

**CITY OF EDGERTON  
REGULAR COMMON COUNCIL MEETING  
EDGERTON CITY HALL, COUNCIL CHAMBERS  
12 ALBION STREET**

**Monday, March 20, 2023 at 7:00 p.m.**

**NOTICE:** The meeting noticed above will also be live streamed on a Zoom platform: To view the meeting, please select the link to the meeting listed on the **calendar events** on the City website's home page at [www.cityofedgerton.com](http://www.cityofedgerton.com). Due to occasional technical difficulties, citizen participation via Zoom may not be possible.

1. Call to order; Roll call
2. Pledge of Allegiance.
3. Confirmation of appropriate meeting notice posted on Friday, March 17, 2023.
4. Council acceptance of agenda.
5. Personal appearances for non-agenda items limited to 3 minutes.
6. Minutes:
  - A. Consider approval of minutes from March 6, 2023 Council meeting.
7. Committee Reports:
  - A. Finance Committee:
    1. Consider approval of bills and payroll vouchers.
    2. Consider Temporary Class "B" Beer/Wine license for Edgerton Hospital Foundation.
    3. Consider Temporary Class "B" Beer/Wine license for Edgerton Hospital Sunshine Committee.
    4. Consider storm sewer funding at 15 N Main Street.
    5. Consider Baker Tilly proposal for TIF#8 audit.
    6. Consider bids for seal coating and crack filling.
  - B. Plan Commission:
    1. Report on discussion and action taken at previous meeting, future agenda items and upcoming scheduled meeting.
    2. Introduce and approve first reading of City of Edgerton Ordinance 23-04: Amend Chapter 22 "Zoning Ordinances" to Regulate the Keeping of Ducks in the Code of Zoning Ordinances.
    3. Introduce and approve first reading of City of Edgerton Ordinance 23-06: Amend the Official Zoning Map for 2 Burdick Street.

4. Consider final 3 lot certified survey for IKI Manufacturing on the corner of IKI Dr and Stoughton Rd.
5. Consider a preliminary and final 2 lot certified survey for 1201-1205 Winston Dr (6-26-164A.05).
- C. Utility Commission:
  1. Report on discussion and action taken at previous meeting, future agenda items and upcoming scheduled meeting.
- D. Parks Committee:
  1. Report on discussion and action taken at previous meeting, future agenda items and upcoming scheduled meeting.
- E. Historic Preservation Commission:
  1. Report on discussion and action taken at previous meeting, future agenda items and upcoming scheduled meeting.
  2. Introduce and approve first reading of City of Edgerton Ordinance 23-07: Amend Chapter 20.18 "Edgerton Historic Plan" to allow the installation of murals.
- F. Public Works:
  1. Report on discussion and action taken at previous meeting, future agenda items and upcoming scheduled meeting.
- G. Library Board:
  1. Report on discussion and action taken at previous meeting, future agenda items and upcoming scheduled meeting.
8. Consider introducing and approving the first reading of City of Edgerton Ordinance 23-05: Amend Chapter 29 "Regulation of Animals" to allow the keeping of rabbits.
9. Consider City of Edgerton Resolution 09-23: Blight Elimination for 407 N Main St.
10. Consider Mayor's appointment to the Tourism Commission and Parks Committee.
11. Presentation of Tourism Commission Marketing Report.
12. Mayor, alderperson and staff reports.
13. Closed session pursuant to Wis. Stat. 19.85(1) (e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business whenever competitive or bargaining reasons require a closed session". Discuss and consider land sale and land purchase.
14. Adjourn.

Notice: If a person with a disability requires that the meeting be accessible or that materials at the meeting be in an accessible format, call the City Administrator's office at least 6 hours prior to the meeting to request adequate accommodations. Telephone: (608) 884-3341.

**MARCH 6, 2023 COMMON COUNCIL MEETING MINUTES  
CITY OF EDGERTON**

Mayor Christopher Lund called the meeting to order at 7:00 p.m.

Present: Sarah Braun (remote), Casey Langan, Candy Davis, Tim Shaw, Paul Davis, and Jim Burdick.

Others Present: City Administrator Ramona Flanigan, City Clerk Wendy Loveland, Municipal Services Director Howard Moser, Library Director Beth Krebs-Smith, City Treasurer Lisa Skar, Police Chief Robert Kowalski, Fire Chief Randy Pickering, City Attorney Bill Morgan and a few citizens.

Loveland confirmed the meeting agendas were properly posted on Friday, March 3, 2023 at the Post Office, Edgerton Library, City website, and City Hall.

**ACCEPT THE AGENDA:** A Jim Burdick/Casey Langan motion to approve the agenda as posted passed, all voted in favor.

**MINUTES:** A Candy Davis/Casey Langan motion to approve the minutes from the February 20, 2023 Common Council meeting passed, all voted in favor.

A Casey Langan/Jim Burdick motion to approve the minutes from the February 20, 2023 Joint Plan/Common Council meeting passed, all voted in favor.

**COMMITTEES:**

**Finance Committee:** A Candy Davis/Tim Shaw motion to approve the bills and payroll in the amount of \$184,833.51 passed on a 6/0 roll call vote.

A Candy Davis/Tim Shaw motion to approve the sale of outlot 1 at 5 Albion St to the owner of 7 Albion St for the amount of \$11,012 passed on a 6/0 roll call vote.

A Candy Davis/Tim Shaw motion to approve an event packet for the Edgerton Lion's Club Fireworks Celebration on July 3<sup>rd</sup> 2023 and waive all fees, passed on a 6/0 roll call vote.

A Candy Davis/Tim Shaw motion to approve an event packet for the Edgerton Farmer's Market for Saturdays from May 20<sup>th</sup> -October 28<sup>th</sup> 2023 and waive all fees, passed on a 6/0 roll call vote.

**Plan Commission:** A Casey Langan/Jim Burdick motion to approve an extraterritorial land division on Forrest Ave for Cusick in the Town of Albion passed on a 6/0 roll call vote.

A Casey Langan/Jim Burdick motion to approve an extraterritorial land division and Plat of Vacation on E Watts Spring Rd for Natter in the Town of Fulton passed on a 6/0 roll call vote.

**NO MOW MAY:** Last year the Council decided to not enforce the mowing regulation for the month of May to allow citizens to take part in the No Mow May initiative.

Casey Langan stated he felt that although the citizens hearts were in the right place, research shows that No Mow May does not help the bee population as much as people think. He read some research aloud to the Council that gave better alternatives to No Mow May. Council recommended Staff provide information in the quarterly newsletter to educate the residents about those alternatives.

A Paul Davis/Candy Davis motion to not enforce the mowing regulations for the month of May, but educate the public as to alternatives, passed on a 5/1 roll call vote. Casey Langan voted against the motion.

**CLOSED SESSION:** Casey Langan/Candy Davis moved to go into closed session pursuant to Wis. Stat. 19.85(1)(e) “Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business whenever competitive or bargaining reasons require a closed session”. Discuss and consider public utility extension and land purchase. The motion passed on a 6/0 roll call vote.

Being no other business before the Council, a Candy Davis/Casey Langan motion to adjourn passed on a 6/0 roll call vote.

Wendy Loveland  
City Clerk  
Adopted March 20, 2023

# Memo

**To:** Common Council  
**From:** Staff  
**Date:** 3/17/2023  
**Re:** March 20, 2023 Meeting

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**2023 Chipseal Bid Award:** The 2023 Public Works Department budget includes \$50,000 in capital improvements and \$63,027 in State highway aids for road maintenance projects. Staff advertised for bids to perform crack filling and chip sealing of roads in West Meadows Subdivision, Mildred Ave, Kara St, Diane Dr, Edward Ave, and the City Hall parking lot. We received bids from Fahrner Asphalt Sealers (\$74,755) and Scott Construction (\$92,535). Staff recommends awarding the 2023 Chip sealing contract to Fahrner Asphalt Sealers for \$74,755.00.

**TIF #8 Final Audit:** The City auditor, Baker Tilly, has provided a quote to provide all audit services for the dissolution of TIF #8. The final audit is required by TIF law. The audit costs are estimated to be \$12,750 and are TIF eligible.

