



## CITY OF MARSHFIELD

# MEETING NOTICE

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### PLAN COMMISSION

City of Marshfield, Wisconsin

Tuesday, July 19, 2016

Council Chambers Lower Level, City Hall Plaza

7:00 p.m.

1. Call to Order. – Mayor Meyer – Chairperson.
2. Roll Call. – Acting Secretary Miller.
3. Approval of Minutes. – June 21, 2016 Meeting.
4. Citizen Comments.
5. Conditional Use Request by Shannon Schnitzler on behalf of Bradley and Connie Porter, to permit a 4-bed Adult Family Home, “Community Living Arrangement” use in the “SR-3” Single Family Residential district, with plans to construct an addition in the backyard and expand to an 8-bed Community Based Residential Facility in the future. The request includes an exception for the total “Community Living Arrangement” population to exceed 1% of the City population and 1% of the Aldermanic District population in addition to being located within 2,000 feet of another Community Living Arrangement, located at 414 East 19<sup>th</sup> Street (Parcel 33-06485).  
Presenter: Josh Miller, City Planner  
**Public Hearing Required**
6. Preliminary Plat Request by Tim Vreeland, representing Vern Berg to review the map and other materials for conformity with all ordinances, administrative rules and regulations located across Highway 13 from Berg Equipment (Parcel 33-OMS058C), currently zoned “CMU” Community Mixed Use.  
Presenter: Josh Miller, City Planner  
**Public Hearing Required**
7. Conditional Use Request by Midwest Auto Movers to allow an exception to the hard surfacing requirement to allow a large portion of the traffic circulation and parking areas to be gravel within property zoned “GI” General Industrial, located at the southeast corner of South Mallard Avenue and East Yellowstone Drive intersection with the preliminary address of 2909 South Mallard Avenue (part of Parcel 33-07091).  
Presenter: Josh Miller, City Planner  
**Public Hearing Required**
8. Conditional Use Request by Josh Gluege to exceed the maximum allowable accessory building area for a residential zoned property, exceeding 1,200 square feet and the footprint of the principal dwelling unit, zoned “SR-4” Single Family Residential, located at 2405 South Peach Avenue (Parcel 33-03469L).  
Presenter: Sam Schroeder, Zoning Administrator  
**Public Hearing Required**
9. Conditional Use Request by Ric Kuse to exceed the maximum allowable accessory building area for a residential zoned property, exceeding the footprint of the principal dwelling unit, zoned “SR-4” Single Family Residential, located at 511 North Hinman Avenue (Parcel 33-02545BAB).  
Presenter: Sam Schroeder, Zoning Administrator  
**Public Hearing Required**

**PLAN COMMISSION  
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10. Master Sign Plan Request by Malls4U representing the Marshfield Mall to amend the Master Sign Plan to allow for a new freestanding pylon sign, additional signage for a new tenant space and future wall signage within a large development, zoned "CMU" Community Mixed Use located at 503 East Ives Street (Parcels 33-03216BA and 33-03216).  
Presenter: Sam Schroeder, Zoning Administrator
  
11. Alternative Sign Permit Request by Ross Ingman with D&L Signs to allow a 120 square foot temporary banner sign for the new Kohl's development exceeding the maximum size allowance of 50 square feet, zoned "CMU" Community Mixed Use zoning district, located at 503 East Ives Street (Parcels 33-03216).  
Presenter: Sam Schroeder, Zoning Administrator
  
12. Discussion on allowing duplexes in the "SR-4" and "SR-6" Single Family zoning district as a conditional use.  
Presenter: Josh Miller, City Planner
  
13. Items for Future Agendas.
  - a. Discussion of Highway Sign Regulations.
  
14. Staff Updates.
  - a. Comprehensive Plan Update.
  
15. Adjourn.

**Posted this 14<sup>th</sup> day of July, 2016 by 4:00 PM by Dan Knoeck, Secretary, City Plan Commission**

*For additional information regarding items on the agenda, please contact Jason Angell, Director of Development Services at 715.486.2074 or Josh Miller, City Planner 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.*

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**CITY PLAN COMMISSION  
MARSHFIELD, WISCONSIN  
MINUTES OF JUNE 21, 2016**

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

**PRESENT:** Mayor Meyer, Ed Wagner, John Kaprelian, Joe Gustafson & Ken Wood

**EXCUSED:** Bill Penker

**ABSENT:** None

**ALSO PRESENT:** City Administrator Barg; Director of Public Works Knoeck; Development Services Director Angell; City Planner Miller; Zoning Administrator Schroeder; the media and others.

**PC16-25** Motion by Wood, second by Gustafson to recommend approval of the minutes of the May 17, 2016 City Plan Commission meeting.

**Motion Carried**

**Citizen Comments: None**

**PUBLIC HEARING** - Conditional Use Request by Kim Christianson to allow the construction of a large accessory building exceeding the footprint of the principal single family dwelling unit, zoned "SR-6" Single Family Residential, located at 200 North Pine Avenue (Parcel 33-00699).

**COMMENTS:** Kim Christianson, 200 North Pine Avenue agrees with the recommendations and would like the 24 x 42 foot garage. She did request a provision be added to allow a temporary accessory building to remain for one year after the existing garage is removed. They would probably pour the concrete this summer and build the garage next summer.

**PC16-26** Motion by Gustafson, second by Kaprelian to recommend approval of the Conditional Use Request by Kim Christianson, based on the information presented and the Conditional Use criteria being met, to allow the construction of a large accessory building exceeding the footprint of the principal single family dwelling unit, zoned "SR-6" Single Family Residential, located at 200 North Pine Avenue (Parcel 33-00699), subject to the following conditions:

1. Total accessory structure footprint area is limited to 1,008 square feet.
2. Construction of the garage must commence within two years of approval.
3. The garage must be constructed of similar building materials and visual appearance as the principal structure located on premise.
4. Any expansion to the driveway must be hard-surfaced within one year of the completion of the garage.
5. Final approval shall be contingent on the approval of a building permit.
6. Minor site changes and building details may be administratively approved as long as the changes do not result in development becoming non-compliant with this conditional use permit or other zoning code requirements.
7. A temporary accessory building would be allowed to remain on the property for up to one year after the existing garage is removed.

**Motion Carried**

**PUBLIC HEARING** - Conditional Use Request by the University Commission: UW-Marshfield/Wood County to allow the building addition of a Large Scale Indoor Institutional Use, including a parking lot addition and an outdoor courtyard area, within property zoned “CD” Campus Development zoning district prior to the adoption of a Campus Master Plan, located at 2000 West 5<sup>th</sup> Street (Parcel 33-05037).

