



CITY OF MARSHFIELD

MEETING NOTICE

PLAN COMMISSION
CITY OF MARSHFIELD, WISCONSIN
TUESDAY, January 21, 2014
Council Chambers Lower Level, City Hall Plaza
7:00 p.m.

- 1. Call to Order. - Chairman Meyer.
2. Roll Call. - Secretary Knoeck.
3. Approval of Minutes. - December 10, 2013 Meeting
4. Municipal Code Amendment to repeal and re-enact Chapter 18, Article VIII, Landscaping Requirements, of the City of Marshfield Municipal Code.
5. Conditional Use Request by the Villas at Marshfield on behalf of University of Wisconsin - Marshfield/Wood County to amend the landscape plan and the site plan to move the 24 unit student housing complex (Institutional Residential Apartment) and parking area approximately 70 feet to the east, located at 2313 West 5th Street, zoned "CD" Campus Development District.
6. Alternative Sign Application Update by Jim Pathos to discuss exceeding the total sign area and height allowance of an existing nonconforming sign and consideration of allowing a second freestanding sign, located at 1613-1635 North Central Avenue (Festival Foods property), zoned "CMU" Community Mixed Use District.
7. Summary of 2013 Development-Related Activity and Plan Commission Actions.
8. Appointment of Non-Elected Plan Commissioner to the CIP Administrative Committee.
9. Adjourn.

Posted this 16TH day of January, 2014 at 4:00 PM by Daniel G. Knoeck, Secretary, City Plan Commission

For additional information regarding items on the agenda, please contact Jason Angell, Director of Planning & Economic Development at 715.486.9139 or Josh Miller, Planner/Zoning Administrator at 715.486.2075.

NOTE

It is possible that members of and possibly a quorum of other 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 referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Mary Anderson, Public Works Department at 630 South Central Avenue or by calling (715) 387-8424.

**CITY PLAN COMMISSION
MARSHFIELD, WISCONSIN
MINUTES OF DECEMBER 10, 2013**

Meeting called to order by Chairman Meyer at 6:30 PM in the Council Chambers of City Hall Plaza.

PRESENT: Mayor Meyer, Dan Knoeck, Ken Wood, Ed Wagner, John Beck, and Chris Jockheck (arrived at 6:33 PM)

EXCUSED: Woodford

ABSENT: None

ALSO PRESENT: Aldermen Feirer, Stauber, Buttke, Hendler & Earll; City Administrator Barg; Planning & Economic Development Director Angell; Planner/Zoning Administrator Miller; Planning Intern Schroeder; City Engineer Turchi; Library Director Belongia; and others.

PC13-77 Motion by Wagner, second by Wood to recommend approval of the minutes of the November 19, 2013 City Plan Commission meeting.

All 'Ayes' Motion Carried

PUBLIC HEARING – Rezoning request by Patrick Zimmerman to change the zoning from “SR-4” Single-Family Residential District to “MR-12” Multi-Family Residential District, located at 913 West North Street.

COMMENTS:

- Jake Bernarde, 919 West North Street, stated he was initially not opposed to the project when he got the letter but seeing the drawing with the hard surface up against his back yard, he is now not in favor of the zoning change.
- Judy Schmidt, 907 West North Street, lives on the opposite side of the parcel from Mr. Bernarde, stated she is also opposed to the zoning change.

Alderman Wagner stated that his biggest concern is that there would not be a conditional use required that could address some of the neighborhood concerns and he also sees some difficulty with this being in the middle of the block.

PC13-78 Motion by Jockheck, second by Wood to recommend following staff recommendation and deny the rezoning request of Patrick Zimmerman to change the zoning from “SR-4” Single-Family Residential District to “MR-12” Multi-Family Residential District, located at 913 West North Street.

All 'Ayes' Motion Carried

PUBLIC HEARING - Conditional Use Request by Verizon Wireless to construct a Telecommunication Equipment Shelter, exceeding the 360 square feet total site allowance by 284 square feet (the existing shelter is 334 square feet plus the proposed shelter is 310 square feet for a total of 644 square feet), located in the 700 Block of West Doege Street, east of the existing equipment shelter (Grant Mini Park), zoned “SR-6” Single Family Residential District.

COMMENTS:

- Will Alt, stated he is here on behalf of Verizon to address any questions.

PC13-79 Motion by Beck, second by Wagner to recommend approval of the Conditional Use Request by Verizon Wireless to construct a Telecommunication Equipment Shelter, exceeding the 360 square feet total site allowance by 284 square feet (the existing shelter is 334 square feet plus the proposed shelter is 310 square feet for a total of 644 square feet), located in the 700 Block of West Doege Street, east of the existing equipment shelter (Grant Mini Park), zoned “SR-6” Single Family Residential District, subject to the following conditions:

1. The equipment shelter shall be limited to 310 square feet in area.
2. The equipment shelter shall be setback a minimum of 25’ from West Doege Street.
3. The equipment shelter shall be screened with a vinyl fence and arborvitae shrubs, as depicted on the site plan, within 6 months of the shelter being constructed.
4. The construction of the shelter must be completed within 1 year of approval.

All ‘Ayes’ Motion Carried

Motion by Jockheck, second by Wagner that the meeting be adjourned at 6:44 PM.

All ‘Ayes’ Motion Carried

Daniel G. Knoeck, Secretary
CITY PLAN COMMISSION



City of Marshfield Memorandum

TO: Plan Commission
FROM: Josh Miller, Planner/Zoning Administrator
DATE: January 21, 2013

RE: Municipal Code Amendment to repeal and re-enact Article VIII,
Landscaping Requirements, of the City of Marshfield Municipal Code.

Background

The new zoning code became effective on January 1, 2013 and consists of over 200 pages of new regulations including new districts, uses, and a new zoning map. As new developments and proposals are reviewed by staff, it gives us an opportunity to see the relationship between the Municipal Code requirements and the physical impact of a development. The new zoning code is an improvement in many areas over the previous code, however, it is not perfect and staff will likely continue to make recommendations on improvements as we move forward.

Throughout the review process of development projects, staff is finding the landscape requirements are difficult to understand and very excessive in areas. Some of these developments include McDonalds, UW Housing Project, and the Heritage Drive Apartments. All three of these developments had an extremely difficult time meeting all of the landscape requirements. Many did not understand how to read Article VIII and what was required of them. Each developer submitted multiple plans, which staff spent countless hours reviewing and noting landscape requirements not met. The proposed change for this amendment is a complete repeal and re-enactment of Article VIII, Landscape Requirements. These changes will allow a developer to be more flexible with the type, location and quantity of landscape plantings. The proposed changes will also make Article VIII easier to follow and calculate the landscape requirements.

Analysis

The following is a list of proposed changes made to Article VIII, Landscape Planting Requirements:

- The specific landscape was changed throughout the Article to be more precise of what the code requires.
- No longer required a minimum percent for every landscape plant category

- for street frontage and parking areas. The parking area street frontage landscaping is to be left for the developer to decide.
- Cleaned up the bufferyard requirements so it is easier to read and follow. It also does not require as much as the existing code.
 - Bufferyards landscaping of 0.5 opacity or greater shall have 50% of the required points coniferous trees or shrubs
 - Plants drip line within required front yard (or street side yard) setback shall count toward meeting the minimum requirements for street landscaping, instead of limiting it to 10 feet from right-of-way.
 - Single and two-family residential uses, DMU and RH-35, Agricultural uses, Accessory uses and structures, vertical additions to existing structures, Essential services, Temporary uses, fences, small additions are exempt from landscape requirements.
 - LI and GI development is exempt from street frontage and parking landscape requirements when not adjoining residential or commercial districts.
 - Energy production land uses and structures, new parking areas of 1,200 square feet or less, Migrant employee housing, Small scale public services and utilities, and Community living arrangements (1-8 residents) are exempt from street frontage and landscape requirements.
 - Evened out the landscaping points which encourages ornamental trees and makes categorizing a plant species much easier.
 - Removed “use sparingly” tree types and just have a table for prohibited species.
 - Simplified the installation guidelines.
 - Remove the standards for rain gardens and bioswales.
 - Points allocated to plants that are located within multiple required landscape areas may be prorated to count towards each requirement provided the minimum requirement is met for each.
 - Required landscaping for one landscape area may not be double counted towards meeting the requirements for a different landscape area.
 - Bufferyards are not required where additions to existing buildings or paved area are not visible from abutting properties eligible for buffering.
 - New structure or parking additions must either meet the required bufferyard setback for the required opacity or the setback of the existing façade or parking area facing the abutting property, whichever is more permissive.
 - Existing developed areas may continue to be utilized at their present location.
 - Required landscape points and fences shall be placed to provide screening between the addition and the abutting property when feasible.
 - Establish a reasonable minimum standard that can always be increased by the developer or by the Plan Commission through the Conditional Use Permit review process or conditions of rezoning.
 - An abutting property owner may provide the required bufferyard through a

- written agreement recorded with the Register of Deeds.
- An abutting property owner may also agree to waive the bufferyard requirement through an agreement recorded with the Register of Deeds.
 - A threshold for requiring a landscaped architect has not been established. Only require a knowledgeable landscape designer. The Plan Commission may wish to establish limit on the number of points before a landscape architect is required.

Plan Commission Options

The Plan Commission can make the following recommendations:

1. Approval of the request with any exceptions or conditions the Commission feels are justifiable and applicable to the request.
2. Denial of the request with justification stated by the Plan Commission.
3. Table the request for further study.

Recommendation

APPROVE the proposed amendment to repeal and re-enact Article VIII, Landscaping Requirements, of the City of Marshfield Municipal Code and direct staff to prepare the ordinance for Common Council consideration.

Attachments

1. Draft Article VIII, Landscape Planting Requirements

Concurrence:



Jason Angell
Planning and Economic Development Director



Steve Barg
City Administrator

Article VIII: Landscape Planting Requirements

Section 18-130: Purpose

The purpose of this Article is to establish landscape requirements and other regulations intended to preserve and maintain vegetation. It also seeks to promote the installation of additional landscape plants in a manner that promotes the natural resource protection, aesthetic, and public health goals of the City.

Section 18-131: Applicability

- (1) The requirements of this Article shall not apply retroactively to existing buildings, structures, or parking areas.
- (2) Any new development that is not exempt from the landscape requirements shall provide installation of landscape plants in accordance with the regulations of this Article, including expansions of existing buildings and parking areas. In the case of expansions, only the new portion of building or parking area shall provide landscaping per the requirements of this Article.
- (3) Exceptions to the requirements of this Article may be granted through a conditional use permit. The applicant shall demonstrate a hardship (excluding financial hardship) that justifies exception.
- (4) The Plan Commission may require additional landscaping as part of a conditional use permit, rezoning, or similar approvals (such as conditions in a Campus District Plan) to minimize conflicts with adjacent uses.
- (5) The following are exempt from the landscape requirements in Section 18-133 (2), (3), and (4), unless otherwise required as part of a conditional use permit, rezoning, or similar approvals (such as conditions in a Campus District Plan).
 - (a) Single family uses.
 - (b) Two family uses.
 - (c) Properties within the Downtown Mixed Use and Rural Holding districts.
 - (d) Agriculture uses.
 - (e) Accessory structures and new additions to buildings of 1,200 square feet in area or less.
 - (f) Accessory uses and structures (not including migrant employee housing, on-site parking, or accessory structures over 1,200 square feet in area).
 - (g) Vertical additions to existing structures.
 - (h) Telecommunication land uses (excluding equipment shelters).
 - (i) Essential services.
 - (j) Temporary uses.
 - (k) Fences.
- (6) The following are exempt from the landscape requirements in Section 18-133 (2) and (3), unless otherwise required as part of a conditional use permit, rezoning, or similar approvals (such as conditions in a Campus District Plan).
 - (a) Development in the Light Industrial and General Industrial districts when not adjoining residential or commercial zoned property.
 - (b) New parking areas of 1,200 square feet or less.

