

**City of Rice Lake
Plan Commission
Meeting Agenda
Thursday, October 23 5:00pm
City Hall Council Room, 30 East Eau Claire Street, Rice Lake, WI 54868**

The public may physically attend or access the meeting via TV (Charter 992; Mosaic 993), Internet live stream (<https://tinyurl.com/yyl9rxbv>), and/or radio (105.5 FM).

Participants in one or more agenda items may attend in-person or virtually by:

1. Copying and pasting into an internet browser (Chrome is preferred)
<https://zoom.us/j/96159485695?pwd=ZjkwRVRtQWJDdVU1NUttTDVvMmo2UT09> or
2. Calling 1.312.626.6799 and entering this Meeting ID Number: 961 5948 5695 and Password: 666102

1. Call to Order/Roll Call

2. Disclosure of conflict of interest by voting members regarding any item on the agenda

3. Public Appearances

4. Minutes - Approval of Minutes of 9/25/2025 Plan Commission Meeting

5. Public Hearing

- a. Comprehensive Plan Amendment
- b. Zoning Text Amendment
- c. Zoning Map Amendment
- d. Commission Deliberations
 - Citizens For
 - Citizens Against
 - Committee Recommendation

5. Adjourn

Cc: Mayor, City Administrator, City Clerk Treasurer, Municipal Legal Counsel, Council Members, Utility General Manager, Community Media Director Wyngaard, Community Services Director Anderson, Plan Commissioners (7), Joint Extraterritorial Zoning Committee (6), City Hall Maintenance, Media (5), Chamber of Commerce. Any person who has a qualifying disability as defined by the American with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format must contact: the Office of the City Clerk, 30 E. Eau Claire Street, Rice Lake, WI (715) 234-7088 by 2:00 p.m. the Friday prior to the meeting so that any necessary arrangements can be made to accommodate each request. It is possible that members of and possibly a quorum of members of the governmental bodies of the municipality may be in attendance at the above- stated meeting to gather information – no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referenced to above in this notice.

Plan Commission – September 25, 2025

The September 25, 2025 City of Rice Lake Plan Commission meeting was held in-person and virtually in the City Hall Council/Lakeshore Room. Members present: Commissioners Dodge, Thompson, Heller, Chamberlain, Puthoff, Dirkes. Others present: City Administrator Johnson and City Clerk-Treasurer Kessler. Chair Kessler called the meeting to order at 5:00 pm. Disclosure of conflict of interest by voting members regarding any items on the agenda – none.

Public Appearances – none.

Minutes – Motion by Commissioner Heller, second by Commissioner Chamberlain, to approve the minutes of the August 28, 2025 meeting as presented.

Voting for: all
Voting against: none
Motion Carried

Building, Site & Operational Plan (BSOP) Approval for Future Owners Brady & Susan Meyer – City Administrator Johnson explained the plan and the items that still need to be worked out. Building Inspector Koepp said this is a similar use so according to the ordinance it is a fit to be with medical.

Motion by Commissioner Heller, second by Commissioner Dodge, to approve the BSOP as presented contingent on the transfer of property ownership, compliance with City of Rice Lake parking ordinances and a design suitable to the City of the exits/entrances to properly accommodate emergency responses.

Voting for: Commissioner Thompson, Dodge, Puthoff, Heller
Voting against: Commissioner Chamberlain & Dirkes
Motion Carried

Public Hearing for comprehensive plan change, rezoning, ordinance amendments will be on October 23, 2025.

Motion by Commissioner Heller, second by Commissioner Puthoff, to adjourn.

Voting for: all
Voting against: none
Motion Carried

Attest: _____
Julie A. Kessler, WCMC
City Clerk-Treasurer

Briefing Report

To: Plan Commission

From: SJ Johnson, City Administrator

For: Meeting of October 23, 2025

Subject: Industrial Re-Zoning and Mixed Use (MX) Zoning creation

Date: October 16, 2025

Attachments: Plan Amendment PC 25-02, Zoning Amendment PC 25-03, Amended Zoning Map PC 25-04

1. Background

Industrial uses traditionally have been located on waterfronts in order to accommodate transportation or a reliable supply of water. These waterfront locations have persisted over time even though these needs are no longer a factor in the production process, and out of date zoning regulations often perpetuate the continuation of industrial uses on waterfront locations. Such property can be dedicated to uses that are more advantageous for a community's economic development goals and zoning changes are required to enable redevelopment. The City is developing a new vision for the waterfront of Rice Lake and seeks a pathway to transition waterfront properties away from industrial uses and toward intensive commercial uses. With a new vision and favorable zoning, business will seek the advantages of a waterfront location, leading to redevelopment that will enhance the image and economic health of the City.