**Duck ordinance:** The proposed ordinance amendment would allow those properties that are currently allowed to have chickens (single family residential properties) to also have ducks. The chicken regulations allow for 6 chickens. The proposed ordinance allows for any combination of six ducks or chickens.

**Rabbits:** The PW Committee recommended that the attached ordinance amendment regarding rabbit regulations that allow no more than 6 rabbits on single family residential properties.

**407 N Main Blight Elimination Resolution:** The attached resolution declares 407 N Main Street to be a blighted property. This declaration is another step in the process of providing the city with the best liability protections in the purchase of the old shoe factory.

**Storm sewer at 15 N Main:** The owner of 15 N. Main Street (auto parts store) plans to pave the existing gravel parking lot. Currently, stormwater from the parking lots sheet flows across the public sidewalk and into the curb. If this were a new development, the land owner would be required by city ordinance to collect the surface water and convey it to a storm sewer. But because this project is paving of an existing gravel lot, the owner is not required to install a storm sewer system. The owner is interested in having the storm water collection infrastructure installed and has offered to pay \$5,000 toward the project. The quote for the work is \$13,050. Does the Committee wish to contribute to the cost of installing the system, and if so, how much? The project would be paid for by the stormwater utility.

**Mural Ordinance:** The Historic Commission recommended approval of the attached ordinance that allows for the installation of murals on downtown buildings. The ordinance provides guidelines and requires the Historic Commission approve murals before they are installed.

**CITY OF EDGERTON  
ORDINANCE No. 23-04**

**AN ORDINANCE TO AMEND SECTIONS OF CHAPTER 22 “ZONING  
ORDINANCES” TO REGULATE THE KEEPING OF DUCKS, IN THE CODE OF  
ZONING ORDINANCES, CITY OF EDGERTON ROCK AND DANE COUNTIES,  
WISCONSIN**

Aldersperson           introduced the following Ordinance and moved its adoption:

THE COMMON COUNCIL OF THE CITY OF EDGERTON, ROCK AND DANE  
COUNTIES, WISCONSIN, DO ORDAIN AS FOLLOWS:

Chapter 22 section 22.304(5)(z) shall be amended as follows:

**22.304(5) (z) Husbandry.**

Description: Husbandry land uses include all operations primarily oriented to the on-site raising and/or use of animals at an intensity of less than one (1) animal unit (as defined in Section 22.102) per acre. Apiaries (bee keeping) are considered husbandry land uses.

**General regulations not including apiaries, ducks and chickens**

1. Permitted by Right: Not Applicable.
2. Permitted by Right with Additional Special Requirements: Not Applicable.
3. Conditional Use Regulations: {A-1}
  - a. Any building housing animals shall be located a minimum of three hundred (300) feet from any residentially zoned property, and one hundred (100) feet from all other lot lines.
  - c. All outdoor animal containments (pastures, pens, and similar areas) shall be located a minimum of ten (10) feet from any residentially zoned property.
  - d. Shall comply with Subsection 22.206, standards and procedures applicable to all conditional uses.
4. Parking Regulations: One (1) space per employee on the largest work shift.

**Regulations for apiaries only**

1. Permitted by Right: Not Applicable.
2. Permitted by Right with Additional Special Requirements: Not Applicable.
3. Conditional Use Regulations: {For apiaries only: A-1, B-4, M-1, M-2, M-3}
  - a. Any buildings or hives housing animals or bees shall be located a minimum of three hundred (300) feet from any residentially zoned property, and one hundred (100) feet from all other lot lines.

b. All outdoor animal containments (pastures, pens, and similar areas) shall be located a minimum of ten (10) feet from any residentially zoned property.

c. Shall comply with Subsection 22.206, standards and procedures applicable to all conditional uses.

### **Regulations for chicken and duck keeping only**

1. Permitted by Right: Not Applicable.

2. Permitted by Right with Additional Special Requirements: {For chicken and duck keeping only: R-1, R-2, R-3 and R-4}

a. No more than a combined total of six (6) chickens or ducks on a lot containing a single-family dwelling only; keeping of ducks and chickens is not allowed on residential lots containing two (2) or more dwelling units.

b. Keeping of roosters is prohibited.

c. Ducks must be flightless.

de. Slaughter of chickens or ducks is prohibited on site.

ed. The chickens and ducks shall be provided with a structurally sound covered enclosure and an attached fenced enclosure. Chickens and ducks must be kept in the covered enclosure or an attached fence enclosure at all times. The enclosures must be maintained in good repair and kept free from rodents and other vermin. The fence of the enclosure shall be of sufficient opacity or webbing to contain a chicken or duck.

e. The covered and the fenced enclosures shall be located in a rear yard only. The covered enclosure shall be a minimum of twenty-five (25) feet from any residential structure on any adjacent lot.

f. The total area of the covered and fenced enclosure shall not exceed seventy-five (75) square feet except when the rear yard of the property is fenced in which case the rear yard can serve as the fenced enclosure. If the fenced enclosure also serves as a rear yard fence, the rear yard fence shall be 100% opaque. The total area of the covered enclosure shall be a minimum of four (4) square feet per chicken or duck. The total area of the fenced enclosure must be a minimum of six (6) square feet per chicken or duck. The covered enclosure is not considered an accessory structure as defined in Subsection 22.304(5)(d).

g. Neither cChickens nor ducks shall not be allowed to be kept within a residential dwelling or garage.

h. Any electrical work requires an electrical permit through the building inspection department.

i. Prior to the establishment of the use and prior to A-permit is issued prior to work commencing on the enclosure, a permit must be issued and an inspection must be completed, is complete and the improvements must be found to be satisfactory, and prior to the establishment of the use in accordance with Chapter 29.

j. Shall comply with Subsection 22.207, standards and procedures applicable to all special uses.

3. Conditional Use Regulations: Not Applicable.

This Ordinance shall be in full force and effect after its passage and publication.

Seconded by Alderperson:

Roll Call: Ayes: Noes:

\_\_\_\_\_  
Christopher Lund, Mayor

Public Hearing Date: March 8, 2023

1st Reading: March 20, 2023

2nd Reading:

Adopted:

Published:

Dated:

\_\_\_\_\_  
Wendy Loveland, City Clerk

STATE OF WISCONSIN)  
                                  )ss.  
COUNTY OF ROCK     )

I, Wendy Loveland, City Clerk, City of Edgerton, Rock and Dane Counties, Wisconsin, do hereby certify that the foregoing is a true and correct copy of the ordinance adopted by the Common Council of the City of Edgerton at its regular meeting the \_\_\_ day of \_\_\_\_\_, 2023.

\_\_\_\_\_  
Wendy Loveland, City Clerk



**CITY OF EDGERTON  
ORDINANCE No. 23-06**

**AN ORDINANCE TO AMEND SECTION 22.210 “OFFICIAL ZONING MAP” OF  
THE EDGERTON CODE OF ZONING ORDINANCES, CITY OF EDGERTON  
ROCK AND DANE COUNTIES, WISCONSIN FOR 2 BURDICK ST**

Aldersperson introduced the following Ordinance and moved its adoption:

**WHEREAS** the Plan Commission has held a public hearing, reviewed the zoning changes and recommends the Common Council approve the changes, and

**WHEREAS** the Common Council has reviewed the recommendation and concluded that the zoning change supports the following finding of fact:

The potential public benefits of the proposed rezoning outweigh any and all potential adverse impacts of the proposed rezoning.

**WHEREAS** the Common Council has the final authority to approve all zoning changes,

**NOW THEREFORE BE IT RESOLVED**, the Common Council of the City of Edgerton, Rock and Dane Counties, Wisconsin, do ordain as follows:

SECTION 22.210 “Official Zoning Map” shall be amended for the approval of a zoning change from HMU Historic Mixed Use to B-2 Central Business District Commercial for the parcel at 2 Burdick Street (6-26-67) & (6-26-66) into conformance with zoning regulations.

This Ordinance shall be in full force and effect after its passage and publication.