**COMMENTS: None**

**PC16-27** Motion by Wagner, second by Gustafson to recommend approval of the Conditional Use Request by the University Commission: UW-Marshfield/Wood County, based on the information presented and the Condition Use criteria being met, to allow the building addition of a Large Scale Indoor Institutional Use, including a parking lot addition and an outdoor courtyard area, within property zoned “CD” Campus Development zoning district prior to the adoption of a Campus Master Plan, located at 2000 West 5<sup>th</sup> Street (Parcel 33-05037), subject to the following conditions:

1. The site plan, landscape plan and lighting plan for the STEM building is approved as presented, allowing minor site changes and building details to be approved administratively.
2. Any new driveway or parking areas must be hard-surfaced prior to the issuance of a certificate of occupancy.
3. All required landscaping must be installed prior to the issuance of a certificate of occupancy.
4. Final approval shall be contingent on the approval of a building permit.
5. If parking problems are identified as part of normal day to day operations of the facility, the conditional Use Permit may be reviewed by the Plan Commission to determine if any additional on-site parking will be required.
6. The monument sign may be moved to the circle drive entrance, provided the location for the sign meets all other sign code requirements for a monument sign.
7. A draft Campus Master Plan for UW-Marshfield Wood County, meeting the requirements of the Zoning Code, must be submitted to the City within one year of Common Council approval of the Conditional Use Permit.

**Motion Carried**

**PUBLIC HEARING** - Conditional Use Request by the Marshfield School District to allow the exterior addition of a Large Scale Indoor Institutional Use for an outdoor learning center adjacent to Washington Elementary School within property zoned “SR-4” Single Family Residential, located at 1112 West 11<sup>th</sup> Street (Parcel 33-03362A).

**COMMENTS: None**

**PC16-28** Motion by Gustafson, second by Wood to recommend approval of the Conditional Use Request by the Marshfield School District, based on the information presented and the Conditional Use criteria being met, to allow the exterior addition of a Large Scale Indoor Institutional Use for an outdoor learning center adjacent to Washington Elementary School within property zoned “SR-4” Single Family Residential, located at 1112 West 11<sup>th</sup> Street (Parcel 33-03362A), subject to the following conditions:

1. The site plan for the outdoor learning area is approved, allowing minor modifications to be approved administratively.
2. Applicant is responsible for applying for any necessary building or fence permits.
3. Any exterior lighting proposed for the project must meet the standards set forth in Section 18-104 of the Zoning Code.

**Motion Carried**

**PUBLIC HEARING** - Conditional Use Request by the Central Wisconsin State Fair to allow the construction of a new accessory building which includes will include temporary stables for horses within property zoned “CD” Campus Development zoning district prior to the adoption of a Campus Master Plan, located at 311-315 East 17<sup>th</sup> Street (Parcel 33-03462).

**COMMENTS:** Andy Keogh, 1715 North Apple Avenue, member of the Fair Board provided some background. This project along with the stage will be funded by a bequest from the estate of Russel Wenzel. The barn and the stage will take up all of the funds provided and there are no funds for hard surfacing as recommended by staff. They support the recommendation of staff but can’t meet it. Perhaps if they were given more time, they could work something out.

**PC16-29** Motion by Gustafson, second by Wood to recommend approval of the Conditional Use Request by the Central Wisconsin State Fair, based on the information presented and the Conditional Use criteria being met, to allow the construction of a new accessory building which includes will include temporary stables for horses within property zoned “CD” Campus Development zoning district prior to the adoption of a Campus Master Plan, located at 311-315 East 17<sup>th</sup> Street (Parcel 33-03462), subject to the following conditions:

1. The previous condition for Resolution 2016-22 (CWSF Stage) requiring a draft Campus Master Plan to be submitted to the City by April 26, 2017 is still in effect.
2. Minor changes to the site plan may be administratively approved.
3. Parcels 33-03462 and 33-03462AB must be combined through a recorded Certified Survey Map to reduce the nonconformity of the existing hockey building prior to the issuance of a building permit.
4. Within one year of the Certificate of Occupancy:
  - a. A bufferyard with a minimum opacity of 0.5 by the combination of either vegetative screening or solid fencing must be installed along the west property line abutting the residential zoned dwelling units off of South Cedar Avenue from East 17<sup>th</sup> Street right-of-way to the existing horse barn.
  - b. A minimum of 96 landscape points must be installed along East 17<sup>th</sup> Street.
5. Within five years of the Certificate of Occupancy:
  - a. The existing gravel area south of the proposed building from the west property line to the existing hockey building must be hard surfaced and marked indicating parking stalls. This parking area shall have a minimum setback of 3 feet from the west property line and 10 feet from the street right-of-way along East 17<sup>th</sup> Street. Parking landscaping including landscape islands shall be exempted for this paved area.

**Wagner Abstained, Motion Carried**

**PUBLIC HEARING** - Municipal Code Amendment Request to amend Chapter 18, General Zoning Ordinance, Section 18-12 and 18-65(7) amending the definitions of an accessory building, referencing the Wisconsin Uniform Dwelling Code to determine the separation requirements between a detached accessory building and a dwelling unit, and to clarify the setback requirements for a garage on a corner lot.

**COMMENTS: None**

**PC16-30** Motion by Wood, second by Kaprelian to recommend approval of the Municipal Code Amendment Request to amend Chapter 18, General Zoning Ordinance, Section 18-12 and 18-65(7) amending the definitions of an accessory building, referencing the Wisconsin Uniform Dwelling Code to determine the separation requirements between a detached accessory building and a dwelling unit, and to clarify the setback requirements for a garage on a corner lot, and request an ordinance be drafted for Common Council consideration.

**Motion Carried**

**PUBLIC HEARING** - Municipal Code Amendment Request to amend Chapter 18, General Zoning Ordinance, Section 18-156(7), amending the required votes by the Zoning Board of Appeals to reverse any order, requirements, decision, or determination for a requested appeal from four concurring votes to a majority vote of members present.

**COMMENTS: None**

**PC16-31** Motion by Wagner, second by Wood to recommend approval of the Municipal Code Amendment Request to amend Chapter 18, General Zoning Ordinance, Section 18-156(7), amending the required votes by the Zoning Board of Appeals to reverse any order, requirements, decision, or determination for a requested appeal from four concurring votes to a majority vote of members present, and request an ordinance be drafted for Common Council consideration.

**Motion Carried**

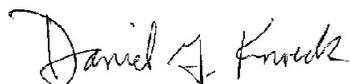
Zoning Administrator Schroeder discussed Highway Sign Regulations and presented several options for possible code amendments. Many communities do establish a highway corridor and then allow for individual sign variances as the approval process. We use an Alternate Sign Permit process rather than a variance process. This discussion will continue at the next Plan Commission meeting.