2. Problem/Issue

With the City's vision of waterfront development and usage, certain changes in the Comprehensive Plan, zoning maps, and categories of zoning districts available are required.

3. Analysis

The City must follow a basic sequence of actions to move the vision of waterfront development forward.

1. **Comprehensive Plan Amendment** - Amend the City's comprehensive plan, including a new Future Land Use designation for properties along the Rice Lake waterfront
2. **Zoning Texts Amendments** - Amend the zoning code to add a new mixed-use district that will enable land uses to those envisioned by the City and expressed in the comprehensive plan as amended
3. **Zoning Map Amendment** - Rezone properties to the new district

4. Options

- 4.1. The Plan Commission may choose to recommend to Council to approve the Comprehensive Plan amendment PC 25-02, the zoning amendment PC 25-03, the amended zoning map PC 25-04 as presented.
- 4.2. Any other lawful action desired by the Plan Commission

5. Recommendation

Option 4.1 is recommended.

PC 25-02

**AN ORDINANCE TO AMEND THE CITY OF RICE LAKE 2016-2040
COMPREHENSIVE PLAN**

WHEREAS, the Common Council desires to promote the transition of land uses of properties located along and near the waterfront of Rice Lake from industrial uses to commercial uses that complement the waterfront and benefit from a waterfront location; and

WHEREAS, other areas of Rice Lake may benefit from such transition of land uses; and

WHEREAS, the Common Council initiated a process for study, recommendation, and public comment on the proposed transition; and

WHEREAS, the comprehensive plan should reflect adoption of this land use policy; and

WHEREAS, notice of the proposed amendments to the comprehensive plan has been provided; and

WHEREAS, the Plan Commission considered the proposed amendments on October 23, 2025, and voted to recommend approval to the Common Council.

NOW, THEREFORE, THE MAYOR AND COMMON COUNCIL HEREBY ORDAIN that the City of Rice Lake 2016-2040 Comprehensive Plan is hereby amended to add the italicized text as follows:

Chapter 7. Economic Development

* * *

7.5 City of Rice Lake Current Economic Plans and Designated Sites

* * *

Rice Lake Industrial Parks

As shown on Map 7-1, the City of Rice Lake has two industrial parks:

- North Industrial Park - The industrial park is on the City's north side. The park has good access to USH 53, CTH SS, and STH 48. The park is developed with streets, curb and gutter, water, sanitary and storm sewers. Electrical service accommodates commercial or industrial needs.
- Technology and South Industrial Park – The industrial park is on the City's south side. The park is developed with streets, curb and gutter, water, sanitary and storm sewers. Electrical service accommodates commercial or industrial needs.

Transforming former industrial properties

The City of Rice Lake is seeing economic restructuring that lessens the need for industrial establishments to be located along Rice Lake. These sites are opportunities for new development and could potentially enhance public enjoyment of and access to the lakefront. The City should

encourage intensive uses like hotels, conference centers, tourist centers, retail stores, restaurants, bars, high density residential buildings, clustered public uses, and linear parks. To implement this future land use pattern, the City of Rice Lake should create a new zoning district specifically tailored to activate waterfront areas with economically productive land uses and that maximize development potential of limited land resources along the waterfront.

* * *

9.6 Preferred Land Use Plan

* * *

(p.77)

Central Business District

The CENTRAL BUSINESS DISTRICT classification is designed to include uses that are part of an active and vibrant downtown. For Rice Lake, this includes what are traditionally neighborhood commercial businesses and a variety of residential uses. Downtown areas are becoming more desirable. This is specifically true for people in their retirement years, as most city services are within walking distances, in addition to shopping, retail, and restaurants. With this increase in desirability, the variety of housing types needed in a downtown range from single-family residential to higher-density residential options. In addition, institutional uses (e.g., churches, schools, group homes, clinics) are appropriate in these areas.

Residential expansions will primarily occur through recorded subdivisions, though opportunities for infill exist. Due to demand, some of these will increase density. Densities will be regulated by the City's zoning ordinance. New commercial development in this area could occur in infill areas or in areas where the market allows for new development to be built in areas that are already built. It is important that any new development keeps the same or enhances the architectural character of the central business district. Proposed multi-family development should include adequate greenspace, landscaped parking, and screened refuse collection facilities. It is not uncommon for higher-density residential development to be located near commercial development, if potential use conflicts are mitigated.