- (c) Energy production land uses and structures.
- (d) Migrant employee housing.
- (e) Small scale public services and utilities.
- (f) Community living arrangements (1-8 residents)

Section 18-132: Landscape Planting Plan

The applicant shall provide a landscape planting plan for all development requiring landscaping. The plan should be prepared by a knowledgeable landscape designer and depict the following unless waived by the Zoning Administrator:

- (1) Plan should be drawn at a reasonable scale to clearly delineate the proposed landscape improvements.
- (2) A scale, north arrow, existing property lines, vision triangles and easements.
- (3) The ground area coverage of the existing building(s) and the proposed building(s) in square feet.
- (4) The total frontage of the existing and proposed building(s) in linear feet.
- (5) The total lot area in square feet and also in acres.
- (6) The total number of existing and proposed parking stalls and new additional parking area in square feet (including circulation areas).
- (7) The existing landscaping to be removed, showing species and size.
- (8) Existing landscaping to remain including species, size (at installation or maturity), number, and number of landscape points (per Figure 18-134(a)).
- (9) Proposed landscaping meeting the requirements of this Article including species, size (at installation or maturity), number of plants, and number of landscape points (per Figure 18-134(a)).

Section 18-133: Landscape Planting Requirements

Landscape plants shall be provided based on the following requirements for street frontages, parking areas, and bufferyards.

- (1) General Requirements.
 - (a) These requirements are additive to each other and any other landscape or screening requirements in this Article.
 - (b) For new and redevelopment (not including additions to buildings or expansions to parking areas) landscape planting point values may be doubled for existing landscape plants that are retained and protected with the development of the site.
 - (c) In calculating the number of required landscape points under the provisions of this Article, all areas and distances which required calculations shall be prorated calculations and rounded up to the nearest whole number. Any partial plant derived from the required calculations of this Article shall be rounded up to the next whole plant (for example: 23.3 large trees would be rounded up to 24 large trees).
 - (d) Required landscaping for one landscape area may not be double counted towards meeting the requirements for a different landscape area (for example: required landscaping for one bufferyard may not be counted towards the minimum requirements for another bufferyard, parking area, or street frontage).
 - (e) Points allocated to plants that are located within multiple required landscape areas (such as a tree along the street frontage that is also within the bufferyard) may be prorated to count towards each requirement (for example: a large tree worth 40 points located within the bufferyard and

along the street frontage, 20 points could count towards the bufferyard and 20 points could count towards the street frontage) provided the minimum requirements for each landscape area are still met.

- (f) Utility Easements. Landscape materials, fences and berms located within a duly recorded utility or a pedestrian easement may only count toward meeting the landscape requirement if authorized otherwise by the City and applicable utilities. The width of such areas may be counted as part of a landscape requirement.
 - (g) Other Open Space Areas. Open space areas not used for landscape plantings other than natural resource protection areas shall be graded and seeded or sodded with an acceptable maintainable turf grass, restored to native vegetation, or maintained in crop production if already being farmed. Mulch of plantings or planting beds is acceptable provided that such mulching consists of organic or natural materials.
- (2) Street Frontages.
- (a) For every 100 linear feet of street frontage of a developed lot abutting a public street, the landscape plants installed shall at a minimum meet the number of landscape points specified in Figure 18-133(a).
 - (b) Plantings shall generally be dispersed along the street frontage.
 - (c) Street frontage landscaping shall be placed so that any edge of the plants mature drip line is located within the required front/street side yard for the underlying zoning district or if permitted, within the public right-of-way.
 - (d) Landscape plants shall not impede vehicle or pedestrian visibility. See Section 18-102.
 - (e) For new structure additions where the minimum landscape requirement is not being met, landscape points shall be based on the linear frontage of the addition visible from a public street measured parallel to the right-of-way line.
 - (f) If the street frontage landscaping already meets the requirements for the existing and new development, no additional landscaping is required.
 - (g) The City may allow the street frontage landscape plants to be placed within the right-of-way. Installation of plants within the right-of-way must follow the requirements of the Public Works Department.
- (3) Parking Areas (including circulation and loading areas).
- (a) For every 20 off-street surface parking stalls or 10,000 square feet of parking area including circulation and loading areas (whichever yields the greater landscape requirement), landscape plants shall at a minimum meet the number of landscape points specified in Figure 18-133(a).
 - (b) Plantings shall generally be dispersed adjacent to or throughout the parking areas.
 - (c) Parking area landscaping shall be placed so that at maturity, any portion of the plant's drip line or the edge of an interior parking landscape area (trees, perennials and/or shrubs) is located within 10 feet of the parking area. Landscape parking areas do not have to be provided in one contiguous area.
 - (d) Parking Lot Design.
 1. Parking spaces must be broken up by a landscaped island/peninsula at the rate of one island/peninsula for each linear row of 12 parking spaces for single-row, or for each 24 parking spaces in double row configurations. Parking rows with cart returns are allowed up to 16 parking spaces for single-row, or 32 parking spaces for double row configurations (cart return areas are not counted as parking spaces).

2. All landscaped islands/peninsulas with trees shall have a minimum width of 7 feet as measured from the back of the curb or edger.
 3. All landscaped islands/peninsulas without trees, but planted with shrubs and/or perennials, shall have a minimum width of 3 feet measured from the back of the curb or edger.
- (e) For new additions to parking areas, landscape points shall be based on the number of new additional parking stalls or the square footage of new parking area added (whichever yields the greater landscape requirement).
- (4) Bufferyards. A bufferyard is a combination of distance and a visual buffer or barrier. It includes an area, together with the combination of plantings, berms and fencing that are required to eliminate or reduce existing or potential nuisances (e.g. dirt, litter, noise, glare, signs, and incompatible land uses, buildings, or parking areas).
- (a) The required level of bufferyard opacity is listed in Figure 18-133(b). Detailed bufferyard requirements are listed in Figure 18-133(c). Opacity is a quantitatively-derived measure which indicates the degree to which a particular bufferyard screens the abutting property. The required level of opacity indicated is directly related to the degree to which the potential character of development differs between different zoning districts.
 - (b) Bufferyards shall be located along (and within) the outer perimeter of a lot wherever two different zoning districts abut one another or along abutting properties eligible for buffering according to Article III or Figure 18-133(b). The bufferyard with the greatest opacity applies.
 - (c) Bufferyards are not required along public rights-of-way unless otherwise required in Article III.
 - (d) Bufferyards are not required for existing development.
 - (e) Existing developed areas may continue to be utilized at their present location.
 - (f) Required landscape points and fences for new development shall be placed to provide screening between the new development and the abutting property.
 - (g) Plantings shall generally be dispersed throughout the required or provided bufferyard.
 - (h) Bufferyard fencing.
 1. Bufferyard fencing shall be placed within the required or provided bufferyard along the perimeter of the abutting properties eligible for buffering
 2. Bufferyard fencing may be required to extend into the required front yard based on the parking configuration but may not encroach into the 10 foot setback from the public right-of-way.
 3. Bufferyard fencing in street side yards may not encroach into the 3 foot setback from the public right-of-way.
 - (i) The visual screening for bufferyards, without a structural solid fence and a required opacity greater than 0.4, shall have at least 50% of the required landscape points be a combination of coniferous species, either shrubs and/or trees.
 - (j) Bufferyard requirements for new structure and parking additions. Bufferyards are not required where additions to existing buildings or paved areas are not visible from abutting properties eligible for buffering.
 1. For structure and parking additions parallel to or extending closer to an abutting property eligible for buffering, landscape points shall be based on the linear frontage of the addition visible from abutting properties measured parallel along the property line.
 2. New structure additions must either meet the required bufferyard setback for the required opacity or the setback of the existing façade facing the abutting property, whichever is more permissive.

3. New parking area additions must either meet the required bufferyard setback for the required opacity or the setback of the existing parking area facing the abutting property, whichever is more permissive.
 4. Required landscape points and fences for additions shall be placed to provide screening between the new addition and the abutting property when feasible.
- (k) Use of Required Bufferyard and Landscaped Areas. Any and all required bufferyards or landscaped areas may be used for passive recreation activities. Said areas may contain pedestrian, bike or equestrian trails provided that no required plant material is eliminated; the total width of the required bufferyard, and the total area of required landscape planting, is maintained; and all other regulations of this Chapter are met. No parking stalls, buildings, or outdoor display of storage of materials shall be permitted. Paving in such areas shall be limited to access to, through, or across the subject property.

Figure 18-133(a): Landscape Planting Requirements

Calculation of Landscape Points		Landscape Components	
		Street Frontages	Parking Areas
		Points per 100 linear feet of street frontage	Greater of: points per 20 parking stalls or 10,000 square feet of paved area
Zoning Districts	Rural Holding (RH-35)	0	0
	Single Family Residential (SR-2)	40	60
	Single Family Residential (SR-3)	40	60
	Single Family Residential (SR-4)	40	60
	Two Family Residential (TR-6)	40	60
	Multi-Family Residential (MR-12)	40	60
	Multi-Family Residential (MR-24)	40	60
	Mobile Home Residential (MH-8)	40	60
	Neighborhood Mixed Use (NMU)	40	60
	Community Mixed Use (CMU)	40	60
	Urban Mixed Use (UMU)	20	50
	Downtown Mixed Use (DMU)	0	0
	Campus Development (CD)	40	60
	Research and Development (RD)	40	60
	Industrial Park (IP)	40	60
Light Industrial (LI)	20	50	
General Industrial (GI)	20	40	

Side Note: Figure 18-133(a) above is a chart to help calculate the minimum landscape points required per zoning district for street frontage and parking areas. The points listed under the street frontage column are the number of points required per 100 feet of street frontage. The points listed under the parking area column are the number of required points per 20 parking stalls or 10,000 square feet of parking area, whichever is greater.

Figure 18-133(b): Required Bufferyard Opacity Values

Apply the required opacity value from this Figure to Figure 18-133(c) and select the most appropriate bufferyard option. Note that certain land uses, conditional uses, and planned development projects may have more stringent bufferyard requirements.		Abutting Property's Zoning District:																		
		RH-35	SR-2	SR-3	SR-4	SR-6	TR-6	MR-12	MR-24	MH-8	NMU	CMU	UMU	DMU	CD	RD	IP	LI	GI	PD
Subject Property's Zoning District:	Rural Holding (RH-35)																			
	Single Family Residential (SR-2)	0																		
	Single Family Residential (SR-3)	0	0																	
	Single Family Residential (SR-4)	0	0	0																
	Single Family Residential (SR-6)	0	0	0	0															
	Two Family Residential (TR-6)	0	0	0	0	0														
	Multi-Family Residential (MR-12)	0	.4	.4	.4	.4	.4													
	Multi-Family Residential (MR-24)	0	.5	.5	.5	.4	.4	0												
	Mobile Home Residential (MH-8)	0	.5	.5	.5	.4	.4	.2	.2											
	Neighborhood Mixed Use (NMU)	0	.4	.4	.4	.4	.4	.3	.3	.2										
	Community Mixed Use (CMU)	0	.5	.5	.5	.5	.5	.4	.4	.4	0									
	Urban Mixed Use (UMU)	0	.4	.4	.4	.3	.3	.2	.2	.2	0	0								
	Downtown Mixed Use (DMU)	0	0	0	0	0	0	0	0	0	0	0	0							
	Campus Development (CD)	*	*	*	*	*	*	*	*	*	*	*	*	*						
	Research and Development (RD)	0	.4	.4	.4	.4	.4	.3	.3	.3	0	0	0	0	0					
	Industrial Park (IP)	0	.6	.6	.6	.6	.6	.5	.5	.5	.4	.4	.4	.4	.4	.3				
	Light Industrial (LI)	0	.7	.7	.7	.7	.7	.6	.6	.6	.6	.5	.5	.4	.4	.4	.3			
General Industrial (GI)	0	.8	.8	.8	.8	.8	.8	.8	.8	.6	.6	.6	.6	.6	.6	.4	.2			
Planned Development (PD)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

*Note: Per the conditions of the Conditional Use Permit or the requirements of the Campus Master Plan.