**Items for Future Agendas: None**

**Staff Updates:**

- City Planner Miller gave an update on the Comprehensive Plan process. The results of the Community Survey will be presented to the Common Council on Tuesday, June 28<sup>th</sup> at 6:30 PM. The Plan Commission is invited to attend.

There being no objections, Mayor Meyer adjourned the meeting at 8:18 PM



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



# City of Marshfield Memorandum

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TO: Plan Commission  
FROM: Josh Miller, City Planner  
DATE: July 19, 2016

RE: Conditional Use Request by Shannon Schnitzler, on behalf of Bradley and Connie Porter, to permit a 4-bed Adult Family Home, "Community Living Arrangement" use in the "SR-3" Single Family Residential district, with plans to construct an addition in the backyard and expand to an 8-bed Community Based Residential Facility in the future. The request includes exceptions for the total "Community Living Arrangement" population to exceed 1% of the City and Aldermanic District population capacity and an exception to the 2,000 for separation requirement, located at 414 East 19<sup>th</sup> Street (Parcel 33-06485).

## **Background**

The Applicant is requesting a Conditional Use Permit to establish a 4-bed Adult Family Home (AFH) with future plans to establish an 8-bed Community Based Residential Facility (CBRF), located at 414 East 19<sup>th</sup> Street, zoned "SR-3" Single Family Residential District. The subject property is owned by Bradley and Connie Porter and is presently utilized as a single-family residence. Shannon Schnitzler, the Applicant, is proposing to purchase the property for the purpose of opening a state licensed facility with a care provider on-site 24 hours a day, 365 days. The seller has submitted written approval of the application for an 8-bed CBRF.

There are currently four bedrooms on the ground level of the house and the only exterior changes to the home that would be need for the 4-bed facility would be the addition of a front porch and two exterior ramps. In the future, the Applicant has plans to convert the garage into three additional bedrooms, and adding approximately 520 square foot addition to the back of the house to make it into an 8-bed facility. Because of the large lot, the back edge of the proposed addition would still be approximately 50 feet from the south property line and over 20 feet to the west or side yard property line.

When the facility is a 4-bed Adult Family Home, the Applicant is proposing to have live-in staff, with one other staff person on hand for a maximum of two staff at one time. The live-in staff person may or may not be there during day hours when other staff is working. Once the facility has been expanded to an 8-bed

Community Based Residential Facility, the plan would be to eventually no longer have a live-in staff person, but would have 1-2 staff people there at all times.

Both a 4-bed Adult Family Home and an 8-bed Community Based Residential Facility (CBRF) (1-8 resident Community Living Arrangement) are permitted uses as long as they meet the regulations in Section 18-57(11) in the "SR-3" zoning district. In this case, a Conditional Use Permit is needed to allow exceptions to the City and Aldermanic District population limitations and the 2,000 foot separation requirement. The State grants each community the ability to establish limits on Community Living Arrangements if the population of such facilities exceeds 1% of the total City or Aldermanic District population in which the facility is proposed to be located. The City's process for granting exceptions to the 1% population limitation is the Conditional Use Permit process. Currently, the Community Living Arrangement populations in the City are over 1.6% of the City's population, a Conditional Use Permit is required for all future requests.

### **Analysis**

Under Section 18-57(11) of the zoning code, there are multiple regulations for Community Living Arrangements (1-8 residents). These regulations include a distance separation from other care facilities, a maximum number of beds per City and Aldermanic District population, property screening, and parking requirements. The regulations the Applicant are not able to meet are the City and Aldermanic District population limitation and the distance separation requirement.

The Applicant is requesting an exception to the related statutory provision for total capacity of Community Living Arrangements in a city. The maximum number of beds per City and Aldermanic District allows cities to control the total number and location of care facilities if the total capacity of all licensed facilities exceeds either 25 persons or 1% of the total population on a citywide basis or within an aldermanic district, whichever is greater. If the capacity is exceeded, the Applicant may request an exception and the City Plan Commission may grant or deny the request.

As of January 1, 2016, the City of Marshfield regulated care facilities database shows licensed Community Living Arrangements (Community Based Residential Facilities and Adult Family Homes) in Marshfield provide 312 beds, plus the City has approved a 4-bed Adult Family Home (Monique Lane) that is not on the database yet, for a total of 316 beds. The proposed application would bring the total Community Living Arrangement bed count to 324 beds. A 4-bed AFH on South Sycamore is no longer listed in the State Directory. If that facility were to start up again within a year of closing (summer of 2015), there would be an additional 4 beds added to the above total.

Based on the most recent available data (Estimates from August 10, 2015), U.S. Census population estimate for Marshfield is 19,186. Therefore, the total capacity

for Community Living Arrangements is only 191 beds. Any additional facilities will to exceed this limit and will continue require a Conditional Use Permit.

The database shows licensed Community Living Arrangements in Aldermanic District 6 currently provides a total of 38 beds, so an additional 8 beds would put the total at 46 beds. Aldermanic District 8 has a population of 1,973 based on the 2010 U.S. Census population estimate and therefore requires an exception for any request that exceeds 19 beds.

There are three facilities within 2,000 feet of the subject property. The Wells Nature View II (on East 21<sup>st</sup> Street) is approximately 360 feet away and the second closest facility is the Peach Avenue Group Home (on South Peach Ave) located just less than 1,800 feet away. A Touch of Home 3 (East 25<sup>th</sup> Street) is the third closest facility, located just under 2,000 feet away. The Applicant is requesting an exception to the 2,000 foot distance separation requirement. With only one facility being within a close proximity, staff does not feel adding the 8 bed CBRF would be institutionalizing the neighborhood. Therefore, staff is also recommending an exception to the 2,000 foot separation requirement.

Based on the 2008 Adult Family Home and Community-Based Residential Facility (CBRF) Task Force Report and Recommendation, the demand for all types of assisted-living arrangements is expected to increase dramatically in Marshfield within future years. Greater growth is anticipated in Marshfield because of the existence of high-quality medical care for the entire range of assisted living clients through the Marshfield Clinic. The Clinic provides much-sought-after services for developmentally disabled, physically handicapped, geriatric and cognitively disabled citizens. Hence, Marshfield can easily become a location of choice for assisted living facilities. Since the report was published in August of 2008, the following regulated care facilities have been approved by the City Plan Commission and Common Council:

- 60-bed CBRF (Stoney River)
- 24-bed CBRF (Stoney River II)
- 20-bed CBRF (Wells Nature View)
- 8 bed CBRF (Norwood Health Center)
- 4-bed AFH (on Monique Lane)
- two 4-bed AFH to increase to two 8-bed CBRF's
- 4-bed AFH (E Doege St)

The zoning code requires that one parking space be provided for each employee of the largest shift, plus one space for every three beds. Based on that calculation of 2 employees and 4 beds, the Applicant would need to provide 3-4 parking stalls on site. It is feasible to park 4 or more vehicles in the driveway. Therefore, the Applicant can meet the requirement for on-site parking.