Potential Zoning Districts: Central Business District, Neighborhood Commercial, High Density Residential, Low Density Residential; and *Mixed Use*.

A new mixed use base zoning district should be created to activate strategic locations with economically productive land uses and maximize development potential of limited land resources, particularly along the waterfront of Rice Lake. The new district should encourage redevelopment of properties for intensive and active land uses like hotels, conference centers, tourist centers, retail stores, restaurants, bars, high density residential buildings, clustered public uses, and linear parks. The new zoning district can be applied in parts of the city where intensive uses of land are desired.

Design Guidelines: Locate street trees in new developments, pedestrian scaled lighting, high-quality, multiple, and varying architectural elements and material (brick, stucco, wood, etc.) that are human scale and relates to surrounding neighborhood context, landscaped parking areas that are safe and usable for pedestrians, lighting is full-cut-off fixtures directed at the ground, screened service areas (trash/recycling containers, mechanical areas, etc.), high quality signage that is appropriate to downtown development, shared parking with other businesses/uses, building façade facing the street, areas for people to sit.

*In developing or redeveloping mixed use areas, master planning with urban design guidance should be considered to address relationships with existing context and access to the waterfront. The location and extent of parking must be managed carefully and limited because it can have harmful and unintended negative consequences if located on prominent sites. The tools and insights outlined in the Economic Development chapter also apply to waterfront areas (see the Downtown Revitalization elements of 7.4 **Desired Businesses and Industries.**)*

(end of amendments)

Adopted this 28th day of October 2025.

CITY OF RICE LAKE

Harlan E. Dodge, Mayor

ATTEST:

Julie A. Kessler City Clerk-Treasurer

PC 25-03

AN ORDINANCE TO AMEND CHAPTER 260, ZONING, OF THE
CODE OF THE CITY OF RICE LAKE

WHEREAS, the Common Council desires to promote the transition of land uses of properties located along and near the waterfront of Rice Lake from industrial uses to commercial uses that complement the waterfront and benefit from a waterfront location; and

WHEREAS, other areas of Rice Lake may benefit from such transition of land uses; and

WHEREAS, the creation of a new zoning district is needed to implement and facilitate such transition of land uses: and

WHEREAS, the Common Council initiated a process for study, recommendation, and public comment on the proposed amendment creating the new zoning district; and

WHEREAS, notice of the proposed amendments to the zoning code has been provided; and

WHEREAS, the Plan Commission considered the proposed amendments on October 23, 2025, and voted to recommend approval to the Common Council.

NOW, THEREFORE, THE MAYOR AND COMMON COUNCIL HEREBY ORDAIN that Chapter 260 of the City of Rice Zoning Code is hereby amended to add the italicized text and delete the struck text as follows:

§ 260-16 Designation of districts.

The following districts are designated:

- Single-Family Residential (RS)
- One- and Two-Family Residential (R)
- Multifamily Residential (RM)
- Estate Residential (RE)
- Neighborhood Commercial (CN)
- General Commercial (C)
- Highway Commercial (CH)
- Central Business (CBD)
- Mixed Use (MX)*
- Office (O)
- Light Industrial (IL)
- Industrial (I)
- Technology Park Zoning (TP)
- Agricultural (A)
- Agricultural Transition (AT)
- Conservancy (W)
- Park Zoning (P)

* * *

§ 260-28.2. Mixed Use District (MX)

