk-Treasurer Rex Roehl.

The minutes of the previous meeting were declared approved.

Straight reviewed how a Tax Increment District (TID) and Tax Incremental Financing (TIF) work and the timeline needed to create Neillsville TID No. 5 by September 30, 2025 in order to capture the January 1, 2025 values. This is a very tight timeline, but meets all the statutory requirements.

Straight presented the Initial Working Draft Project Plan for Creation of Neillsville TID No. 5 (a mixed use TID):

I. Introduction:

Discussion followed on TIF as an economic tool; the City has determined that the incremental financing is necessary to make the south-side neighborhood more attractive and cost feasible for housing and commercial development in this area; but for the use of TIF, the redevelopment/growth of the neighborhood would not occur as envisioned; Key dates for Joint Review Board, Public Hearing, Planning Commission and Common Council.

II. Qualification Statement and Findings:

Discussion followed on mixed use TIF District threshold tests – not less than 50% in a combination of industrial, commercial and residential (the proposed district has 55.15% of its 121.69 acres in those uses); not more than 35% for newly platted residential (the proposed district has 29.2% of its 121.69 acres planned for newly platted residential); and the equalized value of taxable property in the proposed district plus the value increment of all existing TID's doesn't exceed 12% of the City's total equalized value (the proposed district plus TID Nos. 3 and 4 are at 7.18%; and the items the project plan supports the boundary of TID No. 5 overlaps the existing TID No. 3).

III. Providing Orderly Development:

Discussion followed on the TID No. 5 goals and objectives to support order by growth and development on the south-side neighborhood as part of the City's Comprehensive Plan by providing necessary infrastructure and financial support to encourage development.

IV. Description and Development Assumptions:

Discussion followed on existing land use and conditions, with a map.

Discussion followed on future land use and development assumption. The residential development anticipated housing units, development phases and assessed improvement.

V. Proposed Public Improvements and Project Costs:

Discussion followed on proposed project costs. Project 1 – a new North-South street with a hook East-West; Project 2 – new East-West street from Boon Boulevard east to Rock Road including a new cul-de-sac; Project 3 – Water main loop along Fairground Avenue from Rock Road north to USH 10; Project 4 – USH 10 Pedestrian crossing and connectivity improvements; Developer Subsidy; and Non-Construction costs (organization, legal, administrative).

Discussion on flexibility in moving projects around, increasing the estimated costs for Project 4 and increasing Non-Construction costs for audit fees.

VI. Relocation of Displaced Persons:

No building demolition is proposed. No residential householders or businesses will be displaced or require relocation.

VII. Comprehensive Plan and Zoning Changes:

The City will be amending the preferred future land use map within the Comprehensive Plan to change future land uses on two parcels within TID No. 5 from commercial to residential at its July 29, 2025 Common Council meeting. With this change, the Planning Commission has determined that TID No. 5 Project Plan is consistent with the Comprehensive Plan update.

Discussion followed on the proposed TID No. 5 consistent with the City's zoning and other ordinances.

VIII. Economic Feasibility Study:

Straight stated that the pro forma shows that the proposed TID No. 5 can work, however there are no guarantees.

The pro forma is based on assessed building improvements of: Single family - \$293,000; Twin homes - \$293,000; 4-Plex - \$179,500; and one other of \$600,000.

Revenues go into a TIF fund – increments, borrowings, etc. Expenses come out for capital cost, developer payments, administration, loan payments.

Discussion followed on incentives from closing the TID early; a one-year housing extension for affordable housing, which can be explored when the time comes, etc.

IX. List of Non-Project and Ineligible Costs:

Discussion followed on improvements only partially benefiting the proposed district, projects outside of the proposed district's half mile reach and private equity investments. The City does not charge costs for City Staff and City Attorney to the proposed district.

X. Methods of Scheduling and Financing:

Discussion followed as borrowing for project costs, developer's incentive and non-project costs as the tax increment would allow for loan repayment and expenses. Upon review, if things progress well, additional borrowing could be undertaken or included in a refinancing, whatever is most advantageous to the City at that time.

