

**CITY PLAN COMMISSION**  
**MARSHFIELD, WISCONSIN**  
**Minutes of February 21, 2012**

Meeting called to order by Chairman Meyer at 7:00 PM in the Council Chambers of City Hall Plaza.

**PRESENT:** Mayor Meyer, Ed Wagner, Dan Knoeck, Dave Korth, John Beck, Chris Jockheck and Karen Woodford

**EXCUSED:** None

**ABSENT:** None

**ALSO PRESENT:** Alderman Cummings; City Administrator Barg; Planning and Economic Development Director Angell; Planner/Zoning Administrator Miller; and others.

**PC12-12** Motion by Beck, second by Woodford to recommend approval of the minutes of the January 17, 2012 City Plan Commission meeting.

**All ‘Ayes’ Motion Carried**

**PUBLIC HEARING** – Annexation request by McMillan Grange Mutual Fire Insurance Co. and Monica Guldan for “B-4” General Commercial District Zoning related to a Petition for Direct Annexation for 2.747-acres of land to be detached from the Town of McMillan & annexed to the City of Marshfield; located west of STH 97 (Central Avenue), north of Northridge Street, legally described as: Lots 1 & 2 of Marathon County Certified Survey Map No. 16218, as recorded in Volume 75 of Survey Maps, Page 17 as Document No. 1612132, being part of the SE ¼ of the NW ¼ of Section 33, Township 26 North, Range 3 East, in the Town of McMillan, County of Marathon, State of Wisconsin.

**COMMENTS:** None

**PC12-13** Motion by Jockheck, second by Beck to recommend approval of the annexation request by McMillan Grange Mutual Fire Insurance Co. and Monica Guldan for “B-4” General Commercial District Zoning related to a Petition for Direct Annexation for 2.747-acres of land to be detached from the Town of McMillan & annexed to the City of Marshfield; located west of STH 97 (Central Avenue), north of Northridge Street, legally described as: Lots 1 & 2 of Marathon County Certified Survey Map No. 16218, as recorded in Volume 75 of Survey Maps, Page 17 as Document No. 1612132, being part of the SE ¼ of the NW ¼ of Section 33, Township 26 North, Range 3 East, in the Town of McMillan, County of Marathon, State of Wisconsin, and direct staff to prepare an Annexation Ordinance for Common Council consideration.

**All ‘Ayes’ Motion Carried**

**PUBLIC HEARING** – Rezoning request by First Phoenix Group, LLC., to change the zoning of one parcel from the “B-4” General Commercial district to the “R-4” Low Density Single-Family Residential district on unaddressed land in the 1300 block of West McMillan Street.

**COMMENTS:** Terry Howard, owner and operator of Stony River stated that it has been very apparent that there is a great need for this type of facility. They have spent time touring the country to view award winning Alzheimer’s facilities and have used this information to design this new facility. Typical care facilities only have portions dedicated to memory loss and this entire facility is dedicated to memory loss and has four sections for differing levels of care for different stages of memory loss.

**PC12-14** Motion by Wagner, second by Beck to recommend approval of the rezoning request by First Phoenix Group, LLC., to change the zoning of one parcel from the “B-4” General Commercial district to the “R-4” Low Density Single-Family Residential district on unaddressed land in the 1300 block of West McMillan Street and direct staff to prepare an ordinance for Common Council consideration.

**All ‘Ayes’ Motion Carried**

**PC12-15** Motion by Korth, second by Jockheck to recommend approval of the Master Sign Plan request by Napa Auto Parts for property located at 3716 Downwind Drive East with an exception to allow the wall sign to not face the adjacent right-of-way.

**All ‘Ayes’ Motion Carried**

Planner/Zoning Administrator Miller presented a summary of 2011 development-related activity and Plan Commission actions. This was an information item only.

The City Plan Commission discussed amendments to the Municipal Sign Code:

- Jockheck referenced written comments that he provided earlier. He has three major issues: electronic message boards, lighted signs facing residential, and large lots with multiple businesses on one lot. Most other issues are minor that come to the Plan Commission. The Plan Commission has not turned down staff recommendations so he sees no need for Plan Commission to continue to review many of these items. The Planner/Zoning Administrator should be given leeway to approve on his own.
- Korth would like to see staff finish the zoning code update first to see if that impacts signs in any way. He also agrees that he trusts staff to approve many of the items that come to Plan Commission.
- Wagner feels the Plan Commission may be able to create a consent agenda for items that are routine. This allows for approval of items in one single motion but also give the Plan Commission an opportunity to pull out an item if need be.
- Mayor Meyer stated that the sign code is very detailed and opening it up could be Pandora’s box. He feels a consent agenda makes sense but may need to set some parameters to allow staff some flexibility to approve slight variations in sign code requirements. Hot button items like reader boards and lighted signs facing residential should probably come to the Plan Commission.
- Wagner suggested that we could easily develop administrative rules to address some of these items as long as State Statutes don’t require the Plan Commission to take action of certain items.
- Beck questioned if State Statutes require a vote of the Plan Commission, does a consent agenda cover this. Yes.

Planner/Zoning Administrator Miller reported that the draft zoning code is ready for presentation to the Plan Commission. The consultant will attend a special meeting to review the highlights. This meeting will be held on Tuesday, March 6, 2012 at 6:30 PM.

Motion by Beck, second by Jockheck that the meeting be adjourned at 8:02 PM.

**All ‘Ayes’ Motion Carried**