Included in the packet is a petition signed by many of the surrounding property

owners to the subject property, objecting to the proposed Community Based Residential Facility. Staff would be happy to address any comments or questions related to the petition at the Plan Commission meeting.

The following information is based on the specific requirements outlined in Section 18-161(6) Conditional Use Review Criteria for Plan Commission consideration

*Conditional Use Review Criteria of 18-161(6)(c)*

*(c) The Zoning Administrator shall review the complete application and evaluate whether the proposed amendment:*

*1. Is in harmony with the recommendations of the Comprehensive Plan.*

Housing & Neighborhood Development – The proposed development will provide additional assisted-living housing in the city’s southeast quadrant. A Comprehensive Plan goal is to monitor the need for additional programs and housing options. The Plan establishes the following housing policy for the assisted-living sector “continue to consider special needs housing, such as community-based residential facilities (CBRFs), based on the community need, impact on neighborhood, physical design, and the availability of existing facilities.”

*2. Will result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future.*

Four to eight additional residents on the property should not have an adverse impact to the neighborhood. Parking for the residents and employees shall be provided on-site. Because this facility is housed within a single-family home, screening is not required, however, staff is still recommending some landscaping be added east and west of the driveway to reduce visual impact of the larger residential driveway. Where ever exterior changes are planned (converting the garage and constructing the addition), new siding and roof materials will match the rest of the house.

*3. Maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.*

The consistency of the land use will not change from the original parcel. The property is still a residence it will just have a care provider on-site 24/7 and occasional staff.

4. *The conditional use is located in an area that will be adequately served by, and will not impose an undue burden on, any of the improvements, facilities, utilities or services provided by public agencies serving the subject property.*

The subject property is already adequately served by public services, and requires no change or upgrade to services.

5. *The potential public benefits outweigh any and all potential adverse impacts of the proposed conditional use, after taking into consideration the applicant's proposal and any requirements recommended by the applicant to ameliorate such impacts.*

Providing needed housing to the elderly, developmentally disabled, and physically disabled in a residential setting is a public benefit. The facility is located in a single family residence and parking is provided on site, therefore, no adverse impacts are projected for the neighborhood due to the proposed AFH or CBRF.

### **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 a Conditional Use Permit for a 4-Bed Adult Family Home with a future expansion to an 8-Bed Community Based Residential Facility at 414 East 19<sup>th</sup> Street zoned "SR-3" Single Family Residential District with an exception to the City population limitations with the following conditions:

1. The Conditional Use Permit shall expire if the proper license to establish a 4-bed Adult Family Home is not obtained within 12 months of Common Council approval or if the license is not maintained for a period of 12 or more consecutive months.
2. The site plan for the ramps and addition are approved, allowing minor modifications to be approved administratively, including future driveway expansions needed to meet the parking requirements as long as the changes do not result in development becoming non-compliant with this conditional use permit or other zoning code requirements.
3. Applicant is responsible for applying for any building permits needed.
4. Any exterior changes or additions to the facility must be constructed of similar building materials and visual appearance as the house.

5. Construction for the addition for the 8-bed facility must be completed within 3 years of acquiring the property. Failure to complete the addition within the allotted timeframe shall trigger a Plan Commission review of the Conditional Use Permit prior to the issuance of a Certificate of Occupancy for the addition.

**Attachments**

1. Letter from Property Owner
2. Location Map
3. Site and Building Plan
4. Regulated Care Facilities Buffer and Location Maps
5. Photos of Existing Landscaping along Driveway
6. Petition

Concurrence:



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Jason Angell  
Director of Development Services

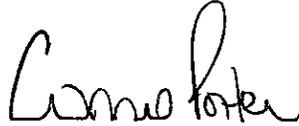
Connie Porter  
414 East 19<sup>th</sup> Street  
Marshfield, WI 54449  
715-305-6835 (cell)  
[Connie.porter414@gmail.com](mailto:Connie.porter414@gmail.com)

June 13, 2016

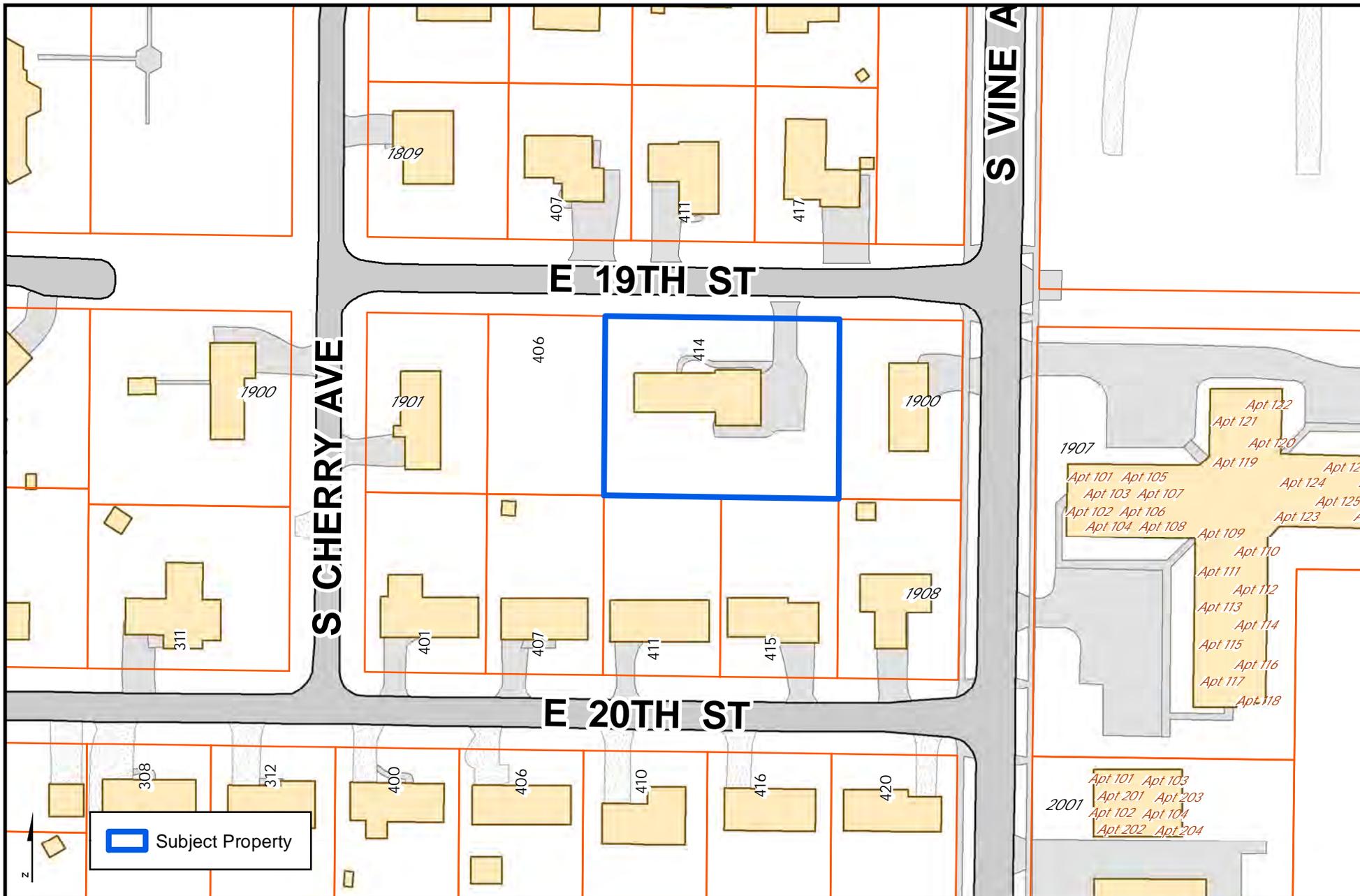
To Josh Miller, City Planner of the City of Marshfield:

I am writing this letter on behalf of Rob and Shannon Schnitzler. They would like to ask for a conditional use permit for the property at 414 East 19<sup>th</sup> Street, Marshfield, WI 54449. I would like to give them permission to ask the city for this permit. If you have any questions or have any needed follow-up, please feel free to contact me at the contact information listed above.

Sincerely,

A handwritten signature in cursive script that reads "Connie Porter". The signature is written in black ink and is positioned above the printed name.

Connie Porter



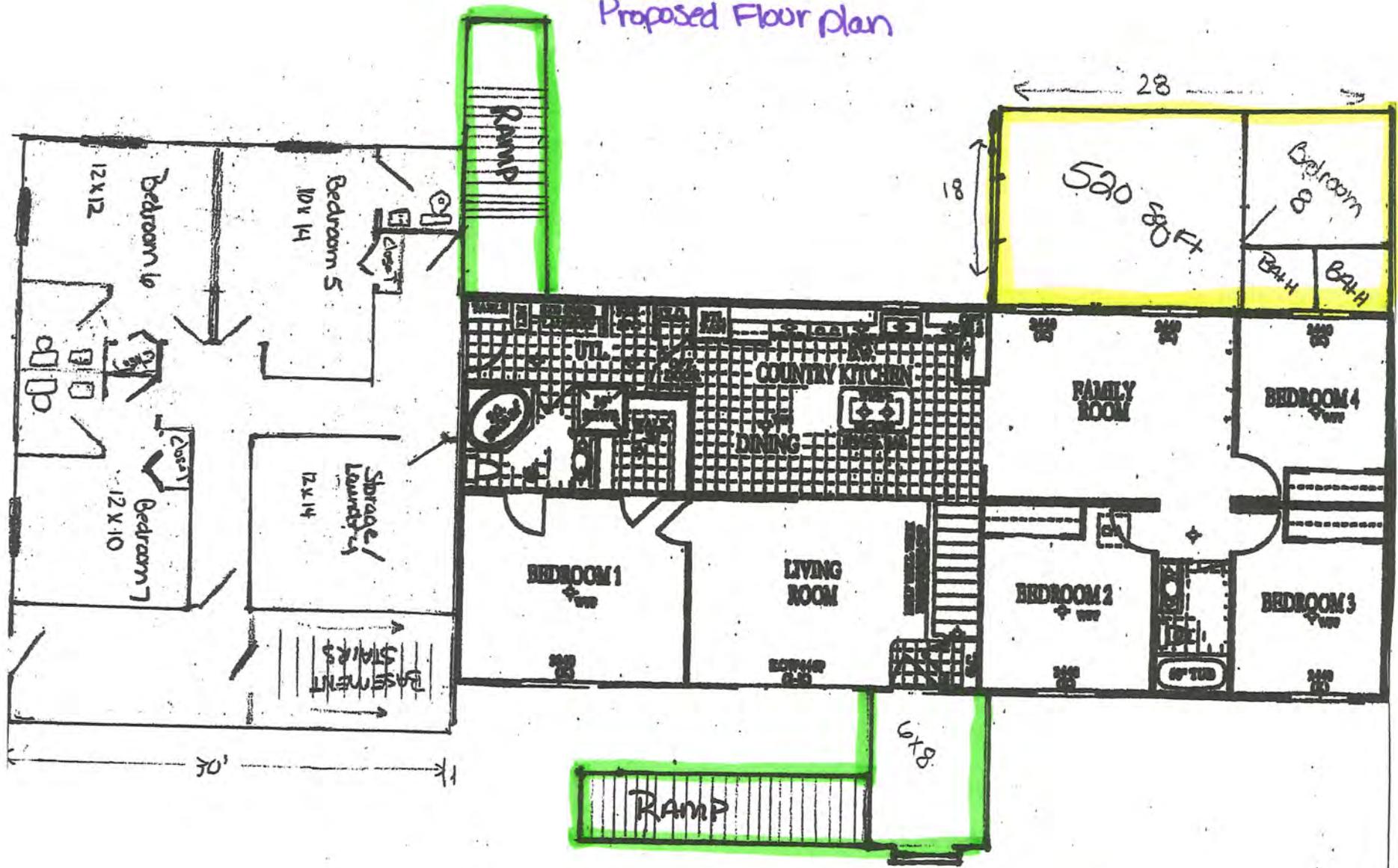
**CUP - 8-Bed CBRF - Shannon Schnitzler**  
**City of Marshfield - Plan Commission**  
**Meeting Date: July 19, 2016**

Map Not To Scale  
 For 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.