Side Note: Figure 18-133(b) above is a chart to help find the required opacity value for the subject property. Find the intersecting opacity value between the subject property, left side column and the abutting property, top row. Continue to Figure 18-133(c) to determine the minimum bufferyard requirements.

Figure 18-133(c): Detailed Bufferyard Requirements

Opacity	Bufferyard Width Measured from the Property Line (feet)	Minimum # Landscape Points per 100 feet	Required Structure
0.1	3+	20	N/A
0.2	3+	0	6' solid fence
	3+	80	N/A
0.3	3+	0	6' solid fence
	3+	100	N/A
0.4	5+	40	6' solid fence
	5+	120	N/A
0.5	10+	60	6' solid fence or berm
	10+	160	N/A
0.6	15+	80	6' solid fence or berm
	15+	200	N/A
0.7	20+	100	6' solid fence or berm
	20+	220	N/A
0.8	25+	150	6' solid fence or berm
	50+	300	N/A
1.0	50+	300	6' solid fence or berm
	50+	600	N/A

Side Note: Figure 18-133(c) above is a chart to help calculate the minimum bufferyard requirements. First locate the appropriate opacity value in the left column that was established by intersecting the subject property and the abutting property in Figure 18-133(b). The next column is the minimum bufferyard width measured perpendicular from the property line (the use of the bufferyard area is described in Section 18-133(4)). The third column is the minimum required landscape points per 100 feet based whether or not a structure is required as part of the bufferyard.

Section 18-134: Classification of Plant Species

Species suitable for landscaping and compatible with local climate and soil factors are listed below. However, this list is not intended to be exhaustive, and the Zoning Administrator shall review proposals for the applicability of species not listed and is authorized to approve appropriate similar species. See Figure 18-134(b) for a list of species that are prohibited in the City of Marshfield.

The following are examples of acceptable landscape species based on classification:

1. **Large Deciduous Trees (40 points):** Maple (*Red, Sugar, Hybrid*), Birch (*River, Paper*), Linden (*Basswood: American, Redmond, Little Leaf*), Elm (*Hybrids; New Horizon, Regal, Discovery, Valley Forge*), Oak (*White, Red, Bur, Pin, Swamp-White*), Thorn-less Honey Locust (*Skyline, Sunburst, Imperial, Shademaster*), Hackberry, Gingko (*Male cultivars: Autumn Gold, Princeton Sentry*).
2. **Coniferous Trees (40 points):** Pine (*White, Red, Scotch, Ponderosa*), Fir (*Balsam, Concolor*), Spruce (*White, Black Hills, Colorado, Norway*), American Larch, Hemlock (*Canadian*).
3. **Medium/Ornamental Deciduous Trees (20 points):** Flowering Crabapples, Serviceberry (*tree form*), Thornless Hawthorn, Ironwood/Hophornbeam, Amur Chokecherry, European Mountain Ash, Callery Pear, Schubert Chokecherry, Nannyberry Viburnum (*tree form*), Japanese Tree Lilac.
4. **Large Shrubs (5 points):** Juniper (*Red Cedar*), Arborvitae, Yew, Viburnum (*Arrowwood, Warfaring Tree, Nannyberry, Cranberry*), Dogwood (*Gray, Pagoda, Red Twig*), Chokecherry, Hydrangea, Lilac.
5. **Small Shrubs (3 points):** Horizontal Growing Junipers (*Sergeant, Broadmoor, Andorra*), Compact yew, Bird’s Nest Spruce, Ninebark, Azalea, Spirea, Potentilla, Bush Honeysuckle.
6. **Perennial Plants (1 point per gallon pot):** Coneflower, Catmint, Black-Eyed Susan, Lily, Daylily, Ornamental Grass, Lady’s Mantel, Columbine, Aster, Jack Frost, Blazing Star, Black Bugbane, Peony, Pachysandra, Stonecrops, Astilbe, Hosta.

Figure 18-134(a): Landscape Points

Plant Category	Landscape Points Per Plant	Minimum Permitted Installation Size	Maturity Size
Large Deciduous Tree	40	2” Caliper	30’ +
Coniferous Tree	40	5’ Tall	-
Medium/Ornamental Deciduous Tree	20	5’ Tall	< 30’
Large Shrub	5	18” Tall	4’ +
Small Shrub	3	12” Tall	< 4’
Perennial Plants	1	1 Gallon Pot	-

Side Note: Figure 18-134(a) above is a chart to that defines the number of points per plant category, and minimum installation size/ maturity growth to differentiate between large and small species.

Figure 18-134(b): Species that are Prohibited

Classification	Common Name	Scientific Name	Prohibited	Reason
Large Deciduous Tree	Non-resistant elms	<i>Ulmus spp.</i>	Prohibited	Dutch Elm Disease
Large Deciduous Tree	Boxelder	<i>Acer negundo</i>	Prohibited	Structurally Unstable
Large Deciduous Tree	Silver Maple	<i>Acer saccharinum</i>	Prohibited	Structurally Unstable
Large Deciduous Tree	Norway Maples	<i>Acer platanoides</i>	Prohibited	Invasive
Large Deciduous Tree	Ash trees	<i>Fraxinus spp.</i>	Prohibited	Emerald Ash Borer
Large Deciduous Tree	White Poplar	<i>Populus alba</i>	Prohibited	Invasive
Medium/Ornamental Deciduous Tree	Russian Olive	<i>Elaeagnus Angustifolia</i>	Prohibited	Invasive
Medium/Ornamental Deciduous Tree	Bradford pears	<i>Pyrus calleryana "bradford"</i>	Prohibited	Structurally Unstable
Medium/Ornamental Deciduous Tree	White mulberry	<i>Morus alba</i>	Prohibited	Invasive
Medium/Ornamental Deciduous Tree	Amur Maple	<i>Acer ginnala</i>	Prohibited	Invasive
Large Shrub	Buckthorn	<i>Rhamnus cathartica</i>	Prohibited	Invasive
Large Shrub	Autumn-olive	<i>Elaeagnus umbellata</i>	Prohibited	Invasive
Large Shrub	Multiflora rose	<i>Rosa multiflora</i>	Prohibited	Invasive
Large Shrub	Japanese spirea	<i>Spiraea japonica</i>	Prohibited	Invasive
Large Shrub	Burning bush	<i>Euonymus alatus</i>	Prohibited	Invasive
Large Shrub	Honeysuckle	<i>Lonicera spp.</i>	Prohibited	Invasive
Small Shrub	Japanese Barberry	<i>Berberis thunbergii</i>	Prohibited	Invasive
Small Shrub	Winter creeper euonymus	<i>Euonymus fortunei</i>	Prohibited	Invasive
Coniferous Tree	Austrian pine	<i>Pinus nigra</i>	Prohibited	Disease problems

Side Note: Figure 18-134(b) above is a chart to that list all prohibited species which may not be included as part of any landscape plan that is subject to City review per Section 18-132. The purpose of this provision is to limit the planting of species that are invasive, have invasive tendencies, that may cause public safety issues or that may perpetuate or spread disease. This list was prepared using the United State Department of Agriculture list for invasive plants of Wisconsin, 2012.

Section 18-136: Installation Guidelines

- (1) Installation. Any and all landscaping and bufferyard material required by the provisions of this Chapter shall be installed on the subject property, in accordance with the approved site plan within 365 days of the issuance of an occupancy permit or similar approvals for new additions for any new construction on the subject property, unless a conditional use is approved to allow for greater than 365 days.
- (2) Surety.
 - (a) If the subject property is to be occupied prior to the installation of all required landscape plants and bufferyard material, the City may require the property owner to sign an instrument agreeing

- to install the required landscaping within the 365 day period. If required, the property owner and shall submit to the City an irrevocable letter of credit or other form of security that is acceptable by the City sufficient to guarantee completion of the work. Such security shall be provided by the property owner at the time that the agreement is signed. It shall be in a minimum amount equal to 110 percent of the estimated actual cost for all of the required landscape elements of the approved on the site plan and shall specifically guarantee that all such elements shall be made and installed as approved on the site plan. The costs of the work shall be furnished by the property and shall be verified by the City. The financial security shall remain in force until all of the work has been completed and approved by the City. This agreement shall also contain a statement indicating that the property owner's failure to comply with the requirements of the terms of the agreement will constitute a violation of the Chapter and subject the property owner to a forfeiture upon conviction.
- (b) If the required landscape plants and bufferyard materials are to be installed during different phases of a subdivision development, the developer may furnish for each phase financial security in an amount sufficient to guarantee completion of the required landscaping and bufferyard work performed during a particular phase, unless required otherwise.
 - (c) If the property owner is a governmental unit, it may, in lieu of signing an agreement and furnishing a guarantee and file a resolution or letter from officers authorized to act in its behalf, agreeing to comply with the provisions of this Article.
- (3) All remaining portions of the site not covered by buildings, parking areas or landscape plants shall be graded and seeded or sodded with turf grass or native ground cover unless such vegetation is already fully established.
 - (4) The placement of plants and structures shall be depicted on the landscape planting plan submitted to the City for its approval. Such plant and structure location shall be the decision of each property owner provided the required landscape materials be selected or located in a manner that does not result in the creation of a safety or visibility hazard.
 - (5) A property owner may establish through a written agreement, recorded with the Register of Deeds that an abutting property owner agrees to provide on the immediately abutting portion of his or her land a partial or full portion of the required landscaping, thereby relieving the developer of the responsibility of providing the entire landscaping on his property. An abutting property may also agree to wave any portion of the required bufferyard, thereby relieving the developer from that portion of the required landscape with a written agreement, recorded with the Register of Deeds and copies of the agreement provided to the City.
 - (6) Maintenance. The continual maintenance of all required landscape materials shall be a requirement of this Chapter and shall be the responsibility of the owner of the property on which said materials and plants are required. This requirement shall run with the property and shall be binding upon all future property owners. Development of any or all property following the effective date of this chapter shall constitute an agreement by the property owner to comply with the provisions of this Article. If the property owner fails to comply with these provisions, the City may enter upon the property for the purpose of evaluating all required landscape materials, and may specially assess the costs thereof against the property. A property owner's failure to comply with this requirement shall also be considered a violation of this Chapter, and shall be subject to any and all applicable enforcement procedures and penalties.

Sections 18-137 to 18-139: Reserved



City of Marshfield Memorandum

TO: Plan Commission
FROM: Josh Miller, Planner/Zoning Administrator
DATE: January 21, 2014

RE: Conditional Use Amendment Request by Villas at Marshfield on behalf of the University of Wisconsin - Marshfield/Wood County to amend the landscape plan and site plan to move the 24 unit student housing complex (Institutional Residential Apartment) and parking area approximately 70 feet to the east, located at 2313 West 5th Street, zoned "CD" Campus Development District.

Background

On August 20, 2013 the Plan Commission approved a conditional use by the University of Wisconsin – Marshfield/Wood County ("the UW") to construct a 24 unit student housing complex (Institutional Residential Apartment), located at 2313 West 5th Street, zoned "CD" Campus Development District. This conditional use approved the presented site plan, landscape plan and lighting plan with the following conditions:

1. A Certified Survey Map combining the two parcels must be recorded prior to construction.
2. The landscaping must be installed prior to the certificate of occupancy being issued.
3. The landscape plan may be modified to address location and species of street frontage and parking area landscaping provided the changes meet the Zoning Code Requirements prior to installation and the total number of landscape points is not reduced.
4. Stormwater detention pond should be moved further south, away from residentially zoned property.