Seconded by Aldersperson:

Roll Call: Ayes:           Noes:

Public Hearing: March 8, 2023

1<sup>st</sup> Reading: March 20, 2023

2<sup>nd</sup> Reading:

Adoption:

Published:

Dated:

\_\_\_\_\_  
Christopher W. Lund, Mayor

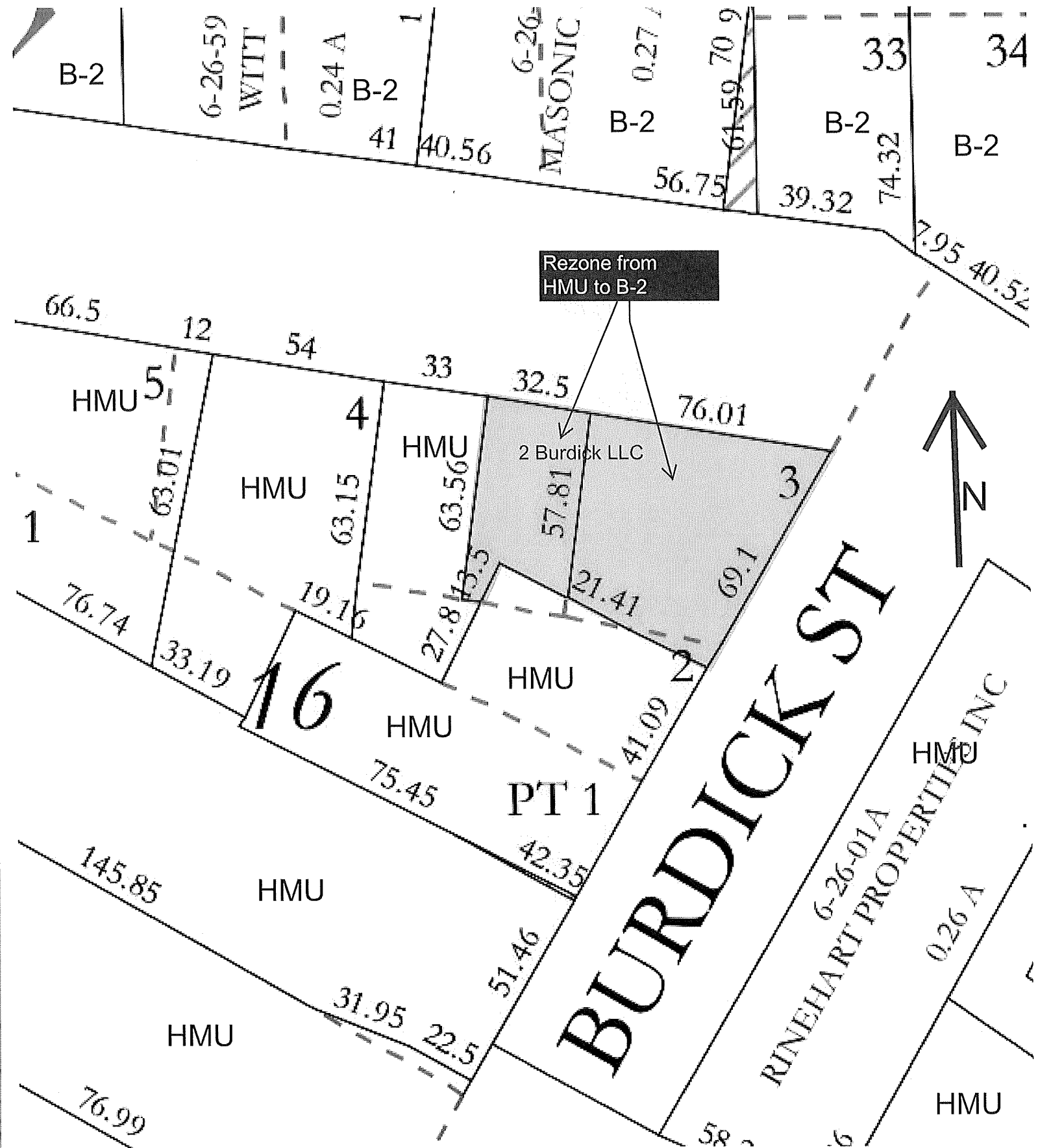
\_\_\_\_\_  
Wendy Loveland, City Clerk

STATE OF WISCONSIN)  
  )SS.  
COUNTY OF ROCK        )

I, Wendy Loveland, City Clerk, City of Edgerton, Rock and Dane Counties, Wisconsin, do hereby certify that the foregoing is a true and correct copy of the ordinance adopted by the Common Council of the City of Edgerton at its regular meeting the 3rd day of April, 2023.

\_\_\_\_\_  
Wendy Loveland, City Clerk

# Burdick LLC Rezone Request



**TO:** Edgerton Plan Commission

**FROM:** Staff

**MEETING DATE:** March 8, 2023

**GENERAL DESCRIPTION**

**Description of Request:** Petition for approval of a final 3 lot certified survey map

**Location:** 107 Maple Court - South corner of Stoughton Road and IKI Drive

**Applicant:** IKI Manufacturing

**Current Zoning/Land Use:** M-2 and M-1 / manufacturing facility

**Proposed Lot sizes:** 5.82 acres, 7.47 acres, and 13.07 acres

**STAFF REVIEW COMMENTS**

Staff has reviewed the petition for planning issues in accordance with the Edgerton Zoning and Land Division Ordinances and has the following comments:

1. The petitioner proposes to consolidate 10 lots into 3 lots.
3. Each of the proposed lots has street frontage.
4. The petitioner will not be required to pay the parkland and park improvement impact because the lots are not residential.