# Proposed Floor plan

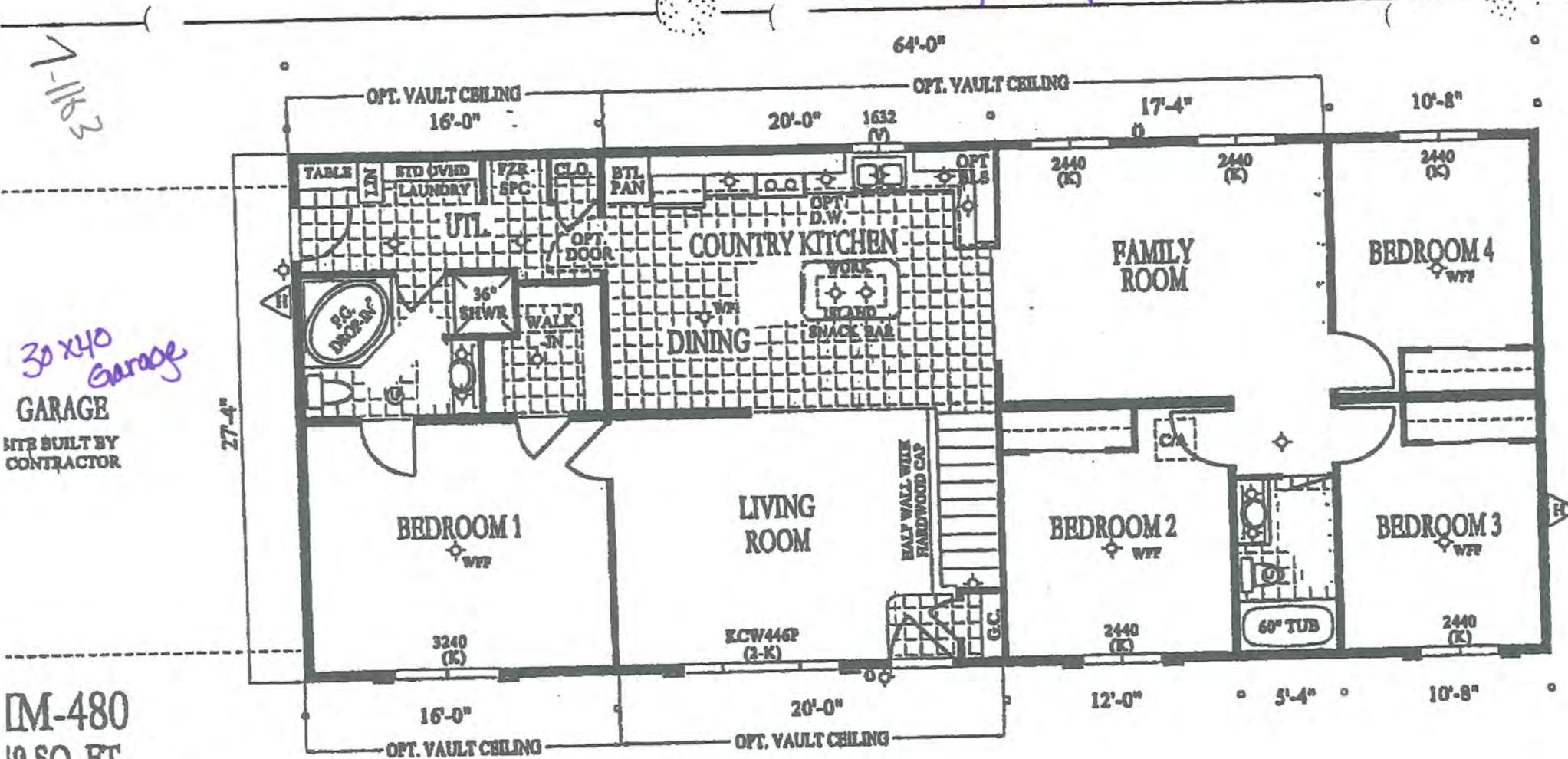


 Added Later

 Added Now

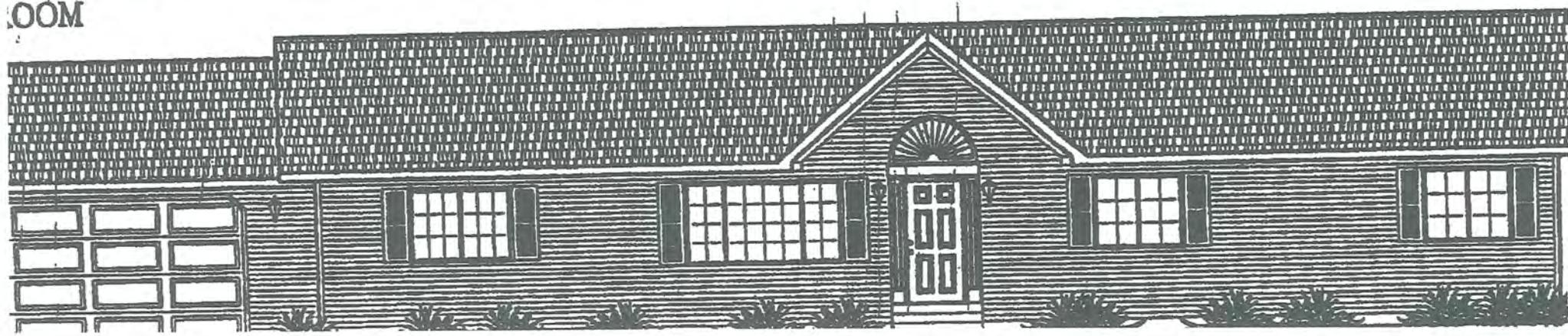
Bedrooms in Garage Added Later to convert to 8 bed.