XI. Projected Share of Tax Increment for Overlying Jurisdictions:

Straight presented the estimated proportions of gross property, tax levy by jurisdiction over the life of the proposed TID No. 5:

City of Neillsville	38.8%
Clark County	32.5%
Neillsville School District	25.6%
Chippewa Valley Technical College	3.1%

Discussion followed. Everyone will be better off once it is done.

Straight asked if everyone was comfortable with the Initial Project Plan and ready to move on.

Motion Erpenbach, second Rochester to move forward with the Initial Project Plan for Creation of Tax Incremental District No. 5 (a mixed use TID). On roll call: Erpenbach-Aye, Rochester-Aye, Hoesly-Aye, Glisczinski-Aye, Poeschel-Aye. 5-Aye, 0-Nay, 2-Absent. Motion carried.

Discussion followed on setting the public hearing date.

Motion Rochester, second Glisczinski, to set July 10, 2025 at 6:15 P.M. for the Planning Commission public hearing on the proposed TID No. 5 project plan. All Aye.

Mayor Poeschel stated the next item is amending the City of Neillsville Comprehensive Plan preferred future land use map for consistency with proposed TID #5 residential development and setting a public hearing date for said Comprehensive Plan amendment.

Discussion on proposed change to the Preferred future land use from Commercial to Residential on Lot 2 CSM #1116 (8 acres) and from Commercial to Residential on Lot 4 Boon Commercial Park (10.53 acres) in the Comprehensive Plan.

Motion Glisczinski, second Rochester, to set July 10, 2025 at 6:15 P.M. for the Planning Commission public hearing on the proposed Comprehensive Plan Amendment. All Aye.

Mayor Poeschel stated the next item is a Conditional Use Permit for dog training at 1508 Johnson Street, Parcel Nos. 261.0195.000 and 261.0194.000, Ron and Mandy Krejci, owners and applicants.

Director of Public Works Friemoth presented the application for a fenced in dog training; a neighborhood petition against and seven letters of support.

Council Member Rochester asked if she would have set hours.

Mandy Krejci stated that her dogs compete and she has friends over to work with and train, which she will continue to do, but others have been asking about help in training their dogs and she needs this permit in order to charge, she is not going to do this full-time, just one day per week for a couple of hours.

Hoesly asked if she works with the dogs alone – one on one.

Krejci stated she works with the dogs and owners, like a group of five, the biggest problem is barking, but usually after 3 or 4 minutes the dogs settle down, they don't bark for 15 minutes.

Rochester stated a lot of the neighbors have dogs, too.

Krejci stated there are only 9 homes withing the 300-foot area, some people signing the petition are outside of that, one no longer lives there, two or three from the same household.

Motion Hoesly, to recommend the approval of a Conditional Use Permit for dog training at 1508 Johnson Street.

Rochester asked if a trial period could be added.

Discussion followed.

Hoesly amended his motion to include a review in six months, second Rochester.

Erpenbach called for further discussion – we have a majority of the neighbors who don't want this – their concerns have to be taken into account. Their concerns are disruption by barking dogs during the 5:00 P.M. to 7:00 P.M. time of peaceful enjoyment of the yards, dogs and small children in the area, not all people will be in the impoundment area, concern of more people in area.

Krejci stated the training will be done in a fenced area, most everyone on the block has dogs.

Erpenbach stated a Conditional Use Permit is usually issued to run something as a business.

Krejci stated she has no intentions for it to be a business, however she would be taking in money.

Mayor Poeschel restated the motion.

Motion Hoesly, second Rochester, to recommend the approval of a Conditional Use Permit for dog training at 1508 Johnson Street with a review in six months. On roll call: Hoesly-Aye, Rochester-Aye, Erpenbach-Nay, Glisczinski-Aye, Poeschel-Aye. 4-Aye, 1-Nay, 2-Absent. Motion carried.

Motion Hoesly, second Rochester, to adjourn. All Aye.

Duane Poeschel, Chair

Rex R. Roehl, City Clerk-Treasurer