The UW is requesting an amendment to the original conditional use permit to move the parking area and housing complex approximately 70 feet to the east. The request to shift placement of the building is to provide opportunity to save a number of trees to the west. Another result of this shift would result in a shorter lane needed to access the parking lot, this will allow for additional green space. In addition, the applicant is also proposing modifications to the landscape plan, which includes modifying parking islands and allowing flexibility to street landscaping along West 5th Street (condition number 3 above).

Since the Plan Commission meeting in August, condition number 4 above was discussed between the residential neighbors and the UW. This discussion led to an agreement that the stormwater detention pond shall stay as presented in the original site plan, but the UW will install a solid fence along the entire west property line.

Analysis

Moving the complex and parking area to the east has many advantages including preserving landscaping, student safety and project cost.

Site Plan. In the original site plan, the building is setback approximately 25 feet from the front right-of-way line along West 5th Street, 182 feet from the east property line, 200 feet from the north property line, and 130 feet from the Larch Avenue right-of-way. The parking lot will be setback approximately 30 feet south of the north property line.

The proposed amendment is to move the housing complex and parking area approximately 70 feet to the east. Moving the complex 70 feet to the east will align the front door with the existing cross walk ramp on the south side of West 5th Street, which is the safest place for students to cross coming from and to the residential apartments. Shifting the parking area and complex to the east will not change the location that the access drive will enter off West 5th Street. It will still be setback approximately 52 feet from the east property line as proposed in the original site plan. The length of the east to west access drive will, however decrease by approximately 70 feet.

Reviewing the Zoning Code, Staff has not found any conflicts in the proposal of moving the complex and parking area 70 feet to the east.

Landscaping. Moving the complex and parking area to the east will increase the interior landscaping and not have any affect on the existing bufferyards. Even though the complex is proposed to move 70 feet to the east, it will still be setback approximately 110 feet from the east property line, which is well out of the bufferyard. In addition, there is a tree line of roughly 13 white pines near the middle of the property that were originally proposed to removed, but if the relocation of the complex is approved, this tree line will be able to be saved and would provide an additional vegetative buffer from Larch Avenue.

The applicant is requesting to modify the existing landscape plan. This modification includes allowing flexibility/exceptions to the street landscaping requirements along West 5th Street and replacing two of the landscaped parking islands.

The existing plan shows three landscape islands that break up the center 48 double row configuration parking stalls. The UW is proposing only one landscape

island in the center of the parking rows and two stripped painted islands on both ends. The landscape plantings that were proposed in the two islands will be placed along the outer perimeter of the parking area. This request is not a reduction, but just a relocation of landscaping. The outer islands were not a requirement, only the center island would be.

The UW is requesting an exception to allow the streetscape to be planted throughout the front yard (between the building and the right-of-way). The current code only counts a plant if the plants drip line is within 10 of the right-of-way line. The complex is proposed to be setback 25 feet. Approving this exception would allow the developer to count plantings where the mature drip line is placed within the setback or between the building and the street frontage towards meeting the minimum requirements for the street frontage.

Currently the Landscape Requirements require a minimum of 50% of streetscape points to be medium or decorative trees. The final request is to wave the minimum requirements for individual plant categories (decorative, shade, shrub, etc.).

In the proposed rewrite of the landscape requirements, Article VIII, all of these would be permitted by right. The applicant is not requesting to reduce the number of points required by code, but to relax the regulations so the landscape architect can have control over the location and the species of vegetation planted.

Plan Commission Options

The Plan Commission can make the following recommendations:

1. Approval of the request with any exceptions, conditions, or modifications the Commission feels are justifiable and applicable to the request.
2. Denial of the request with justification stated by the Plan Commission.
3. Table the request for further study.

Recommendation

Approve the Conditional Use Amendment by Villas at Marshfield on behalf of the University of Wisconsin Marshfield/Wood County to revise the landscaping plan and site plan to move the 24 unit student housing complex (Institutional Residential Apartment) and parking area approximately 70 feet to the east, located at 2313 West 5th Street, zoned "CD" Campus Development District and to replace the existing conditions with the following:

1. The 24 unit student housing complex, parking area and access drive may be constructed as presented.
2. The following proposed changes to the landscape plan are allowed as presented:

- a. The street frontage landscaping along West 5th Street may to be planted throughout the provided front yard.
 - b. The street frontage landscape requirements are not limited to 50% medium or decorative trees. Shrubs may be allowed to meet the required points.
 - c. The east and west landscape islands in the middle row of the parking area may be removed and the dedicated landscape points shall be distributed along the perimeter of the parking area.
 - d. Landscape points shall be based on the current landscape code.
 - e. A solid 6 foot tall privacy fence shall be placed within the required bufferyard, along the north property line and along Larch Avenue at a minimum 3 foot setback to screen the stormwater pond.
3. The landscaping must be installed prior to the certificate of occupancy being issued.

Attachments

1. Application
2. Location Map
3. Site Plan (original)
4. Site Plan (proposed)
5. Landscape Plan (original)
6. Elevations

Concurrence:



Jason Angell
Planning and Economic Development Director



MARSHFIELD
The City in the Center

Revised: 02/13/13

**Department of
Planning & Economic Development**

City of Marshfield
P.O. Box 727
630 South Central Avenue
Marshfield, WI 54449-0727
Telephone: 715-486-2075
Fax: 715-384-7631
Email: josh.miller@ci.marshfield.wi.us

**Conditional Use
Permit Application**

Fee: \$250.00

<i>Office use only</i>	
Date rec'd/ by	<input type="text"/>
Fee Receipt No.	<input type="text"/>

Site Location:

STREET ADDRESS

Applicant: Ph: Fax:

Legal Description:

The Applicant is Owner Authorized Representative/Other (Describe)

Property Owner (if different from Applicant)	Name: <input type="text" value="University Foundation - UW-Marshfield/Wood County"/>	Ph: <input type="text" value="715-384-1703"/>
	Address: <input type="text" value="2000 W 5th Street"/>	Fax: <input type="text"/>
	City: <input type="text" value="Marshfield"/>	State: <input type="text" value="WI"/> Zip: <input type="text" value="54449"/>

Detail of Property & Request	Present Use(s) of Property: <input type="text" value="Vacant land"/>
	Proposed Use: <input type="text" value="Student Housing"/>
	<input type="text"/>
Present Zoning: <input type="text" value="MR12"/>	Proposed Hours & Days of Operation <input type="text"/>

Conditional Use Narrative (please provide additional pages if necessary)

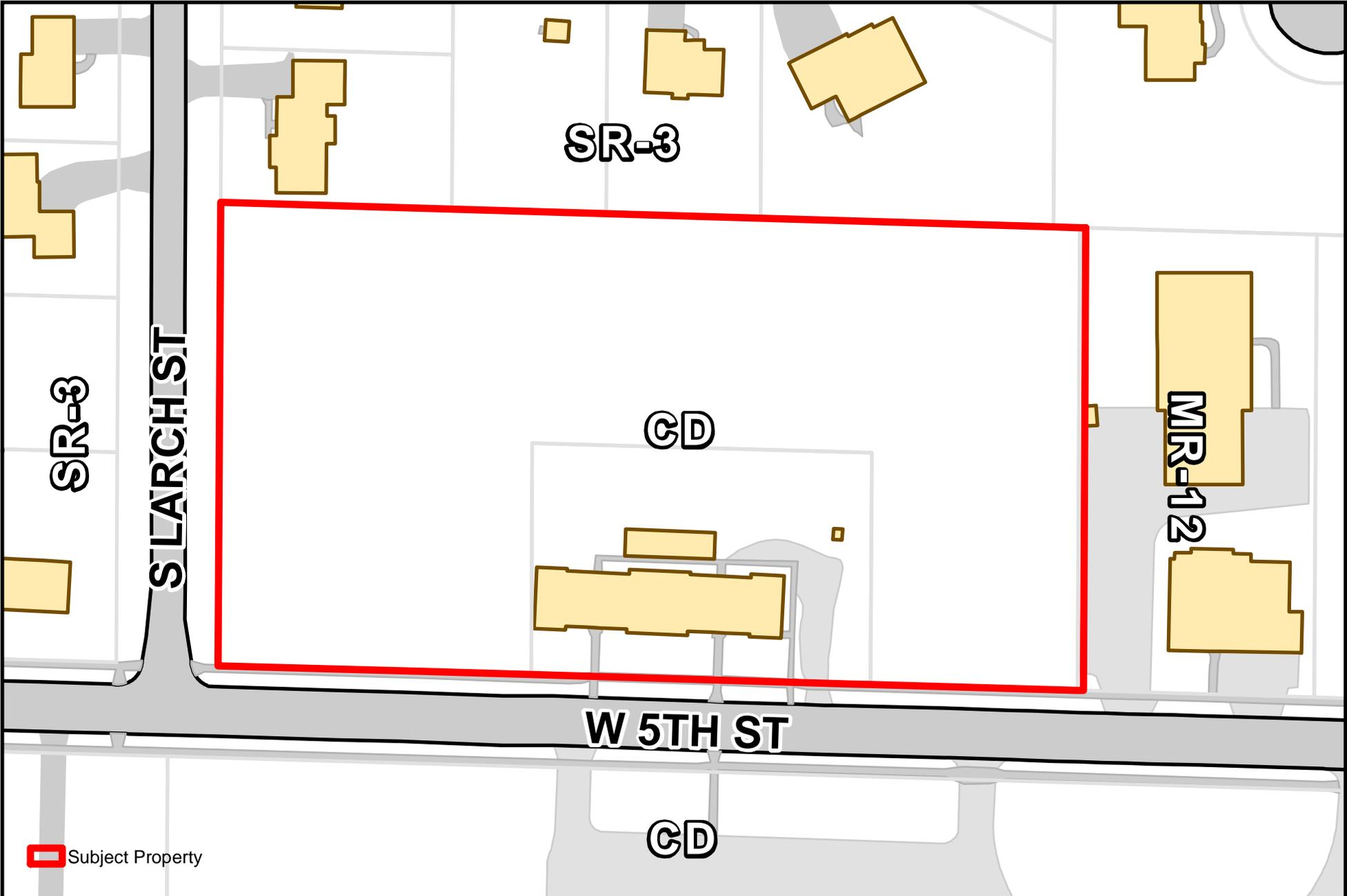
Applying for approval to move shift the approved building site plan to the east per submitted drawings. Request to shift placement of the building to provide opportunity to save a number of trees to the west. Another result of this shift would result in shorter lane needed to access the parking lot, this will allow for additional green space

Documentation Submitted: Site Plan Survey Photographs Other

Required documentation must be submitted to the Planning & Economic Development Department in order for the application to be placed on the Plan Commission meeting agenda. Although attendance by applicants at the Plan Commission meeting is optional, it is STRONGLY ADVISED that applicants make every effort to attend. Failure to attend can result in the denial or delay of an application due to incomplete information. Fees: the required fee of \$250 shall be submitted with this application, and shall not be refunded should this application be denied.

I hereby apply for a conditional use permit, and I acknowledge that the information above is complete and accurate; that the work will be in conformance with the ordinances and codes of the City of Marshfield and with Wisconsin Statutes and Building Codes; that the Plan Commission may recommend conditions not expressly stated, prior to the meeting, in documentation or by staff, or deny in part or in whole this request; that I understand this form is not in itself a conditional use permit but only an application for one and is valid only with procurement of applicable approvals. The Common Council shall be the final approval authority for the conditional use.

