

**CITY PLAN COMMISSION  
MARSHFIELD, WISCONSIN  
MINUTES OF JANUARY 20, 2015**

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

**PRESENT:** Ed Wagner, Laura Mazzini, Rich Reinart, John Beck, Ken Wood, Bill Penker

**EXCUSED:** Mayor Meyer (but arrived at 8:14 PM)

**ABSENT:** None

**ALSO PRESENT:** Director of Public Works Knoeck; Planning & Economic Development Director Angell; City Planner Miller; Library Director Belongia; Angela Eloranta – Main Street Marshfield; the media; and others.

**PC15-01** Motion by Beck, second by Wood to recommend approval of the minutes of the December 15, 2014 City Plan Commission meeting.

**Motion Carried**

**PC15-02** Motion by Penker, second by Reinart to recommend approval of Resolution No. 2015-03, vacating and discontinuing the 16 foot wide alley east of Maple Avenue, lying north of East Second Street and south of Veterans Parkway, and that portion of East First Street lying west of the west line of Cedar Avenue, all within Block F of the Village (now City) Plat of Marshfield and the First Addition to the Village (now City) Plat of Marshfield, and located in the SE ¼ of the NW ¼ of Section 8, Township 25 North, Range 3 East, City of Marshfield, Wood County, Wisconsin, and refer to the Common Council for consideration.

**Motion Carried**

City Planner Miller gave a brief overview of the Downtown Master Planning process and presented a layout of the plan document.

- Reinart, representing Lamar Outdoor Advertising, stated that they are willing to work with the City to work out a strategy for relocating billboards from downtown. Currently there are five sign faces downtown and two have perpetual easements. They could possibly look at relocating sign faces from downtown to areas where they are allowed.
- Penker stated that Strategies 1 through 4 have been cited in several documents historically which indicate the high priority and something that needs to be addressed in the short term. The image of downtown can become the image of the City. Currently the image is harsh with too much hard surfacing.
- Wood asked if Central Avenue used to have a grassy area downtown and remembers it to have more plantings and landscaping.
- Beck feels that the downtown is well used and better than many in our surrounding area.
- Reinart feels gateways are important to convey the sense of the downtown. Penker added that the gateway needs to be addressed boldly and rapidly and need to focus on what is our brand for downtown.
- Beck stated that snow removal needs to be kept in mind and that bike racks, lockers, etc. make snow removal difficult and should be removed in winter.

- Penker feels signed and marked bike routes are needed on appropriate streets to get bikes in and through downtown and feels this could probably be done in 18 months.
- Mazzini – with regard to Strategy 3. 1., the park should promote social activities, be inviting, and attractive to encourage people to hang out.
- Beck - likes park idea because of close proximity to Chestnut Center.
- Penker - Item 1 and 2 under Strategy 3 are closely related. He would like to see preliminary work done concurrent with the library project.
- Wood – questioned if we could encourage more use of Veterans Park.
- Penker – feels Strategy 9 is redundant - these items are already covered in Chapter 18 of the Municipal Code, feels 9 could be eliminated.
- Wood - feels an updated survey would be in order. There have been changes since the last survey was done. Also, if a building is taken down and something new built, it must fit in the context of an historic downtown.
- Reinart - Strategy 10 - hate to be too restrictive by changing the zoning code that we end up discouraging development
- Wood - business open hours are only when people are at work. We should encourage businesses to stay open longer.
- Beck – mentioned that parking downtown is limited on Central Avenue. Parking in the back is available but back alley entrances are not that inviting.
- Andy Weigel, owner of property at 301 East Second Street, is exploring options for converting property to commercial, perhaps a coffee shop, food or other commercial use. The draft plan shows his property is a residential district as opposed to a mixed use.
- Knoeck pointed out that Task 1 under Strategy 1 should include a maintenance plan for the additional landscaping and street furnishings. To date, maintenance of flower beds has been accomplished through volunteers.
- Penker – found no reference in the plan to hotel/conference center as anchor and a catalyst for future development downtown. Also, he would like to see something being done by the downtown to discuss how the downtown would deal with the consequences of a disruption of service to the retail, food service or lodging on the north end due to fire, natural disaster or corporate closing. Also, an assessment of the effects of a fire sprinkler ordinance on the downtown business area is something that should be accomplished in case the ordinance discussion comes back.

Commissioner Penker nominated Commissioner Mazzini as the non-elected Plan Commissioner to the CIP Administrative Committee. Mazzini declined the nomination.

Commissioner Mazzini nominated Commissioner Beck as the non-elected Plan Commissioner to the CIP Administrative Committee. Beck was approved without objection.

**Staff Updates:**

- The Plan Commission training session is scheduled for Wednesday, January 21, 2015 at 6:30 PM.

Motion by Wood, second by Mazzini that the meeting be adjourned at 8:45 PM.

**Daniel G. Knoeck, Secretary**  
**CITY PLAN COMMISSION**