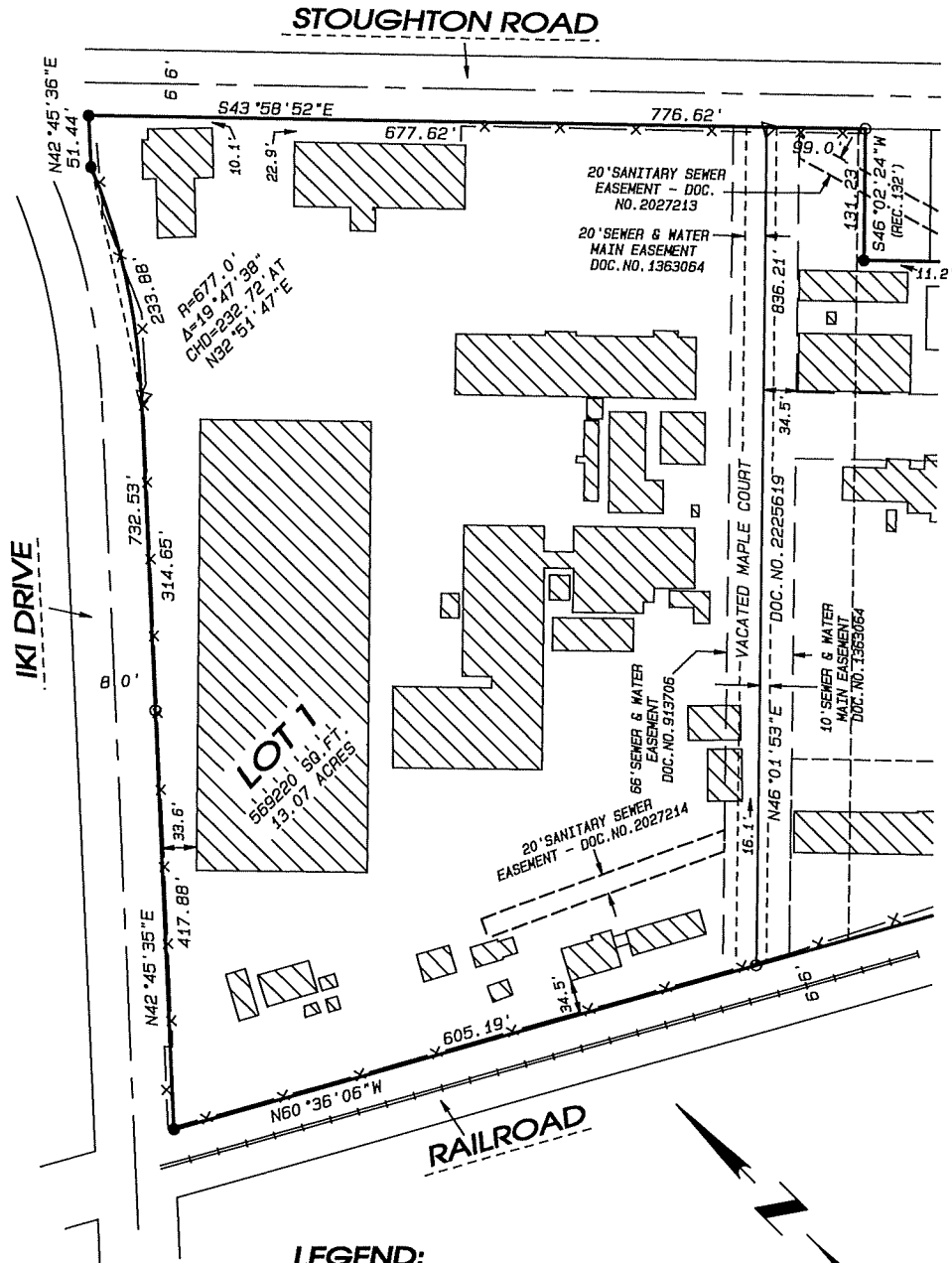
**STAFF RECOMMENDATION**

Staff recommends the Plan Commission recommend approval of the proposed final 3 lot CSM located at 107 Maple Court subject to the following conditions:

1. The final CSM indicates all easements for public utilities currently located on the site.

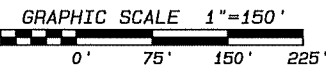
# CERTIFIED SURVEY MAP

PART OF OUTLOT 9, ASSESSOR'S PLAT OF THE CITY OF EDGERTON AND PART OF VACATED MAPLE CT. & ST. (DOC. NO. 1856610 & 2225619) AND VACATED W. ROLLIN STREET (DOC. NO. 1856610), ALL BEING LOCATED IN THE SW 1/4 OF THE NE 1/4, NW 1/4 OF THE SE 1/4, NE 1/4 OF THE SW 1/4 AND SE 1/4 OF THE NW 1/4 OF SECTION 4, T. 4N., R. 12E. OF THE 4TH P.M., CITY OF EDGERTON, ROCK COUNTY, WISCONSIN.



- SEE SHEET 3 -

- LEGEND:**
- SET IRON PIN, 3/4" x 24", 1.5 LBS./LIN. FT.
  - FOUND 3/4" IRON PIN
  - ⊙ FOUND 1" IRON PIPE
  - ⊕ FOUND ALUMINUM MONUMENT
  - △ SET MAG NAIL
  - x-x- FENCE
  - BUILDING



Combs

& ASSOCIATES

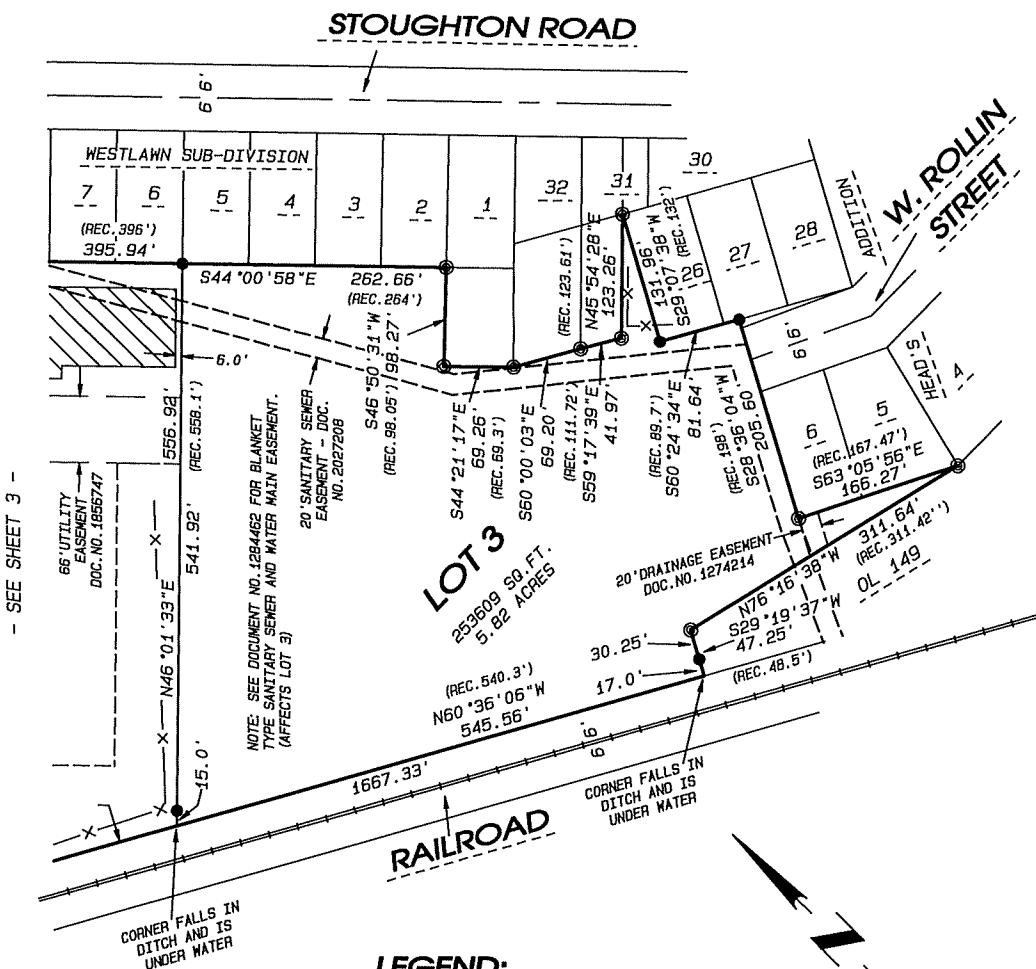
- LAND SURVEYING
- LAND PLANNING
- CIVIL ENGINEERING

109 W. Milwaukee St.  
Janesville, WI 53548  
www.combsurvey.com

tel: 608 752-0575  
fax: 608 752-0534

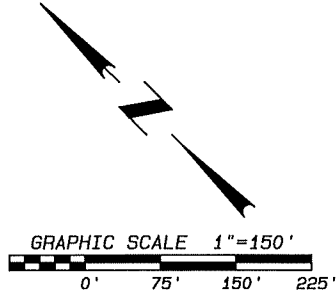
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  - ▨ BUILDING