# Existing Floorplan



30 x 40 Garage  
 GARAGE  
 SITE BUILT BY CONTRACTOR

M-480  
 19 SQ. FT.  
 2 BATHS  
 ROOM





# Wood County Land Information Office

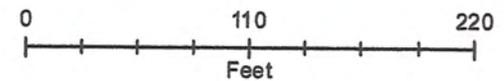


June 6, 2016

**Disclaimer: This Map is NOT a Survey!!**

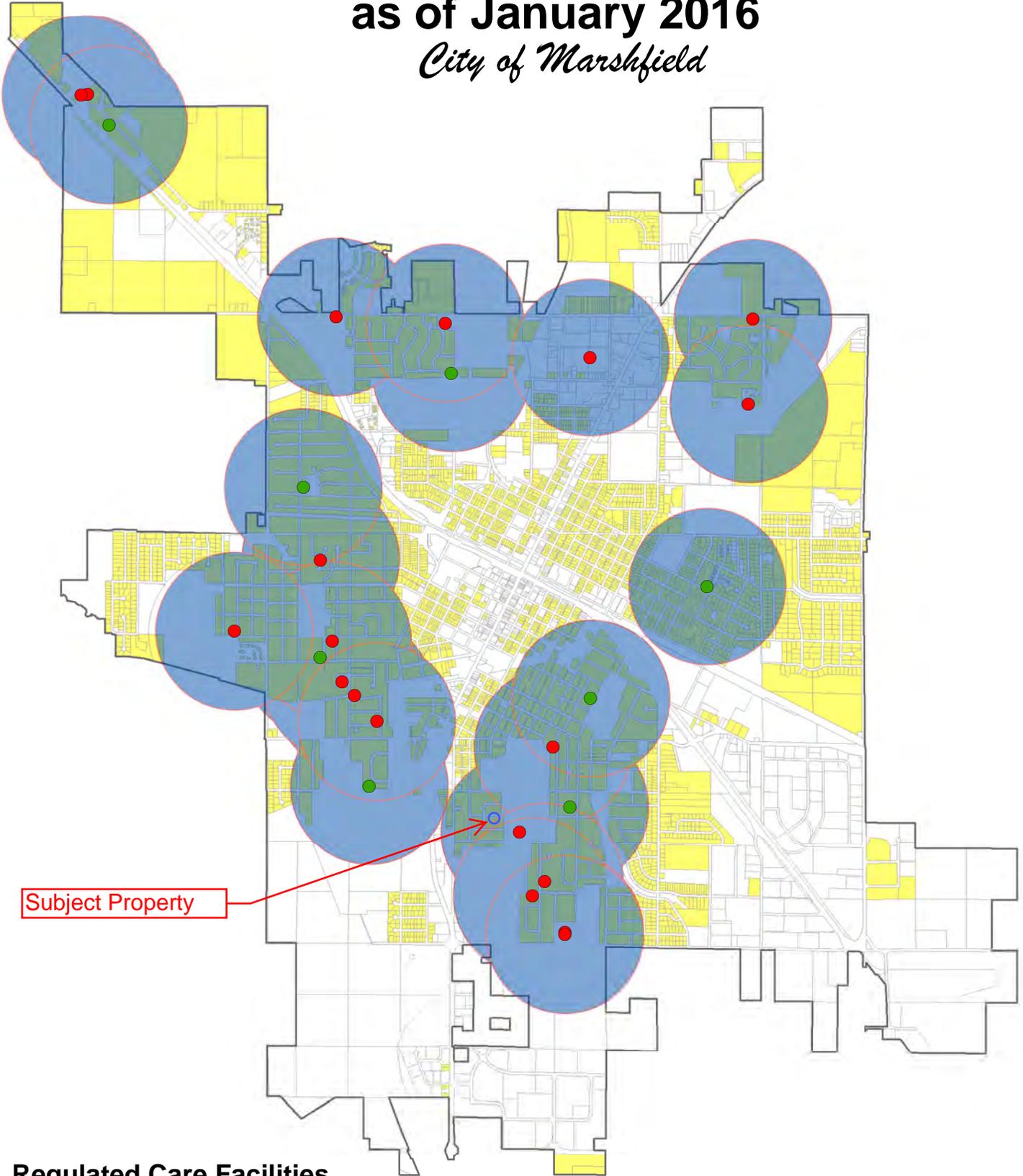
No information on this website is intended to serve as legal evidence of size, shape, location or ownership of real estate or environmental features including floodplains and wetlands. Wood county assumes no liability related to the use of this map. Property types open to the public for hunting should ALWAYS be verified by the Treasurer's Office.

Wood County Land Information Office  
Map created @ gis.co.wood.wi.us



# Regulated Care Facilities as of January 2016

*City of Marshfield*

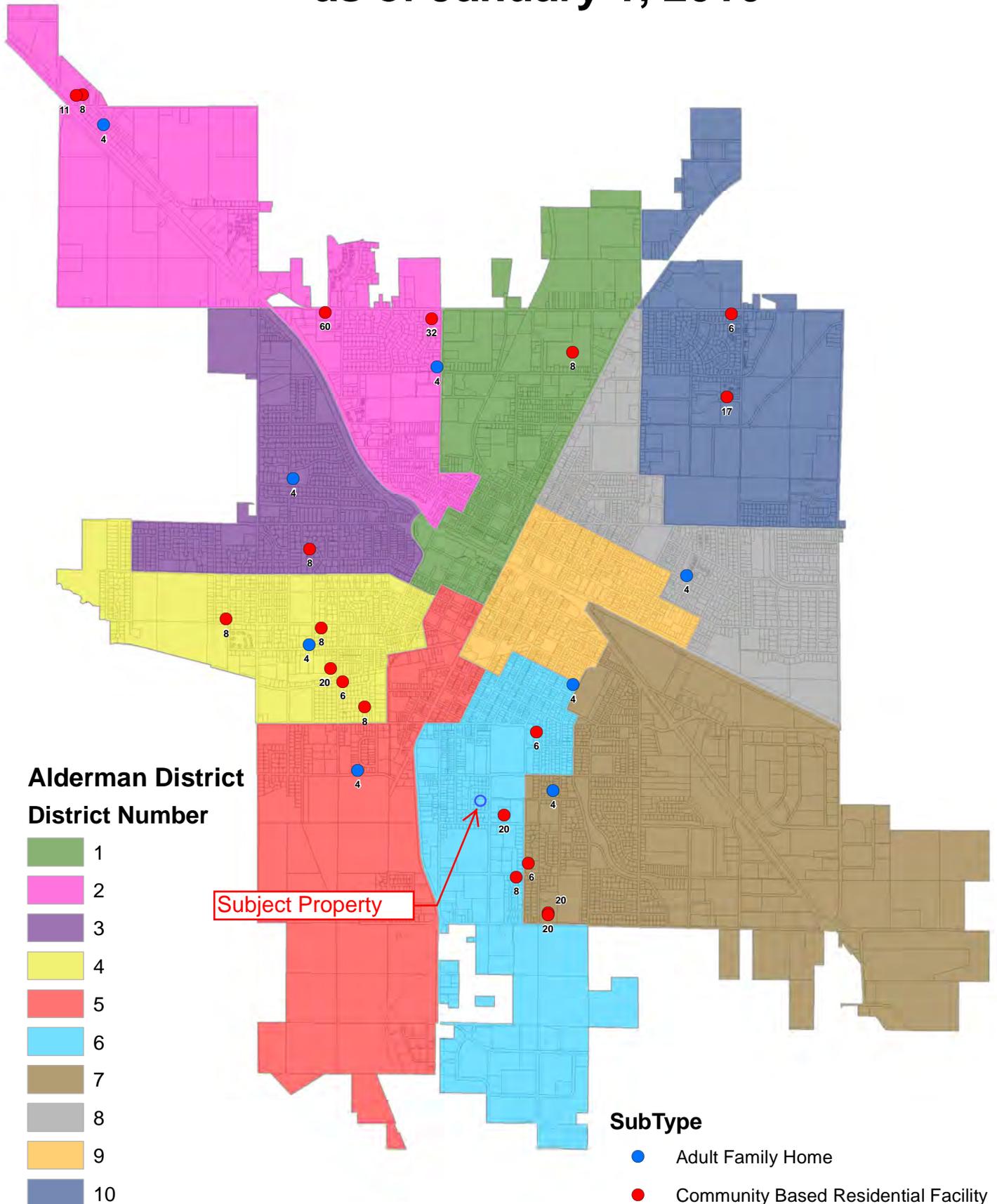


## Regulated Care Facilities

- Adult Family Home
- Community Based Residential Facility

- 2,000 ft. Distance Buffer 2016
- Residential Districts

# CBRF & AFH Locations in Marshfield as of January 1, 2016







July 12, 2016

## PETITION

The following more clearly states the reasons neighbors of Connie Porter oppose the Conditional Use Request by Shannon Schnitzler, on behalf of Bradley and Connie Porter, to permit a 4-bed Adult Family Home, "Community Living Arrangement" use in the "SR-3" single family Resident district, with plans to construct an addition in the backyard and expand to a 8-bed Community Based Residential Facility in the future.