Applicant Signature: Date:



 Subject Property



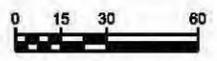
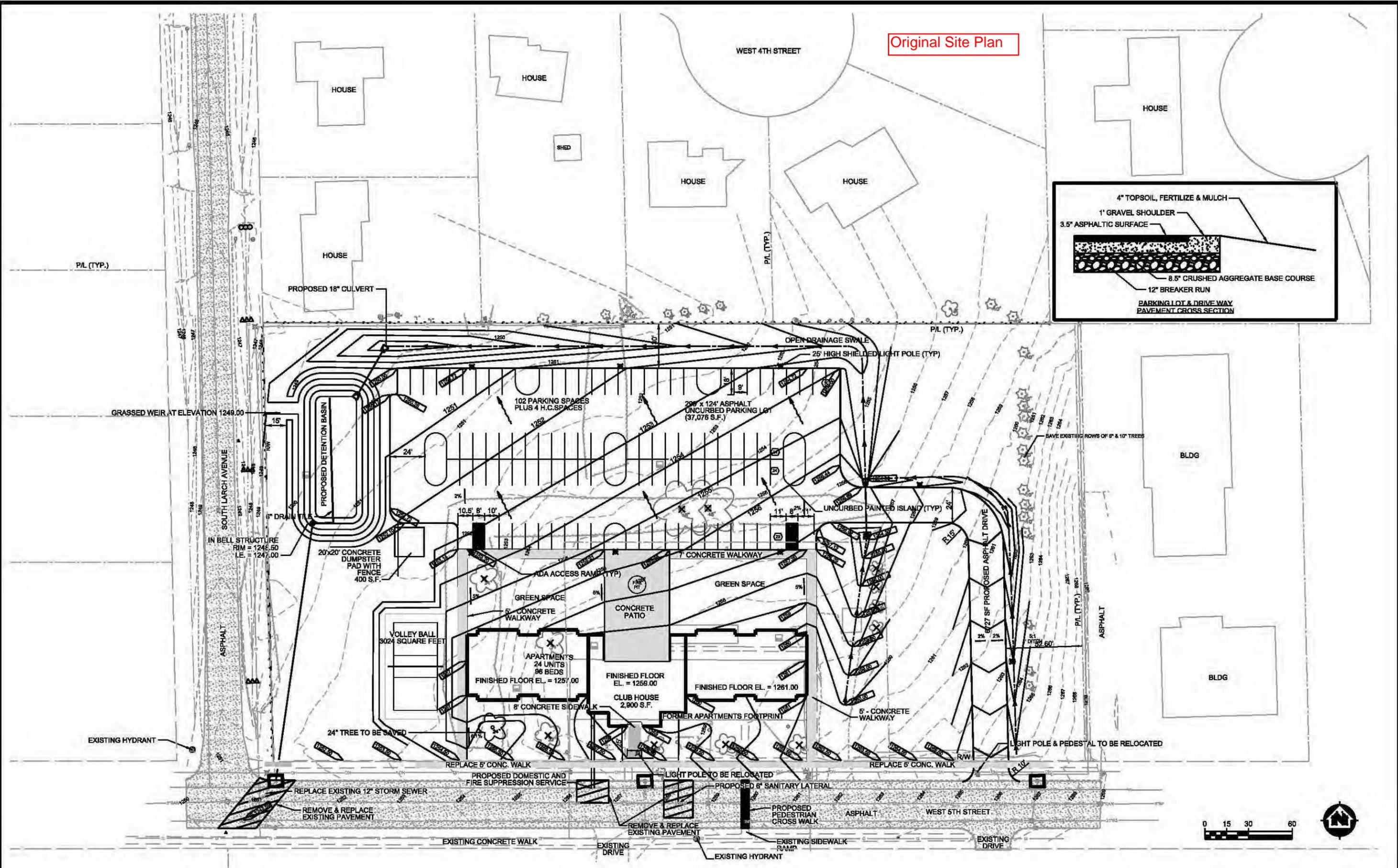
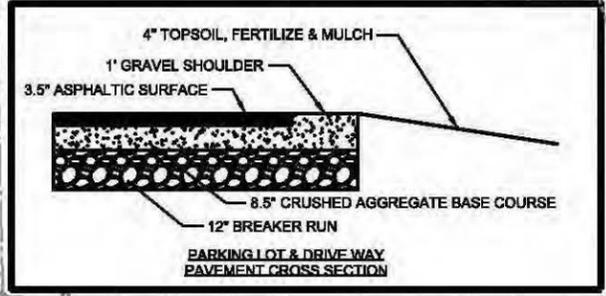
CUP - UW Housing Project 2313 E 5th St
 City of Marshfield - Plan Commission
 Meeting Date: August 20, 2013

Map Not to Scale
 Reference Only



ATTENTION: The representation of data presented herein is intended for reference purposes only; the City of Marshfield assumes no responsibility for the accuracy of the information provided. Any duplication without consent is prohibited.

Original Site Plan



PROJECT NO.	SCALE	NO.	DATE	REVISION	BY
1512700	AS SHOWN				
PROJECT DATE: 1/28/2013	DRAWN BY: MSP				
CHECKED BY: TRT					
PLOT DATE: Tue Jan 29 7:25:2013 4:01:48 PM					

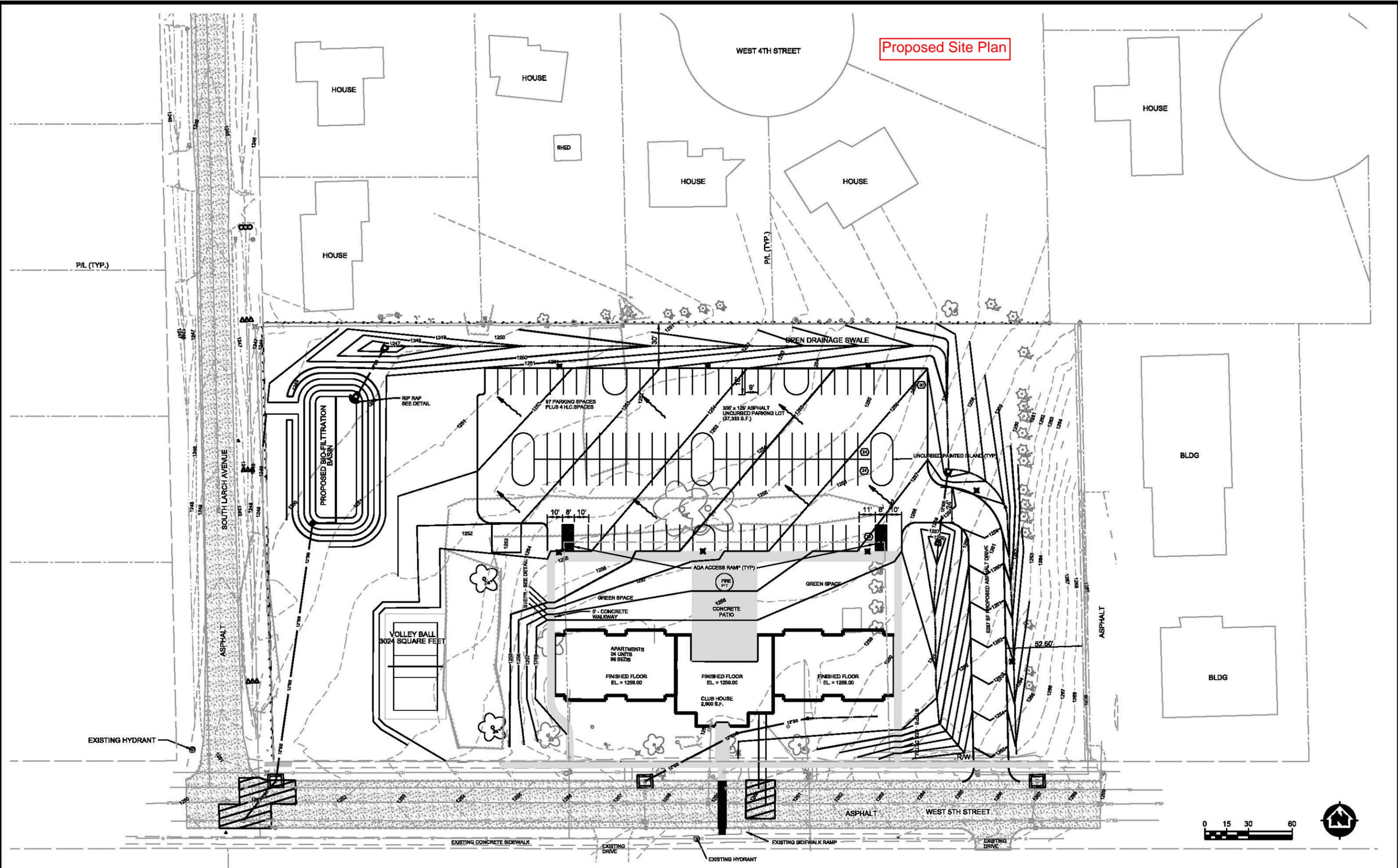
MSA
 TRANSPORTATION • MUNICIPAL DEVELOPMENT • ENVIRONMENTAL
 146 North Central Ave. Marshfield, WI 54449
 715-384-2133 1-877-204-0572 Fax: 715-384-9787
 Web Address: www.msa-ps.com
 © MSA Professional Services, Inc.

SITE PLAN

THE VILLAS AT UW MARSHFIELD
 BLUFFSTONE, LLC
 CITY OF MARSHFIELD, WI

FILE NO. 15127000
 SHEET 2

Proposed Site Plan



PROJECT NO.	SCALE	AS SHOWN	NO.	DATE	REVISION	BY
1512700	AS SHOWN					
PROJECT DATE	12/20/14					
CHECKED BY	TRT					
PLOT DATE	12/20/14 1:17:51 PM					

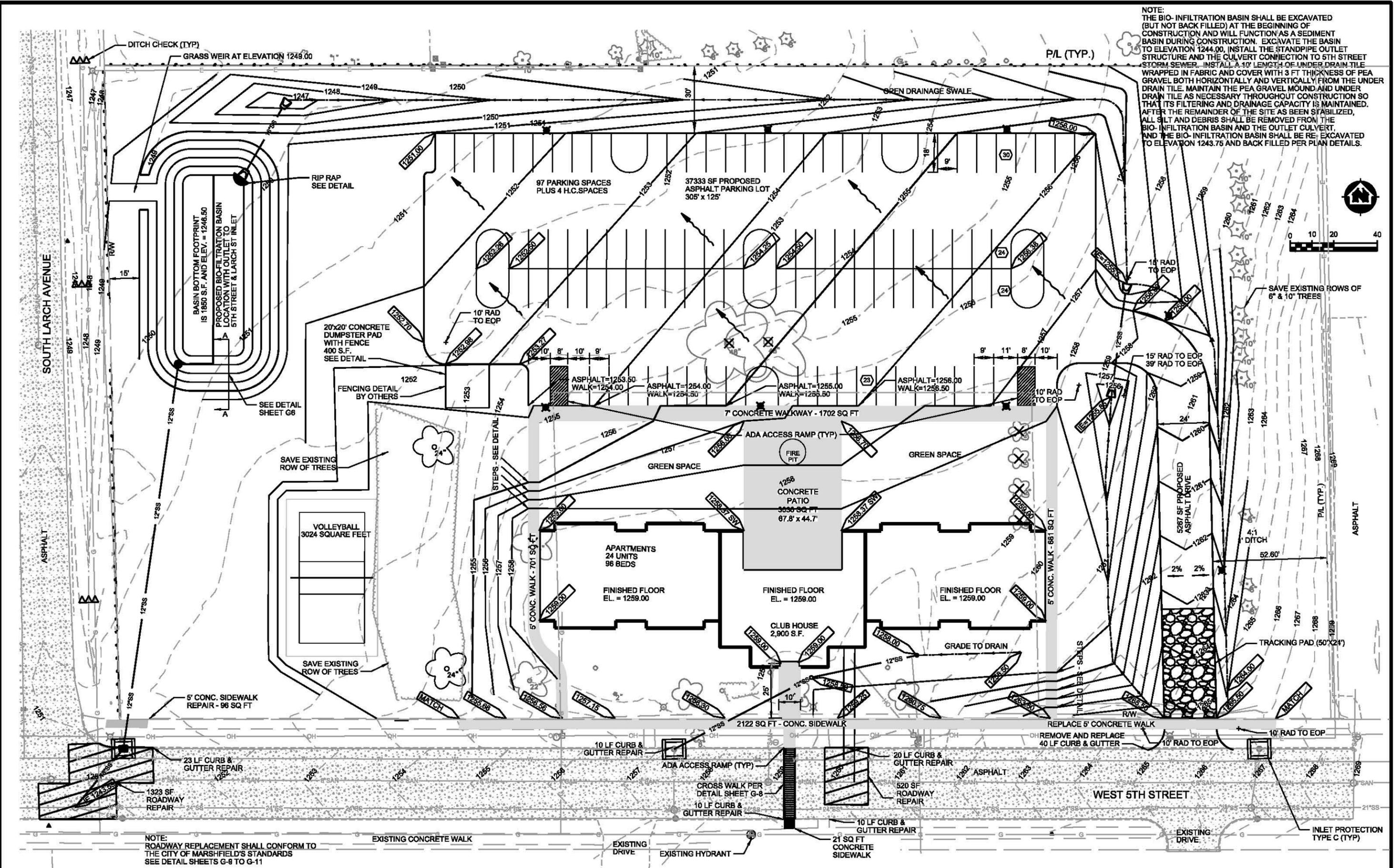
MSA
 TRANSPORTATION • MUNICIPAL DEVELOPMENT • ENVIRONMENTAL
 146 North Central Ave., Marshfield, WI 54449
 715-384-2133 1-877-204-0572 Fax: 715-384-9787
 Web Address: www.msa-ps.com
 © MSA Professional Services, Inc.