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& ASSOCIATES

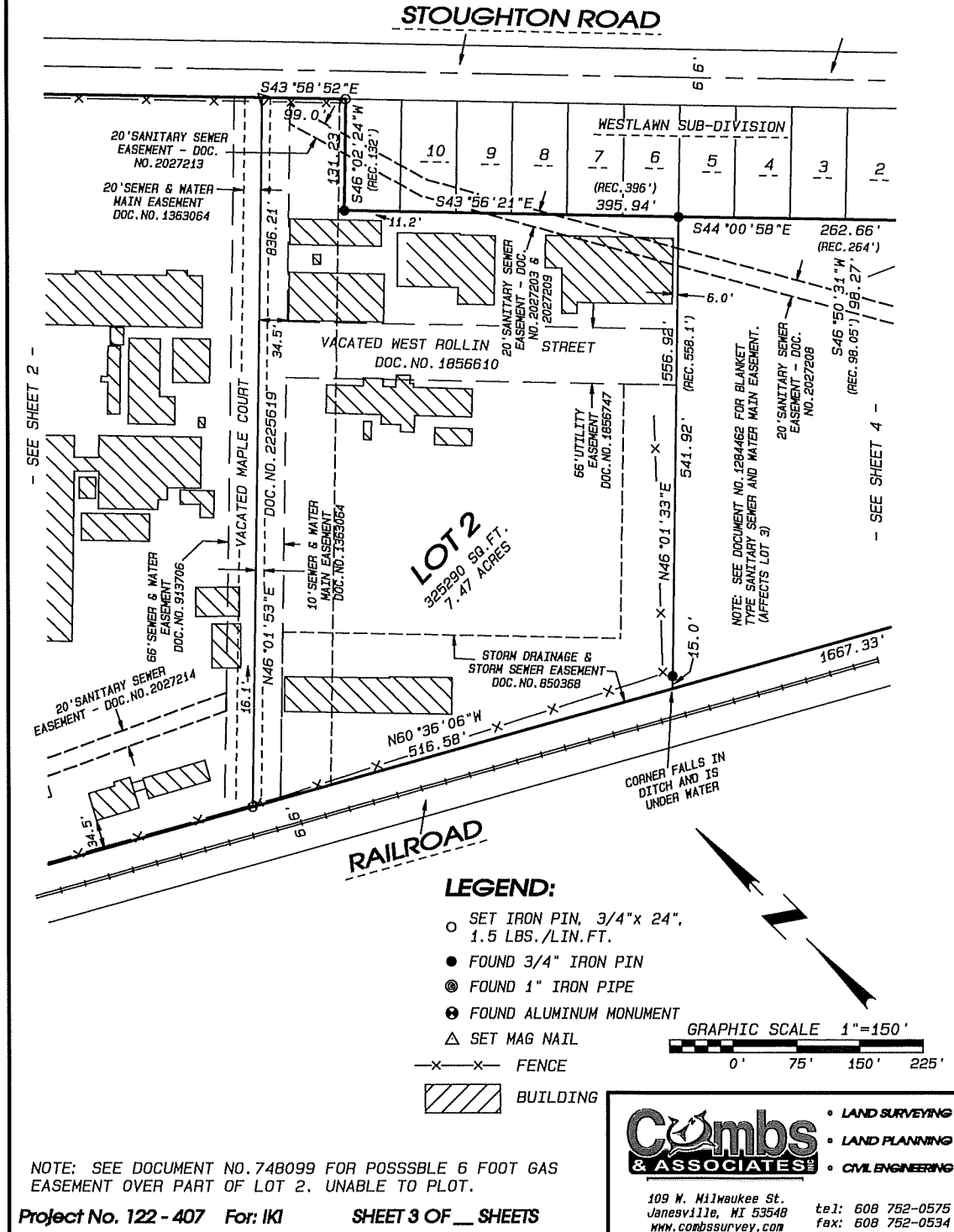
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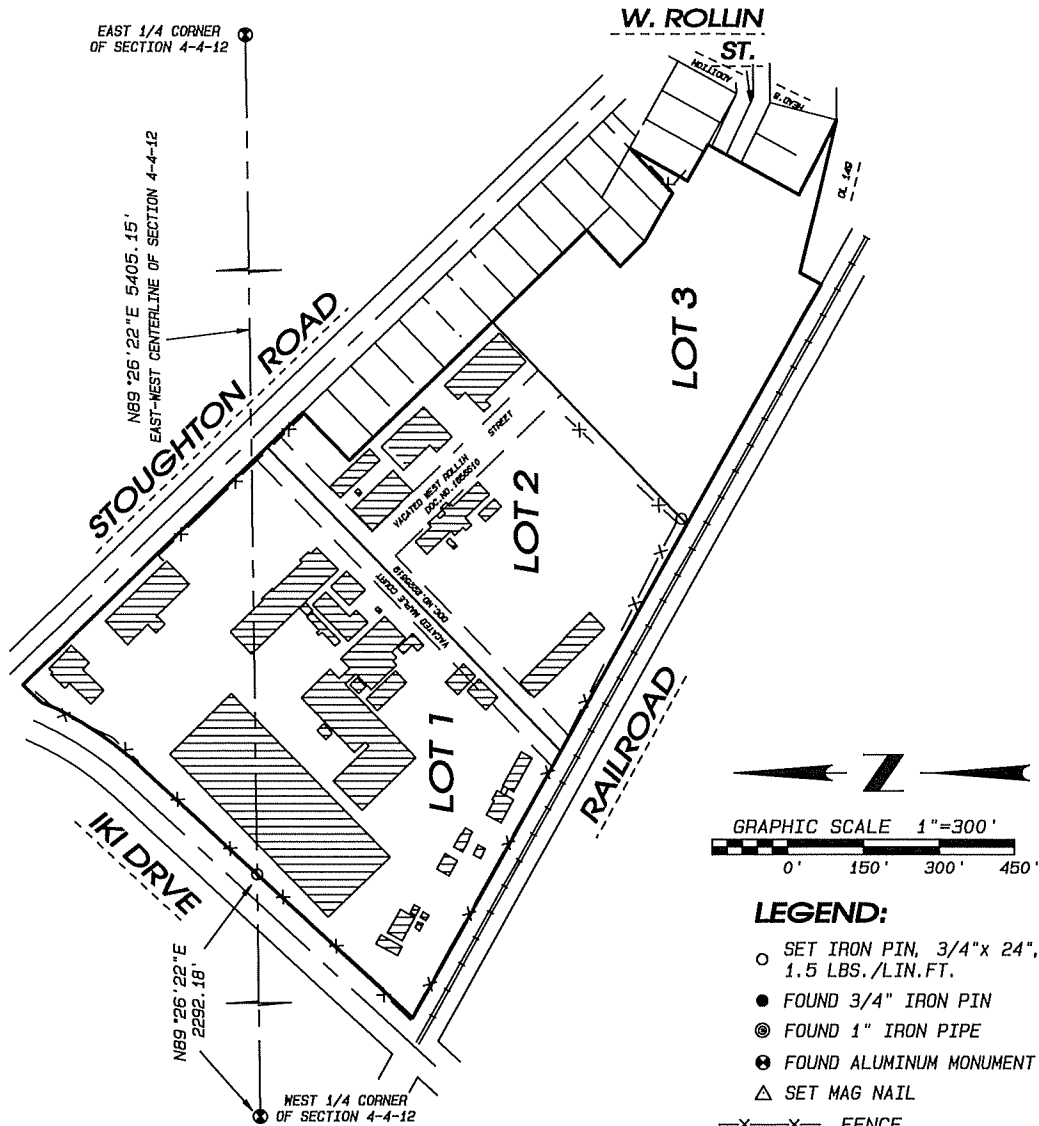
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NOTE: FIELDWORK COMPLETED JANUARY 26, 2023.

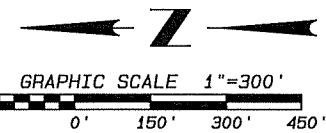
NOTE: ASSUMED N89°26'22"E ALONG THE EAST-WEST CENTERLINE OF SECTION 4-4-12.

NOTE: SEE DOCUMENT NO. 427626 FOR BLANKET-TYPE ELECTRIC EASEMENT.

NOTE: A SURVEY BY DAVID RIESOP DATED 3/18/2020 WAS USED IN RETRACING THE BOUNDARIES FOR THIS SURVEY.

Project No. 122 - 407 For: IKI

SHEET 1 OF \_\_ SHEETS



### LEGEND:

- SET IRON PIN, 3/4" x 24", 1.5 LBS./LIN.FT.
- FOUND 3/4" IRON PIN
- ◎ FOUND 1" IRON PIPE
- ⊙ FOUND ALUMINUM MONUMENT
- △ SET MAG NAIL
- x-x- FENCE
- ▨ BUILDING

**Combs & Associates**

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**TO:** Edgerton Plan Commission

**FROM:** Ramona Flanigan

**MEETING DATE:** March 8, 2023

**GENERAL DESCRIPTION**

**Description of Request:** Petition for approval of a preliminary and final certified survey to create two lots

**Location:** 1201 and 1205 Winston Drive

**Applicant:** Frisoli

**Current Zoning/Land Use:** R-4 Residential District Four/residential (two unit)

**Proposed Lot Sizes:** 5,163 sq ft and 5,134 sq ft

**STAFF REVIEW COMMENTS**

Staff has reviewed the petition for planning issues in accordance with the Edgerton Zoning and Land Division Ordinances and has the following comments:

1. The subject parcel is zoned R-4. There is currently a duplex on the parcel.
2. The petitioner proposes to divide the parcel to create 2 lots so that each side of the duplex and the lot can be sold separately.
3. The proposed lots comply with the lot area and width requirements of the Zoning Ordinance.
4. The petitioner has already paid the parkland fees.