- A. *Purpose and intent. The Mixed Use District is intended to provide for land uses which create areas of intensive and active uses at varying scales that generate foot traffic and lively street activity, such as hotels, conference facilities, restaurants, retail, high-density residential, and related uses. Off-street parking, where provided, is de-emphasized by limitation and location standards.*
- B. *Permitted uses.*
- (1) *Retail stores and shops offering convenience goods, which may include outdoor display of goods during hours of operation.*
 - (2) *Restaurants, cafes, bakeries, taverns and nightclubs.*
 - (3) *Hotels*
 - (4) *Apartment buildings and apartments in a mixed-use building.*
 - (5) *Business services, professional services, personal services, or public services.*
 - (6) *Theaters*
 - (7) *Amusement or entertainment halls.*
 - (8) *Medical, dental and eye clinics.*
 - (9) *Clubs.*
 - (10) *Places of worship*
 - (11) *Commercial studios and display galleries.*
 - (12) *Uses clearly similar in character and function to those listed above.*
- C. *Conditional uses:*
- (1) *Parking garage*
 - (2) *Surface parking*
 - (3) *Outdoor sound systems*
- D. *Limitations on characteristics of uses. Certain characteristics of uses listed below are incompatible with the creation of a continuous pattern of active uses. These characteristics of uses are prohibited in the district:*
- (1) *Continuous permanent outdoor storage or display of goods.*
 - (2) *Motor vehicle sales, service, repair, or storage*
 - (3) *Drive-through facilities*
- E. *Building regulations.*
- (1) *Maximum building height is 60 feet.*
 - (2) *Yard setbacks are not required for any yard.*
 - (3) *The maximum front setback shall be 10 feet, unless occupied by a civic space.*
 - (4) *Storefronts of new or substantially rehabilitated buildings shall have a minimum 50% transparent glazing on the ground floor, measured as a percentage of the area determined by multiplying the building width by 10 feet.*
- F. *Parking requirements.*
- (1) *Minimum parking. Uses in this district are exempted from the off-street parking requirements of Article V.*
 - (2) *Location. No surface parking may be located between a front building line and a street frontage*

* * *

§ 260-50 Off-street parking.

- A. In all districts and in connection with every use there shall be provided at the time any use or building is erected, enlarged, extended or increased off-street parking stalls for all vehicles in accordance with this section.
- B. Number of stalls. The number of off-street parking stalls shall be provided in the amounts herein specified in all zoning districts, except the Central Business District (CBD) *and the Mixed Use District (MX): ~~found within the corporate limits of the City of Rice Lake:~~*

* * *

§ 260-94 Design standards; signs permitted by zoning district.

* * *

- B. Name and number identification by zoning districts.

* * *

- 2. Signs are permitted in the CN, C, CH, *MX*, O, IL, and I Districts, subject to the following restrictions:

* * *

§ 260-95 Off-premise signs.

* * *

- B. Location of advertising sign. Off-premises advertising signs regulated by this section shall only be permitted in the C, CH, IL or I Zoning District in the City of Rice Lake. No off-premises advertising signs shall be permitted in the RS, R, RM, RE, A, AT, CN, *MX*, O or W Zoning District.

* * *

§ 260-96 Awnings, canopies and projecting signs.

* * *

- F. **Projecting signs.**

* * *

- (2) Projecting signs will be allowed within the Central Business Overlay District (CBD) *and Mixed Use District (MX)*, provided that they comply with the provisions in this section. The following requirements for the erection of projecting signs within the Central Business Overlay District (CBD) *and Mixed Use District (MX)* are deemed to be in the public's best interest and are to be adhered to:

(end of amendments)

Adopted this 28th day of October 2025.

CITY OF RICE LAKE

Harlan E. Dodge, Mayor

ATTEST:

Julie A. Kessler City Clerk-Treasurer

PC 25-04

AN ORDINANCE TO AMEND THE ZONING MAP AS IT APPLIES TO CERTAIN PROPERTIES

WHEREAS, the official zoning map is adopted by pursuant to §260-15. Zoning Map; and

WHEREAS, the Common Council desires to promote the redevelopment of certain properties for commercial uses that are beneficial to the City’s prosperity; and

WHEREAS, the Common Council desires to amend the zoning map (“rezone”) certain properties to MX Mixed Use District; and

WHEREAS, the Common Council initiated a process for study, recommendation, and public comment on the proposed rezoning; and

WHEREAS, notice of the proposed rezoning has been provided; and

WHEREAS, the Plan Commission considered the proposed rezoning on October 23, 2025, and voted to recommend approval to the Common Council.

NOW, THEREFORE, THE COMMON COUNCIL HEREBY ORDAINS that the official zoning map of the City of Rice Lake is hereby amended to rezone the properties as indicated on the attached REZONING EXHIBIT.

Adopted this 28th day of October 2025.

CITY OF RICE LAKE

Harlan E. Dodge, Mayor

ATTEST:

Julie A. Kessler City Clerk-Treasurer

REZONING EXHIBIT

Property ID	Existing Zoning	New Zoning
276-5005-15-000 7.58 acres 38 E. Messenger St.	Industrial	Mixed Use
276-1023-05-000 1.601 acres 25 S. Main St.	Light Industrial and General Commercial	Mixed Use and C General Commercial; there is no change in the portion that is currently zoned C General Commercial
276-5005-20-000 0.28 acres 17 E. Messenger St.	Light Industrial	Mixed Use
276-1001-02-000 1.882 acres Unaddressed	Industrial	Mixed Use