SITE PLAN

THE VILLAS AT UW MARSHFIELD
 BLUFFSTONE, LLC
 CITY OF MARSHFIELD, WI

FILE NO.	15127000
SHEET	G-12

NOTE:
 THE BIO-INFILTRATION BASIN SHALL BE EXCAVATED (BUT NOT BACK FILLED) AT THE BEGINNING OF CONSTRUCTION AND WILL FUNCTION AS A SEDIMENT BASIN DURING CONSTRUCTION. EXCAVATE THE BASIN TO ELEVATION 1244.00. INSTALL THE STANDPIPE OUTLET STRUCTURE AND THE CULVERT CONNECTION TO 5TH STREET STORM SEWER. INSTALL A 30' LENGTH OF UNDER DRAIN TILE WRAPPED IN FABRIC AND COVER WITH 3 FT THICKNESS OF PEA GRAVEL BOTH HORIZONTALLY AND VERTICALLY FROM THE UNDER DRAIN TILE. MAINTAIN THE PEA GRAVEL MOUND AND UNDER DRAIN TILE AS NECESSARY THROUGHOUT CONSTRUCTION SO THAT ITS FILTERING AND DRAINAGE CAPACITY IS MAINTAINED. AFTER THE REMAINDER OF THE SITE AS BEEN STABILIZED, ALL SILT AND DEBRIS SHALL BE REMOVED FROM THE BIO-INFILTRATION BASIN AND THE OUTLET CULVERT, AND THE BIO-INFILTRATION BASIN SHALL BE RE-EXCAVATED TO ELEVATION 1243.75 AND BACK FILLED PER PLAN DETAILS.



NOTE:
 ROADWAY REPLACEMENT SHALL CONFORM TO THE CITY OF MARSHFIELD'S STANDARDS
 SEE DETAIL SHEETS G-9 TO G-11

PROJECT NO.	SCALE	DATE	REVISION	BY
1512700	AS SHOWN	01/03/14	ENTIRE PLAN REVISED	DWR
PROJECT DATE: 12/2014	DRAWN BY: ASP			
CHECKED BY: TRT				
DATE: 12/23/14				

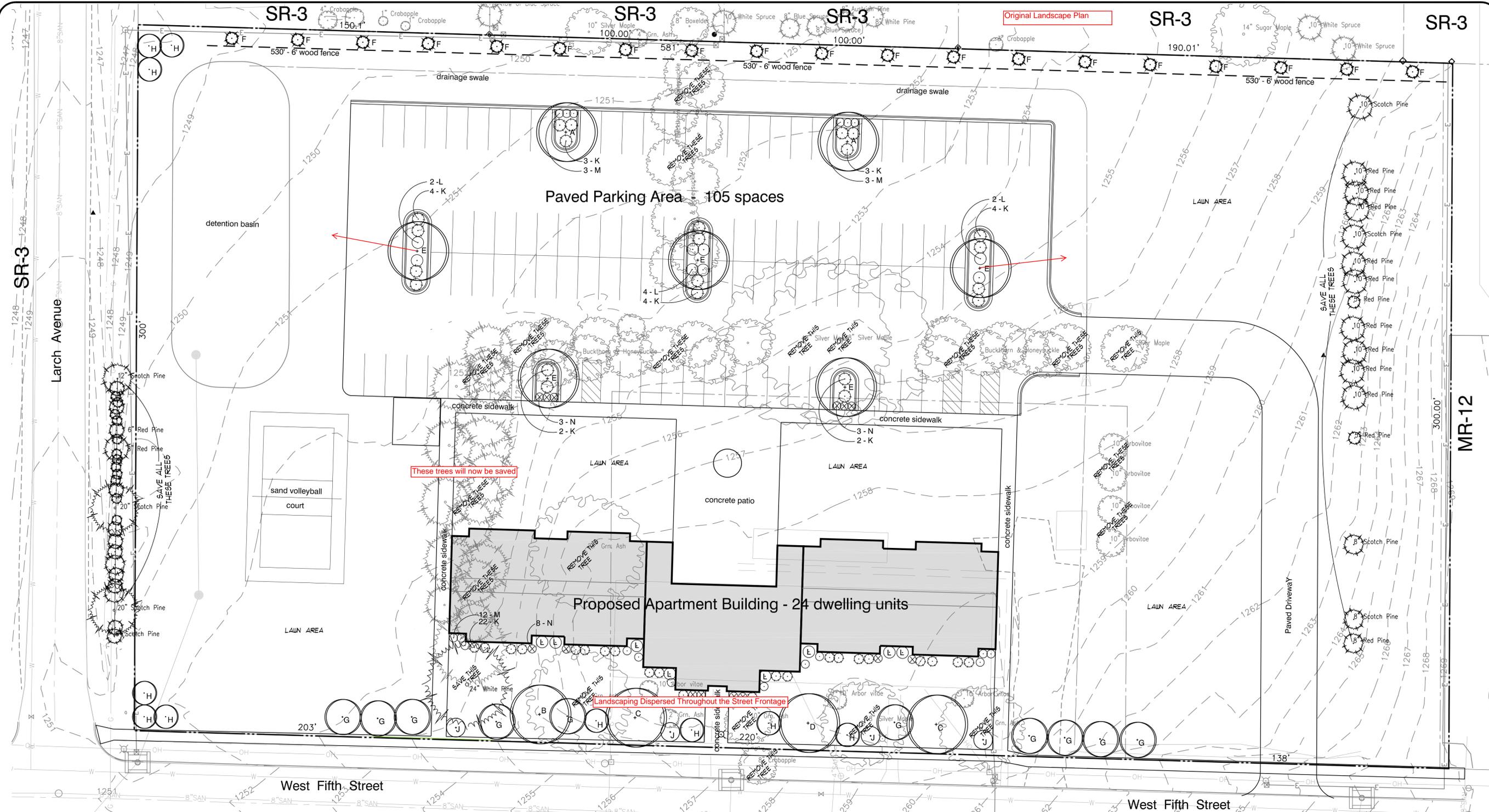
MSA
 PROFESSIONAL SERVICES

TRANSPORTATION • MUNICIPAL DEVELOPMENT • ENVIRONMENTAL
 148 North Central Ave. Marshfield, WI 54449
 715-384-2133 1-877-204-0572 Fax: 715-384-8785
 Web Address: www.msa-ps.com
 © MSA Professional Services, Inc.

GRADING & PAVING PLANS

THE VILLAS AT UW MARSHFIELD
 BLUFFSTONE, LLC
 CITY OF MARSHFIELD, WI

FILE NO. 15127000
 SHEET G-13

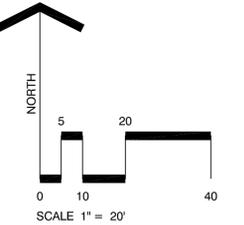


Site Data:
Existing Zoning - CD
Area of New Paving - 50,737 sf (parking lot, walks & patio)
Lot Area = 174,300 sf, 4.0 ac.
Total Street Frontage = 881'
Building Street Frontage - 234'

Plant List

common name/botanical name	
A Shademaster Honeylocust <i>Gleditsia triacanthos inermis 'Shademaster'</i>	
B Red Oak <i>Quercus rubra</i>	
C Sugar Maple <i>Acer saccharum</i>	
D American Linden <i>Tilia americana</i>	
E Hackberry <i>Celtis occidentalis</i>	
F White Spruce <i>Picea glauca</i>	
G Japanese Tree Lilac <i>Syringa reticulata</i>	
H 'Pink Spires' Crabapple <i>Malus 'Pink Spires'</i>	
J 'Autumn Brilliance' Serviceberry <i>Amelanchier x grandiflora 'Autumn Brilliance'</i>	
K Seagreen Juniper <i>Juniperus x pfitzeriana 'Sea Green'</i>	
L 'Miss Kim' Lilac <i>Syringa patula 'Miss Kim'</i>	
M 'Little Devil' Ninebark <i>Physocarpus opulifolius 'Dona May'</i>	
N Anthony Waterer Spirea <i>Spiraea x bumalda 'Anthony Waterer'</i>	

Planting Notes:
1. NO SUBSTITUTIONS IN SIZE OR SPECIES WILL BE ACCEPTED WITHOUT WRITTEN APPROVAL OF THE PROJECT LANDSCAPE ARCHITECT. IF ANY UNAUTHORIZED SUBSTITUTIONS ARE MADE BY THE OWNER OR CONTRACTOR THE PROJECT LANDSCAPE ARCHITECT ASSUMES NO RESPONSIBILITY FOR THE GROWTH OR PERFORMANCE OF THE PLANT MATERIAL.
2. ALL NURSERY STOCK MUST MEET THE MINIMUM STANDARDS ESTABLISHED IN THE MOST RECENT EDITION OF THE 'AMERICAN STANDARDS FOR NURSERY STOCK' PUBLISHED BY THE AMERICAN ASSOCIATION OF NURSERYMEN.



I HEREBY CERTIFY THAT THIS DOCUMENT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND RESPONSIBLE CHARGE. I AM A DULY REGISTERED PROFESSIONAL LANDSCAPE ARCHITECT IN THE STATE OF WISCONSIN.

Randy D. Lueth
RANDY D. LUETH, A.S.L.A. LICENSE EXPIRES: 7-31-2014



City of Marshfield Memorandum

TO: Plan Commission
FROM: Josh Miller, Planner/Zoning Administrator
DATE: January 21, 2014

RE: Alternative Sign Application by Jim Pathos to discuss exceeding the total sign area and height allowance of an existing non-conforming sign and consideration of allowing a second freestanding sign, located at 1613-1635 North Central Avenue (Festival Foods property), zoned "CMU" Community Mixed Use District.

Background

At a recent Plan Commission meeting on November 19, 2013, it came to our attention that we do not have a future plan for the existing non-conforming freestanding sign located at 1631 North Central Avenue (Festival Foods property). Normally, staff would not require a future plan for a freestanding sign, but it was required as a condition in the approval of a 2006 master sign plan – "Within five years, owners shall propose an update to Master Sign plan that would address non-conformity of multi-tenant pylon sign." This update never happened, for whatever reasons are unknown.