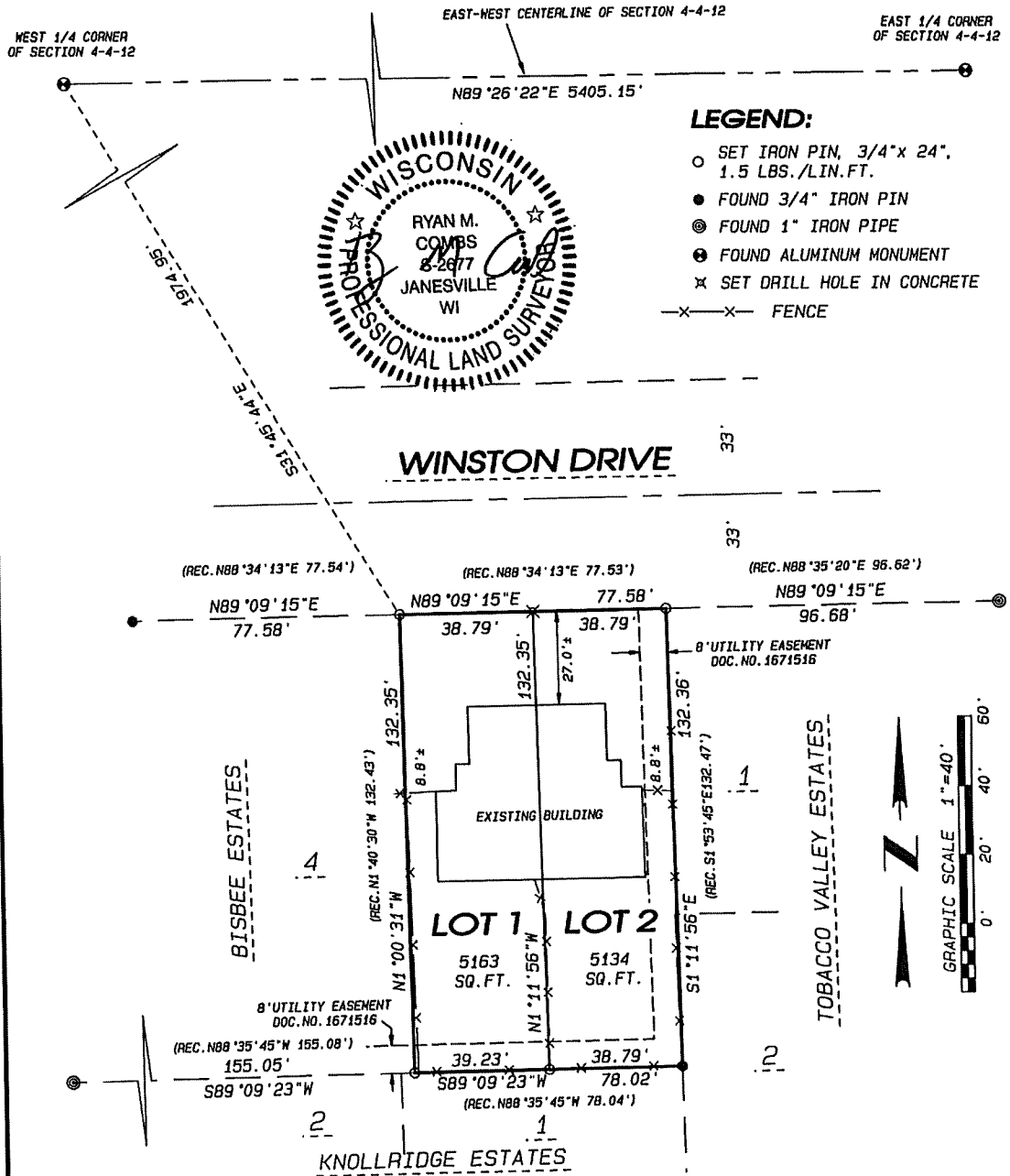
**STAFF RECOMMENDATION**

Staff recommends the Plan Commission recommend approval of the preliminary and final certified survey to create two lots for the parcel located at 1201 and 1205 Winston Drive subject to the following conditions:

1. The final certified survey indicate all easements.
2. The petitioner provides evidence that a maintenance agreement was recorded for the property.
3. The building is constructed in accordance with the building code for zero lot line developments.
4. The petitioner has paid the \$10 platting fee for the one additional lot.

# CERTIFIED SURVEY MAP

LOT 5, BISBEE ESTATES, BEING LOCATED IN THE SW 1/4 OF THE SW 1/4 OF SECTION 4, T.4N., R.12E. OF THE 4TH P.M., CITY OF EDGERTON, ROCK COUNTY, WISCONSIN. FORMERLY BEING PART OF OUTLOTS 62, 64 AND 65 OF THE ASSESSOR'S PLAT OF THE CITY OF EDGERTON.



NOTE: FIELDWORK COMPLETED FEBRUARY 21, 2023.

NOTE: ASSUMED N89°26'22"E ALONG THE EAST-WEST CENTERLINE OF SECTION 4-4-12.

SEE DOC. NO. 418647 FOR POSSIBLE BLANKET-TYPE ELECTRIC EASEMENT. VAGUE DESCRIPTION.

Project No. 123-012 For: FRISOLI SHEET 1 OF 3 SHEETS

**Combs & Associates**

- LAND SURVEYING
- LAND PLANNING
- CIVIL ENGINEERING

109 W. Milwaukee St.  
 Janesville, WI 53548  
 WWW.COMBSURVBY.COM  
 tel: 608 752-0575  
 fax: 608 752-0534

**CITY OF EDGERTON  
ORDINANCE No. 23-07**

**AN ORDINANCE TO AMEND CHAPTER 20.18 "EDGERTON HISTORIC PLAN" IN THE  
CODE OF ORDINANCES, CITY OF EDGERTON ROCK AND DANE COUNTIES,  
WISCONSIN**

Aldersperson           introduced the following Ordinance and moved its adoption:

THE COMMON COUNCIL OF THE CITY OF EDGERTON, ROCK AND DANE COUNTIES,  
WISCONSIN, DO ORDAIN AS FOLLOWS:

Chapter 20.18 "Edgerton Historic Plan" shall be amended as follows:

20.18(1) (a)2.a.i) Except as provided in section 20.18(10)(g), unpainted brick or stone should not be painted or covered. Painting is likely to be historically incorrect and could cause irreversible damage if it is decided to remove the paint at a later date. Brick or stone that has already been painted may be repainted with the approval of the Historic Commission in accordance with 20.17(6). The application to repaint masonry or brick shall include a detailed description of all the procedures proposed to be used to remove the existing paint, or otherwise clean or treat the masonry prior to painting.

20.18(10)(g) Murals.

1. Purpose and intent:

- a. To promote engagement activities that are interactive, educational, and/or cultural tourism opportunities.
- b. To enhance the streetscape in the downtown historic Edgerton area.

2. Definitions.

**MURAL**

A mural is a painting, mosaic, fresco, or other permanent artwork attached or applied directly to the outside of a structure.

3. General Guidelines. All murals require the issuance of a Certificate of Appropriateness from the City of Edgerton Historic Preservation Commission prior to mural installation. The approval process is designed to safeguard the interests of the applicant, the community and the building/property owner. The guidelines are designed to: assure that the murals created under this framework enhance the community's appearance, without causing any negative impact on the historic urban fabric of the downtown buildings; promote public safety and welfare; and enhance the overall downtown area.

4. Specific Prohibitions.

- a. No logos, slogans, or other advertisements. The Commission may consider requests to allow the restoration of original, still visible "ghost murals" listed in section 22.503(1)(m). The rehabilitation work on these ghost mural(s) must meet the Secretary of the Interiors Standards for Rehabilitation.
- b. No overly complicated designs that may confuse drivers or pedestrians
- c. Neon, fluorescent, or reflective type colors are discouraged.

