SPECIAL CITY PLAN COMMISSION
MARSHFIELD, WISCONSIN
MINUTES OF JUNE 18, 2013

Meeting called to order by Chairman Meyer at 6:05 PM in the Council Chambers of City Hall Plaza.

PRESENT: Mayor Meyer**,** John Beck, Ken Wood, Ed Wagner, Chris Jockheck and Karen Woodford
EXCUSED: Dan Knoeck
ABSENT: None
ALSO PRESENT: City Administrator Barg; Planning & Economic Development Director Angell; Planner/Zoning Administrator Miller; Planning Intern Schroeder; and others.

Discussion was held on the Draft Sign Code:

Miller presented an overview of the various sections of the draft code, focusing on the major changes.

- Sign allowance is now based on a combination of uses and zoning.
- Setbacks are now reduced to 5 feet for all freestanding signs, excluding billboards.
- Free standing signs may be up to 100 SF instead of 80 SF, but that area would include electronic message centers and changeable copy signs.
- On-premise directional signs are increased to 5 feet in height and 8 SF.
- Limiting the timing of the display change for electronic message centers.
- More restrictive criteria for alternative sign permits, including increased application fee.
- More flexibility for non-conforming sings.
- Removed the section of the old code that called out specific requirements for the Veteran's Parkway and Downtown corridors.
- Larger highway signs along Highway 10.
- More user friendly code.

Staff will be working with MACCI and Main Street Marshfield to set-up and conduct public informational meetings in July to gather feedback from the business community. Based upon the feedback staff receives, and the changes that are necessary, staff will then prepare a final draft that can be presented to the Plan Commission in July or August for a public hearing.

Motion by Beck, second by Wagner that the meeting be adjourned at 7:05 PM.
All 'Ayes' Motion Carried

Jason Angell, Honorary Secretary
CITY PLAN COMMISSION