Existing Sign Summary

On this single property there are 11 separate tenants. Of these tenants there is one principal tenant, Festival Foods, and 10 other tenants which are located in the attached strip mall. In addition to having 11 on-premise tenants, the property has shared drive access with the abutting property, which also contains a large development, OfficeMax. The current multi-tenant freestanding sign that serves these two properties contains 4 signs, stands 25 feet tall and has a total area of 286 square feet. The four signs include signage for Festival Foods, OfficeMax, Subway and Country Cooking. Below is a breakdown of the individual signs square footage.

Existing Pylon Signs			
Name/Business	Height	Width	Total Square footage
Festival Foods	7'	20'	140
OfficeMax	5.5'	20'	110
Country Cooking	4'	4'	16
Subway	2'	10'	20
Total:			286

The Plan Commission asked staff to factor in the OfficeMax property when looking at the entire site. In 1999, OfficeMax received a Conditional Use Permit for their signs allowing 322.76 square feet of wall signage. The total frontage is 215 square feet, allowing a total of 430 square feet of signage based on lineal feet of frontage. Therefore, approximately 107 square feet of signage is “left over” from the OfficeMax site.

The Festival Foods site has 213.51 feet of frontage which would allow up to 427 feet of signage. A master sign plan was also completed in 2006 for the strip mall portion of the development (not including Festival Foods), giving each tenant space 2 square feet of signage per lineal foot of frontage of the façade (minimum of 50 square feet of signage per tenant). The Festival Foods wall sign alone is 350 square feet plus 323 square feet of wall signage for the other tenants in the strip mall for a total of 673 square feet of existing wall signage on site. Two tenant spaces are presently vacant and according to the master sign plan, would be allowed a minimum of 50 square feet of signage per tenant or 2 square feet per lineal feet of frontage, whichever is greater. The total signage for the Festival Foods site is 959 square feet with two vacant spaces that would be allowed another 100 or more square feet of signage for a total of 1,059 square feet.

If both the OfficeMax site and the Festival Foods site are combined, the total allowable signage would be 857 square feet. The current total signage (factoring in 50 square feet for each of the two vacant stores) for both sites is 1,382 square feet, exceeding the signage allowed by right by 525 square feet.

Existing Signage for Festival and OfficeMax				
Location	Wall Sign Area (sq ft)	Freestanding Sign Area (sq ft)	Total Sign Area (sq ft)	Allowable Sign Area (sq ft)
Festival	773	286	1,059	427
OfficeMax	323	0	323	430
Total for both sites:			1,382	857

Given that the development is set so far back (over 450 feet) from Central Avenue, it’s understandable that additional signage is needed as most of the signs are difficult to read from the road.

Papa Murphy’s Request

At the November, 2013 meeting Papa Murphy’s requested to increase the extent of the non-conforming freestanding sign by 16 square feet. The Plan Commission approved the request with the condition that the existing 16 square feet vacant sign be taken down (the “Country Cooking” sign) once the lease expires. Since the November meeting, staff met with the sign owner/applicant, Mr. Jim Pathos and the sign contractor, Stratford Signs. Mr. Pathos clarified that removing the Country Cooking sign would not be an option because the lease agreement runs through the year 2020. Therefore, if the Papa Murphy’s sign is approved, the

other 16 square foot sign towards the front wouldn't come down until 2020. The tenants leasing the Country Cooking space are proposing to open a new restaurant called Bamboo Garden in the near future and the lease agreement for the space gives them sign space on the pylon sign.

Analysis

The newly adopted Sign Code states a single-tenant pylon sign is only permitted 1 freestanding sign per lot. This one sign can be a maximum height of 24 feet and have a maximum area of 100 square feet. Multi-tenant freestanding signs are permitted an additional 10 square feet per tenant, up to 5 tenants, for a total area of 150 square feet. The new sign code allows further flexibility, which awards extra sign area and height for an increase in setback. The existing sign is 286 square feet, exceeding this sign allowance by 136 square feet.

Discussing the signage situation at the November 19th meeting, the Plan Commission made comments they would rather OfficeMax continue to use the existing freestanding on the Festival Foods property, than to construct a new sign on their own property. If OfficeMax were to remove their sign they could construct a new 100 square feet freestanding sign just 20 feet away. However, the Applicant has an agreement with OfficeMax to provide signage on the existing pylon sign.

The Applicant would like to work with the Plan Commission to create a plan that will resolve all of the existing freestanding sign issues as well as those that may arise in the future. Because of the large development, the major building setback and the number of tenants, the Applicant is requesting additional flexibility from the regulations. The following bullet points are possible options that were developed based on a meeting with the Applicant and the sign contractor.

- Option #1. Remove the Country Cooking sign and allow the two tenant spaces under the Subway sign which would allow the Papa Murphy's sign as well as the Bamboo Garden sign to be placed in between the existing sign. This would put the total pylon signage at 294 square feet (adding 8 square feet of total signage exceeding the allowable total signage by 533 square feet), but not address any additional tenant spaces.
- Option #2. Approve the pylon sign as proposed in November. This would allow the Papa Murphy's sign as well as the Bamboo Garden sign (taking the place of Country Cooking). The total pylon signage would be 302 square feet (adding 16 square feet of total signage exceeding the allowable total signage by 541 square feet). This proposal does not address any additional tenant spaces. The Applicant prefers this option for now to accommodate the current requests from his tenants, but would like to come back to address a second freestanding sign at a later date.

- Option #3. Approve the pylon sign as proposed in November plus grant another sign space for up to two tenants with an additional 30” x 115” sign under the Subway sign. This would put the total pylon signage at 326 square feet (adding 40 square feet of total signage exceeding the allowable total signage by 565 square feet), and allow for the Festival and OfficeMax signs as well as up to five tenant spaces.
- Option #4. Remove all of the signs from the pylon sign except for the Festival Food and OfficeMax Sign, and allow the property an additional freestanding pylon/monument sign which would serve the 10 tenants in the strip mall. This would put the total pylon signage at 250 square feet, plus a 105 square foot multi-tenant sign (adding 69 square feet of total signage exceeding the allowable total signage by 624 square feet) that would allow for all future tenants to have signage on Central Avenue (total of 355 square feet of freestanding signs).

The Applicant would like to go with Option #2, allowing the existing sign as it stands with the Bamboo Garden sign in place of the Country Cooking sign and a new Papa Murphy’s sign on the back end of it, adding 16 square feet to the sign. He would then work with staff and the Plan Commission over the next year or so to address a possible second freestanding sign for the other tenants.

However, staff feels adding on to the existing sign won’t address the signage needs for the site, but allowing a second freestanding pylon/monument sign for the property would be a reasonable alternative. Staff is recommending allowing a second freestanding multi-tenant monument or pylon sign. This second freestanding sign would be used for the businesses located in the strip mall attached to Festival Foods. Each business would get a space to advertise their business along North Central Avenue. The existing multi-tenant pylon sign would only be used for Festival Foods and OfficeMax. Although this option would be adding 69 square feet of signage to a site that is already well over the allowable signage, the second sign would clean up the existing sign, give the businesses in the strip mall more visibility, and make the property more aesthetically pleasing.

Plan Commission Options

The Plan Commission can make the following recommendations:

1. Approval of the request with any exceptions or conditions the Commission feels are justifiable and applicable to the request.
2. Denial of the request with justification stated by the Plan Commission.
3. Table the request for further study.

Recommendation

Staff recommends:

1. Denying the Applicants request to add 16 square feet of signage, increasing the extent of the existing non-conforming freestanding pylon sign.
2. Approving an alternative sign permit to allow a second freestanding sign 1613-1635 North Central Avenue with the following conditions/exceptions:
 - a. Remove all the signage except the Festival Foods sign and OfficeMax Sign from the existing pylon sign.
 - b. Permit a second freestanding sign located at least 100 feet from the existing sign and setback a minimum of 5 feet from the right-of-way and adjacent property.
 - c. The second freestanding sign shall be a multi-tenant sign for the tenants in Century Plaza and be allowed up to 105 square feet in area.
 - d. The subject property is allowed up to 355 square feet of permanent freestanding sign area.
 - e. A three foot landscaped area shall be planted around the base of the new sign.

Attachments

1. Rendering of Sign Options

Concurrence:



Jason Angell
Planning and Economic Development Director

Option #1



Option #2



48 in

48 in



FILE, FIELD & SHOP
PROVED DRAWING
Drawings will be released to
during once signed and returned.
For dimension changes will delay
ation and incur extra charges.
SIGN IS APPROVED SOO WILL NOT BE
ABLE FOR ERRORS (including spelling).
Drawings Dated Before: Date: _____
P: _____



Option #3



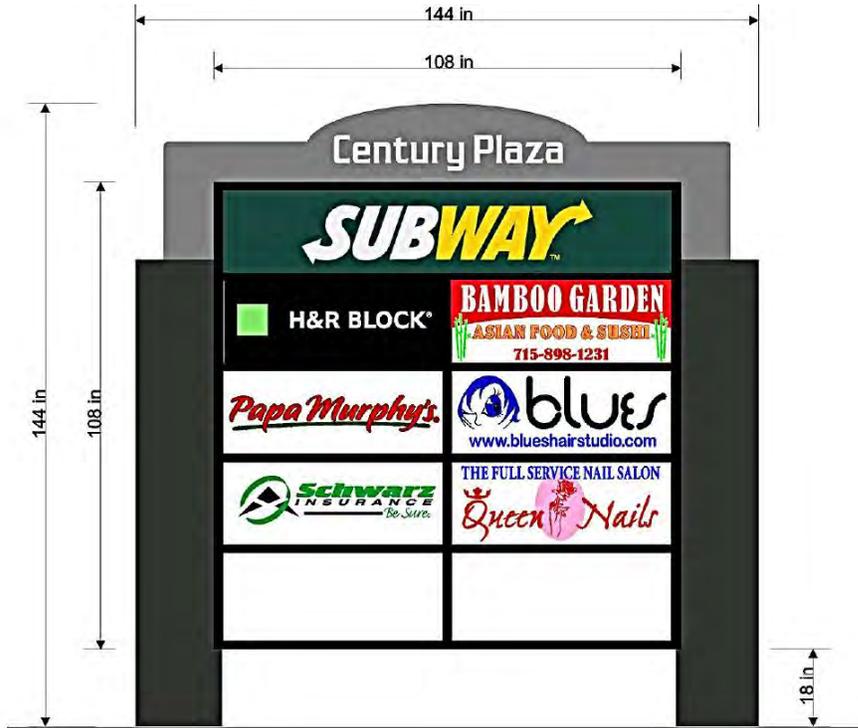
Or



Option #4



With Multi-tenant freestanding sign





City of
Marshfield
Memorandum

TO: Plan Commission
FROM: Josh Miller, Planner/Zoning Administrator
DATE: January 21, 2014

RE: Summary of 2013 Plan Commission Actions &
Summary of 2013 Development-Related Activities

Background

Attached are the summaries of the 2013 Plan Commission actions as well as the 2013 Development-Related activities.

Attachments

1. Summary of 2013 Plan Commission Actions
2. 2008-2013 Comparison
3. Summary of 2013 Development-Related Activities

Concurrence:

A handwritten signature in black ink, appearing to read "Jason Angell".