5. Detailed Mural Guidelines and Criteria. Murals will be evaluated on the following criteria:

- a. Relevance of the piece to the building or city, its values, culture, and people.

- i. Natural beauty of the area
  - ii. Edgerton history
  - iii. Local culture, arts or education
  - iv. Inclusive community or hospitality
  - b. Suitability of the work for outdoor display, including its overall durability or longevity.
  - c. Relationship of the work to the site and the community, especially how it serves to activate or enhance the space or public surroundings.
  - d. Appropriateness of the scale of the artwork. Murals should dominate the wall surface, but not overwhelm the local streetscape. Generally, one mural will be permitted per structure
  - e. Visibility and accessibility for the site to the public 24 hours per day.
  - f. Enhancement of the overall public environment and pedestrian streetscape.
  - g. Creation of a place of congregation and activity.
  - h. Establishment of landmarks and neighborhood or downtown historic area gateways.
  - i. Relationship to the adjacent architecture. Murals should not obscure or detract from the significant architectural features of the building structure, nor should the building's architecture be altered to accommodate the mural.
  - j. Mural size shall be determined by the wall surface to be covered.
  - k. Number of murals on the structures. (Generally, one per structure)
6. Construction and Maintenance:
- a. Materials must be for exterior use, such as tile, MDO or marine grade plywood, mosaic, or paints intended for exterior use on the approved area. Materials must be long-lasting and graffiti resistant to the greatest extent possible, with the application of an anti-graffiti coating (sacrificial layer) to protect the original artwork. An example of this type of layer is Graf-X WB Permanent Anti-Graffiti Coating.
  - b. Colors, though vibrant, should be complimentary and harmonious with the exterior colors of the building structure as well as consistent with the chosen theme. A natural color palette with limited bright colors is recommended.
  - c. Installation must be overseen by a qualified artist/muralist with sufficient knowledge and experience with the application of mural materials.
  - d. If the mural requires special lighting or other related construction, then applicable permits will be required.
  - e. The owner shall agree to allow the mural to be left undisturbed for a duration of five (5) years, unless the property is sold. Should sale of the building occur, any modifications to the painted surface must be submitted to the Historic Preservation Commission for approval.
  - f. The building owner shall allow the wall surface to be prepared to assure that the mural will have a long life. This may include surface cleaning and/or wall surface base painting.

This Ordinance shall be in full force and effect after its passage and publication.

Seconded by Alderperson:

Roll Call: Ayes: Noes:

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Christopher W. Lund, Mayor

1st Reading: March 20, 2023

2nd Reading:  
Adopted:  
Published:  
Dated:

\_\_\_\_\_  
Wendy Loveland, City Clerk

STATE OF WISCONSIN)  
                                  )SS.  
COUNTY OF ROCK     )

I, Wendy Loveland, City Clerk, City of Edgerton, Rock and Dane Counties, Wisconsin, do hereby certify that the foregoing is a true and correct copy of the ordinance adopted by the Common Council of the City of Edgerton at its regular meeting the 3rd day of April, 2023.

\_\_\_\_\_  
Wendy Loveland, City Clerk

**CITY OF EDGERTON  
ORDINANCE No. 23-05**

**AN ORDINANCE TO AMEND CHAPTER 29 "REGULATION OF ANIMALS" IN THE  
CODE OF ORDINANCES, CITY OF EDGERTON ROCK AND DANE COUNTIES,  
WISCONSIN**

Aldersperson introduced the following Ordinance and moved its adoption:

THE COMMON COUNCIL OF THE CITY OF EDGERTON, ROCK AND DANE  
COUNTIES, WISCONSIN, DO ORDAIN AS FOLLOWS:

Chapter 29 "Regulation of Animals" shall be amended as follows:

~~((4) KEEPING OF LIVESTOCK, RABBITS, AND FOWL.~~ It shall be unlawful for any person, unless in compliance with Chapter 22, to keep, maintain, or raise farm animals including but not limited to horses, mules, donkey, ponies, cows, pigs, goats, sheep, steers, and fowl, ~~steers, rabbits (except for up to three (3) rabbits kept as pets inside a residential structure), poultry (except for chickens or ducks kept in compliance with Chapter 22), or other animal raised for fur-bearing purposes.~~ It shall be unlawful for any person, for himself or for any person, firm or corporation, to build, erect, maintain, or use on any lot or parcel of land any ~~hog pen or yard, chicken coop or yard, dove cote or other pens, buildings or yards~~ for the purpose of keeping or housing any pigs, rabbits, geese, ducks, doves, chickens of the animals listed in this section (except for chicken and duck enclosures kept in compliance with Chapter 22), ~~or other fowl unless in compliance with Chapter 22.~~

**(5) KEEPING OF CHICKENS RABBITS.**

(a) **REQUIREMENT.** ~~The following must occur before provisions apply to the keeping of any chicken(s) rabbits:~~  
1. No more than a total of six (6) rabbits can be kept either inside or outside of a principal or accessory structure. Unless in conformance with provisions of Chapter 22, rabbits are only allowed on properties having a single family home and only in side and rear yards. Exterior hutches or enclosures for rabbits are not considered accessory structures and must be at least twenty five feet (25') from any residential structure on any adjacent lot. An application for a chicken enclosure permit to construct, erect, alter, remodel or add must be submitted in writing to the Building Inspector. Plans and specifications for all improvements that are in compliance with Section 22.304(5)(z) and pertinent explanatory data should be submitted to the Building Inspector at the time of application. No work or any part of the work shall be commenced until a written permit for such work is obtained by the applicant. The required building permit fee shall accompany such application.

~~2. The Building Inspector must approve the improvements after an inspection of the improvements.~~

(b) ~~PERMIT FEE.~~ \$10.00 per year. (Ord. 15-02)

This Ordinance shall be in full force and effect after its passage and publication.

Seconded by Alderperson:

Roll Call:   Ayes:       Noes:

\_\_\_\_\_  
Christopher W. Lund, Mayor

1st Reading: March 20, 2023

2nd Reading:

Adopted:

Published:

Dated:

\_\_\_\_\_  
Wendy Loveland, City Clerk

STATE OF WISCONSIN)

)ss.

COUNTY OF ROCK)

I, Wendy Loveland, City Clerk, City of Edgerton, Rock and Dane Counties, Wisconsin, do hereby certify that the foregoing is a true and correct copy of the ordinance adopted by the Common Council of the City of Edgerton at its regular meeting the \_\_ day of \_\_\_\_, 2023.

\_\_\_\_\_  
Wendy Loveland, City Clerk

# Edgerton Tourism Commission

JANUARY - DECEMBER, 2022

# MARKETING REPORT

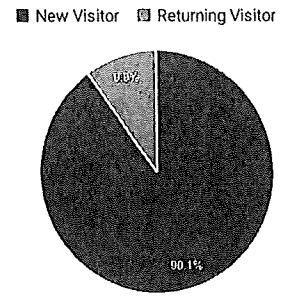
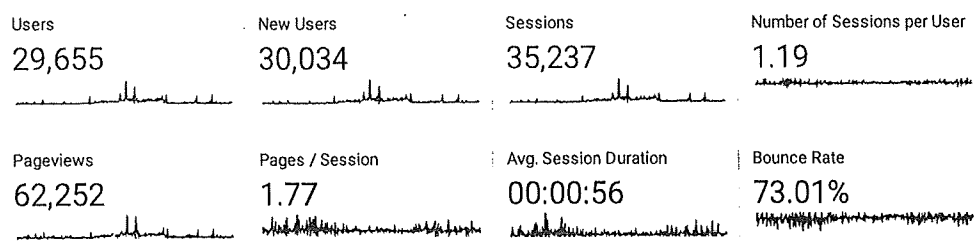
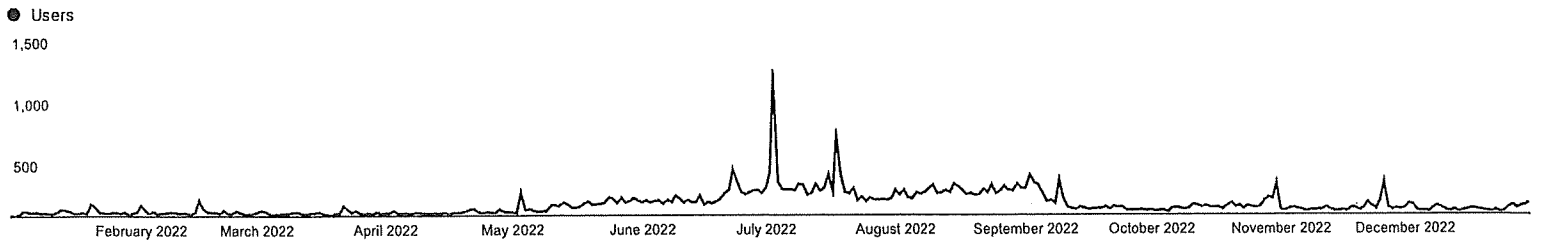


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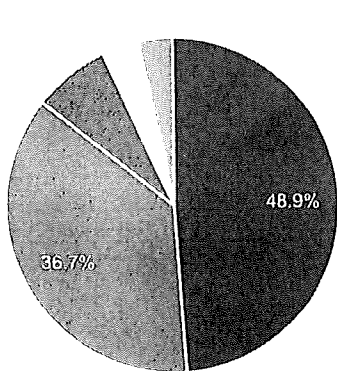


# WEBSITE ANALYTICS

visitedgertonwi.com  
**JANUARY - DECEMBER 2022**



## Aquisition



- Organic Search
- Social
- Direct
- Email
- Referral

Chicago	2,715	8.67%
Milwaukee	2,332	7.45%
Janesville	2,137	6.83%
Madison	1,532	4.89%
Lake Mills	459	1.47%
Whitewater	327	1.04%
Rockford	309	0.99%

## Most Visited Pages

1. Events
2. Play
3. Eat
4. Stay
5. Rock River Threshereee
6. Edgerton Lion's Fireworks
7. Tobacco Heritage Days
8. Chilimania
9. Lake Koshkonong
10. Culvers of Newville

# ADVERTISING/PROMOTIONS

## JANUARY - DECEMBER 2022

### Summer of Fun Giveaway

- Web page created
- Social Media advertising
  - 605 clicks
  - 40,016 reached
  - 333 entries

### Winner from Winnebago, IL

- Lake Life
- Social media
  - 3,984 clicks
  - 93,189 reached
- Spotify Audio
  - 93,970 reached

### Tobacco Heritage Days

- 253 Page Likes
- 7,554 reached



Promote Facebook Page  
- 1,313 Page Likes

### Rock River Thresheree

- Social Media advertising
  - 1,129 clicks
  - 47,350 reached
- Spotify Audio
  - 42,880 reached

### Chilimania

- Social Media advertising
  - 181 clicks
  - 27,400 reached
- Spotify Audio
  - 42,335 reached

### AAA Roadtrip Guide

- 143 leads thus far
- 653 website clicks

### Statepoint Media Story

- Picked up and distributed by 36 Illinois media outlets including the Chicago Star, West Suburban Living and WREX Rockford

### Midwest Golfing Magazine

- Spring - 1/2 page print ad
- Fall - 3/4 page print ad
- Article on golfing in Edgerton

### Visitor Guide

- Editing and revising

### Travel Wisconsin Custom

- Email - Split with Milton
- Photoshoot: Lake Koskoonong, Petit's Lakeview, Anchor, July
- Sent to 75,000+ subscribers
- 1,274 clicks

### Travel Wisconsin Traveler Email

- Promoting Tobacco Heritage Days, July
- 338 clicks

### Travel Wisconsin Social Media

- Promoting Tobacco Heritage Days, July
- 145 clicks

### Photography

- Over 200 new photos added

### Edgerton Destination Video

- Editing and revising
- Highlighting lakes area and festivals
- Produced by Studio 88
- B-roll included
- Use for spring 2023 advertising

### Travel Writers/Influencers

- Dannelle Gay, Traveling Cheesehead
- Cheryl Eugenio, O the Places We Go
- Megan Bannister, Olio in Iowa, Midwest Travel Writers FAM Tour - Travel with Sara, Myles to Travel, Traveling Ted, Hip Grandma, Gleason Family Adventures, Honest & Truly

Experience our unique history, acclaimed festivals and relaxing lakes

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AAA digital and print

EXPLORE MORE AROUND EDGERTON

Plan your visit to an exceptional Wisconsin golf destination

VISIT Edgerton

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Chilimania social media

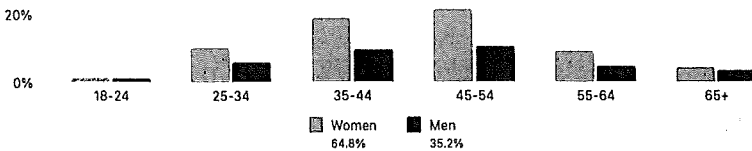
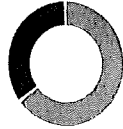
Lake Life social media

# SOCIAL MEDIA

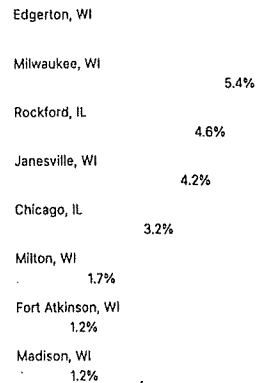
## AUDIENCE

### CURRENT DEMOGRAPHICS

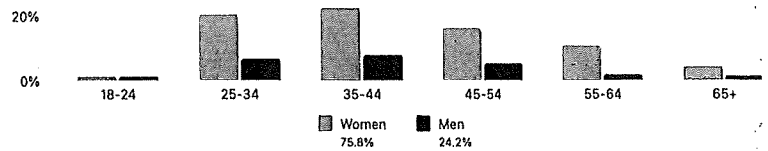
#### Facebook



#### Top cities



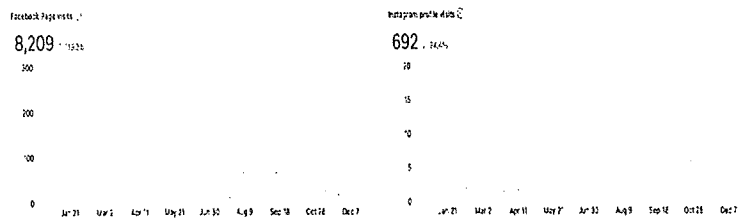
#### Instagram



#### Top cities



### FOLLOWING

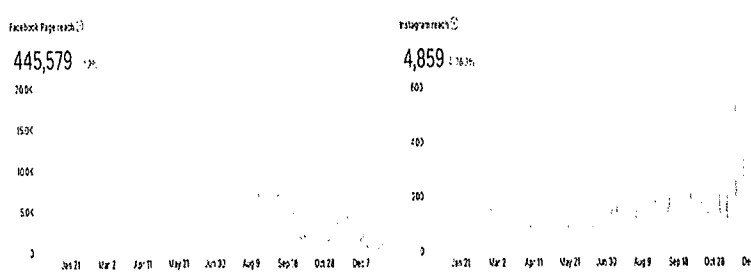


### ENGAGEMENT

- Website to social media integration - finding ways to make it as easy as possible to click on the site i.e. recreation pages, group information pages
- Photo submission page - building a stock of user generated content to increase engaging content and create a larger spread of content for low cost
- Event submission page - creating easy infrastructure to harvest event information straight from organizers to promote inclusion and cut down on staff time

## REACH

### CONTENT REACH



### EMAIL NEWSLETTER

Now-October 30

**Fall Fun at Hermanson Pumpkin Patch**

Bring your whole family and enjoy a crisp fall day at the pumpkin patch! If and your perfect patch is in front of the pumpkin patch, hop on the wagon ride, enjoy the farm, and enjoy more fun than you can have at Hermanson Pumpkin Patch now through October 31!

[Find more event details](#)

**Fall Issue**

- Total audience 909
- 33.9 % average open rate
- 3 % average click rate