Jason Angell
Planning and Economic Development Director

Summary of 2013 Plan Commission Actions

	Application	Reviewed by Plan Commission	Approved by Plan Commission	Approved by Common Council
KEY	Conditional Use Permits	20	20	20
CUP	Rezoning Requests	6	4	5
RZN	Annexation Requests	1	1	1
ANX	Municipal Code Amendments	4	3	3
MCA	Municipal Sign Code Amendments	1	1	1
MSCA	Master Sign Plans/Amendments	6	6	6
SGNM	Alternative Sign Permits	6	6	6
SGNA	Subdivisions	0	0	0
SDV	Planned Unit Development	0	0	0
PUD	Certificates of Appropriateness	1	1	1
COA	Miscellaneous	2	2	2
MISC	Total	47	44	45

CUP	Applicant	Address	PC Action	CC Action	Notes
	Alanna Feddick-Goodwin	3020 Popp Avenue	Approved	Approved	Residential Accessory Building
	Humberto Ojeda	1705 S Central Ave	Approved	Approved	Reduce Parking
	Five-O-One Sports Bar and Grill	501 S Washington Ave	Approved	Approved	Amusement and Recreation Services
	David Hiles	2506 S Apple Ave	Approved	Approved	Conditional Home Occupation - Firearms
	Dustin Oleson	502 W Blodgett St	Approved	Approved	Residential Accessory Building
	Marshfield School District	900 E 4th St	Approved	Approved	Expansion of Large Scale Institutional Use
	McDonalds Real Estate Company	1101 N Central Ave	Approved	Approved	Reduce throat length and exceed parking
	Nicolet Lumber Company	800-1106 Heritage Drive	Approved	Approved	11 - 12 unit multiplexes
	Marshfield Utilities	1700 Block E Depot	Approved	Approved	Install antenna atop water tower
	Dennis Mueller	1101 N Peach Ave	Approved	Approved	Conditional Home Occupation - Sell and Make Furniture
	UW - Marshfield/Wood County	2000 W 5th St	Approved	Approved	Expansion of Large Scale Institutional Use - new vestibule
	Amanda Robertson	2404 Monique Lane	Approved	Approved	4-bed Adult Family Home
	Coffee Cabin	1306 N Central Ave	Approved	Approved	Reduced throat length and drive-thru stacking length
	Duane Schutz (Nutz Deep II)	809 S Central Ave	Approved	Approved	Minimum parking exception
	UW - Marshfield/Wood County	2313 W 5th St	Approved	Approved	Student Housing - CC amend maximize north buffer
	Harold Wolfram	1812 Butternut Pkwy	Approved	Approved	Residential Accessory Building
	Quality Tank Solution	2113 S Nikolai Avenue	Approved	Approved	Temp office Trailer
	Tim Halbrook	E Walmart and N of E McMillan	Approved	Approved	Construct 5 - 8 unit multiplexes
	Thomas Lang	109 W 29th St	Approved	Approved	Multiplex in CMU - reduced landscape
	Verizon Wireless	700 Block W Doege	Approved	Approved	Telecommunication Equipment Shelter
20	Total Applications Approved		20	20	

Summary of 2013 Plan Commission Actions

RZN	Applicant	Address	PC Action	CC Action	Notes
	Marshfield Municipal Airport	Industrial Park	Approved	Approved	IP to CD - sliver of land east of Airport Industrial Park
	Airport	Airport	Approved	Approved	Campus Master Plan
	Pioneer Bank	1700-1702 N Central Ave	Approved	Approved	PD to CMU
	Tim Halbrosk	N E McMillan and E Walmart	Denied	Approved	TR-6 to MR-12
	Douglas Holland	108 W 14th St	Approved	Approved	SR-6 CMU
	Patrick Zimmerman	913 W North St	Denied	Denied	SR-4 to MR-12
6	Total Applications Approved			4	5

ANX	Applicant	Address	PC Action	CC Action	Notes
	Tenderholt	Heritage	Approved	Approved	MR-12 Zoning
1	Total Applications Approved			1	1

MCA	Subject	Sections	PC Action	CC Action	Notes
	City	18-31, 18-32, and 18-54	Approved	Approved	Increase max allowable multi-family units
	City	18-12, 18-33, 18-54, and 18-55	Approved	Approved	Mobile Home regulations
	City	18-12, 18-58, and 18-103	Approved	Approved	Parking Requirements
	Jeni Sadauskas and Katrina Freeck	18-34,35,36,37,40,42,54,58	Denied	Denied	Allow Indoor Commercial Entertainment Uses in GI as CUP
4	Total Applications Approved			3	3

MCSA	Subject	Sections	PC Action	CC Action	Notes
	City	Chapter 24	Approved	Approved	Repeal and Replace Sign Code
1	Total Applications Approved			1	1

SGNM	Applicant	Address	PC Action	CC Action	Notes
	Community Plaza	101 and 103 W McMillan St	Approved	Approved	Total Sign Allowance
	Marshfield Clinic	1000 N Oak Ave	Approved	Approved	Exceptions to sign standards and setbacks
	Wickersham Jewelry	1921 N Central Ave	Approved	Approved	Signage not face right-of-way, off-premise sign
	McDonalds	1101 N Central Ave	Approved	Approved	Exceptions to sign standards and setbacks
	Custom Fab & Repair	2501 S Hume Ave and 1920-1932 E	Approved	Approved	Exceptions to sign standards and setbacks
	Anytime Fitness	112-146 N Central Ave	Approved	Approved	Amendment - 8' extended projecting sign
6	Total Applications Approved			6	6

Summary of 2013 Plan Commission Actions

SGNA	Applicant	Address	PC Action	CC Action	Notes
	Marshfield Park and Rec. Dept.	201 Wilderness Dr	Approved	Approved	Off-premise directional sign
	Hotel Marshfield	2700 S Central Ave	Approved	Approved	Resuse nonconforming sign
	Mills Fleet Farm	1101 W Upham St	Approved	Approved	Exceed threshold, height, area and Veteran Pkwy Stds
		Veterans Pkwy	Approved	Approved	Veterans Parkway Military Memorial - modification
	Team Wireless	1100 N Central Ave	Approved	Approved	Resuse nonconforming sign
	Papa Murphy's	1613-1635 N Central Ave	Approved	Approved	Increase extent of existing nonconforming pylon sign
	Team Wireless	1100 N Central Ave	Approved	Approved	Sign to not face right-of-way
6	Total Applications Approved			6	6

SDV	Subdivisions	0	0	0	
0	Total Applications Approved		0	0	

PUD	Planned Unit Development	0	0	0	
0	Total Applications Approved		0	0	

COA	Applicant	Address	PC Action	CC Action	Notes
	Hank Zimmerman	1108 E 4th St	Approved	Approved	Install 3 new garage door on detached garage
1	Total Applications Approved			1	1

MISC	Subject	Sections	PC Action	CC Action	Notes
	CIP			1	1 Approval of CIP
	TID Creation			1	1 TID 9
2	Total Applications Approved			2	2

<u>APPLICATIONS</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
Conditional Use Permits:	9	8	11	10	11	20
Rezoning Requests:	3	4	4	4	5	6 ⁶
Annexations:	2	2	0	0	3	1
Zoning Ordinance Review / Amendments:	4	7	4	5	5	4
Sign Ordinance Review / Amendments:	2	0	2	0	1	1 ⁷
Sign Permits:	7	4	12	29	24	12
Subdivisions:	3	2	1	1	0	0
Other:	7 ¹	4 ²	19 ³	10 ⁴	12 ⁵	3 ⁸
Totals	37	31	53	59	61	47

¹Design Review, Vacation of rights-of-way, TID Boundary, CBRF Task Force

²Design Review, Vacation of rights-of-way, Sewer Service Area Amendments
Comprehensive Plan Amendment Procedures, Historic Landmark Designation

³ Certificates of Appropriateness, Sewer Service Area Plan, Airport Plan,
Downtown Design Guidelines, Local Historic Designation, TID #7

⁴Certificates of Appropriateness, TID Amendments, Historic Designation, Historic
Preservation Policy Changes

⁵Street Vacations, Certificates of Appropriateness, Planned Unit Development,
Memo of Understanding, Professional Services Agreement

⁶Includes Airport Campus Master Plan

⁷Repeal and Re-enact Sign Code

⁸ CIP, TID Creation, Certificate of Appropriateness

**2013 ANNUAL REPORT
BUILDING SERVICES DIVISION**

DIVISION PERSONNEL

Richard Pokorny - Building Inspector
Tom Ott - Plumbing Inspector
Pat Kilty - Electrical Inspector
Cheryl Uthmeier - Secretary
Jeff Molter - City Hall Custodian

The following is a summary of permit activity:

Type of Permit	No. of Permits	Estimate of Value
New CBRF (20 beds or more)	0	0
New Single Family Homes	10	2,063,700
New Two Family Homes	1	150,000
New Multiple Family Buildings	7	3,290,000
Manufactured (HUD) Home in Subdivision	0	0
New Non Residential Buildings	3	1,570,000
New Municipal Buildings	0	0
New Residential Garages & Sheds	32	185,311
Fences	34	92,927
Residential Repair/Alteration/Remodel/Decks	256	1,513,279
Residential Additions	11	346,000
Non-Residential Repair/Alteration/Remodel	116	14,445,264
Non-Residential Additions	6	1,572,915
Municipal Repair/Alteration/Remodel	1	69,200
Municipal Additions	0	0
Residential Heating, Vent., & AC	80	413,541
Non-Residential Heating, Vent., & AC	74	4,937,422
Residential Razing of Buildings	19	*NE
Non-Residential Razing of Buildings	5	*NE
Residential Moving of Buildings	1	*NE
Non-Residential Moving of Buildings	1	*NE
Sign Permits	119	*NE
Foundation	1	*NE
Total Building Permits:	777	\$30,649,559
Electrical Permits (Residential)	313	*NE
Electrical Permits (Non-Residential)	253	*NE
Plumbing Permits	181	*NE
Grand total of all permits:	1524	
Total building permit fees	\$1,063,322.70	
Total electrical permit fees	\$57,093.56	
Total plumbing permit fees	\$174,886.26	

*NE = No Estimate

(not verified by audit or Finance Department)

Large jobs for which permits were issued:

- Nelson-Jameson Inc – 1510 S Anton Ave – addition (20,280 sq.ft.)
- Innovative Machine – 2201 S Nikolai Ave – addition (17,500 sq.ft.)
- Central Manufacturing – 1611 S Anton Ave – addition (5,760 sq.ft.)
- Nicolet Lumber Co – 800-802-804-900-1000-1100-1102 – new apartments buildings (7 buildings, 12 units per building, total 72 units, 17,785 sq.ft. each building)
- **McDonald’s Restaurant** – 1101 N Central Ave – new building (6,061 sq.ft.)
- Marshfield Clinic – 1000 N Oak Ave – remodel
- Marshfield Clinic – 1001 N Oak Ave – remodel
- Hotel Marshfield – 2700 S Central Ave – remodel
- **Saint Joseph’s Hospital** – 611 N St Joseph Ave – remodel
- Norwood Health Center – 1600 N Chestnut Ave – remodel
- Marshfield Door Systems – 1401 E 4th St – remodel
- Walmart – 2001 N Central Ave – remodel
- Marshfield Middle School – remodel
- Wickersham Jewelry – 1921 N Central Ave – remodel
- Security Health – 1515 N St Joseph Ave – remodel
- Charter Communications – 503 E Ives St Suite 316- remodel

Electrical Inspector Report

Permits Issued:

1. Residential 313
2. Non-Residential 253

Permit Fees:

1. Residential \$14,594.98
2. Non-Residential \$42,498.58

Plumbing Inspector Report

Permits Issued: 181

Permit Fees:

Plumbing Permit Fees	\$11,470.00
Water Tap Fees	\$480.00
Wastewater Sewer Fees	\$2,755.00

See Appendix 'A' for Monthly Building Permit Summary

See Appendix 'B' for Five Year Permit Comparison (2009-2013 pages 1 & 2)

See Appendix 'C' for Ten Year Permit Comparison

See Appendix 'D' for Names & Addresses of New Residential One & Two Family Homes