1. Our neighborhood is small and there are only 5 homes on 19th Street and believe this request would greatly affect the value of the remaining homes.
  
2. The addition on the back side of this home would also affect the values of the homes on the north side of 20th Street and the homes on Vine Ave and the homes on the east side of Cherry Ave as this development would be in their back yard.
  
3. The lots across the Street of subject property are only 125 ft deep and their back yards are small and it is not uncommon for children visiting or living on the street playing on the Street. This Community Living Arrangement would result in increased traffic on the Street.
  
4. When considering the exception to the 1% of an Aldermanic District population in addition to being located within 2000 feet of another Community Living Arrangement, please take into consideration the number of Apartments on Vine Ave and 21st Street. We wish to keep our small neighborhood residential.
  
5. All of the Individuals signing the attached petition opposing this Community Living Arrangement own homes surrounding this proposed home. Only two owners surrounding this proposal have not signed this petition as one is vacant and other is on vacation. All other property owners that surround this proposed home have signed the petition.



Tom Forbush

## PETITION

We oppose the **Conditional Use Request** by Shannon Schnitzler, on behalf of Bradley and Connie Porter, to permit a 4-bed Adult Family Home, "Community Living Arrangement" use in the "SR-3" single family Resident district, with plans to construct an addition in the backyard and expand to an 8-bed Community Based Residential Facility in the future. **We oppose this Request for the following reasons.** 1. Our neighborhood is small and there are only 5 homes on 19th Street and believe this Request would greatly affect the value of the remaining homes. 2. The proposed addition on the back side of would also affect the value of the homes on the north side of 20th Street and as two homes on the east side of Cherry Ave. 3. The lots across the Street of subject property are only 125 ft deep and their back yards are small and it is not uncommon for children living or visiting playing on the Street. 4. When considering the exception to the 1% of an Aldermanic District please take into consideration the number Apartments within 2,000 feet, available on Vine Ave for Senior Housing under an FmHA program.

Name	Address	Date
<i>Zoe Zankich</i>	407 E 19th St Marshfield, WI	7-10-16
<i>Shuley Forbush</i>	407 E 19th St Marshfield, WI	7-10-16
<i>David A. Schuler</i>	411 E 19th St MARSHFIELD	7-10-16
<i>Susan R Schroeder</i>	411 E 19th St. MARSHFIELD	7-10-16
<i>Matt Beck</i>	1901 S Cherry Ave Marshfield WI 54449	7-11-16
<i>Geny Beck</i>	1901 S. Cherry Ave Marshfield WI 54449	7-11-16
<i>Erwin Jewett</i>	411 E 20th St Marshfield	7-10-16
<i>John B Jewett</i>	411 E 20th St Marshfield	7-10-16
<i>Thomas J. Jewett</i>	1908 S Vine Ave Marshfield WI	7-10-16
<i>Evelyn Chabry</i>	1908 S Vine Ave Marshfield, WI	7-10-16
<i>Rich Allet</i>	1900 S. Vine Ave.	7-10-16
<i>Michael J. Per</i>	1900 S. Cherry Ave	7-11-16
<i>Angela A. Rew</i>	1900 S. cherry ave	7-11-16
<i>Hanley Crandall</i>	407 E 20th St.	7-11-16
<i>Laura M. Abel</i>	1900 S. Vine Ave	7-11-16
<i>Chao + Thor</i>	417 E 19th St	7-12-16
<i>Khok V Thor</i>	417 E 19th St	7-12-16
<i>Dany Carlsson Jr.</i>	406 E 19th St	7-12-16
<i>Sheryl Carlsson</i>	406 E 19th St Marshfield, WI	7-12-16



# City of Marshfield Memorandum

---

TO: Plan Commission  
FROM: Josh Miller, City Planner  
DATE: July 19, 2016

RE: Preliminary Plat – Popp Place, located across Highway 13 from Berg Equipment between West Veterans Parkway and Popp Avenue (Parcel 33-0MS058C), currently zoned “CMU” Community Mixed Use.

## **Background**

Property owner, Vern Berg, is proposing to subdivide a roughly 2.6 acre parcel, between Popp Avenue and State Highway 13, creating five lots for potential commercial development. The parcel is currently zoned “CMU” Community Mixed Use district. A copy of the preliminary plat is attached.

## **Analysis**

The minimum lot requirements for the “CMU” district are as follows:

- Lot area: 12,000 square feet
- Lot width: 80 feet
- Front setback: 20 feet
- Street side setback: 15 feet
- Side setback: 10 feet
- Rear setback: 20 feet
- Maximum building coverage of a lot: 40 percent

All of the lots in the proposed layout will meet the above minimum requirements. The smallest proposed lot (Lot 5) is on the southeast edge of the plat at a size of 20,337 square feet. The narrowest lot is Lot 4 at a width of just over 100 feet. Setbacks listed above pertain to the principal building. Other site improvements such as parking lots, landscaping, and signage have less restrictive setbacks. Until a project or site plan is submitted, the building coverage is unknown, but the proposed lot sizes could accommodate an average sized commercial building without exceeding 40 percent of the lot area.

Access would also be prohibited along State Highway 13 and a 50 foot setback would be required because the highway is considered a major street. Vehicular access would only be available off of Popp Avenue and no additional roads are

proposed as part of this plat. Sanitary and water services are readily available to the lots from Popp Avenue.

The Future Land Use Map in the Comprehensive Plan identifies this area as New Neighborhood Residential. That land use category does allow for a portion (35 percent or less) of the “neighborhood” to be comprised of neighborhood office, neighborhood business, or institutional. Minimum recommended neighborhood size is 40 acres. Therefore, 2.6 acres of commercial or mixed use development would be well under the 35 percent of the neighborhood.

### **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 Preliminary Plat of Popp Place.

### **Attachments**

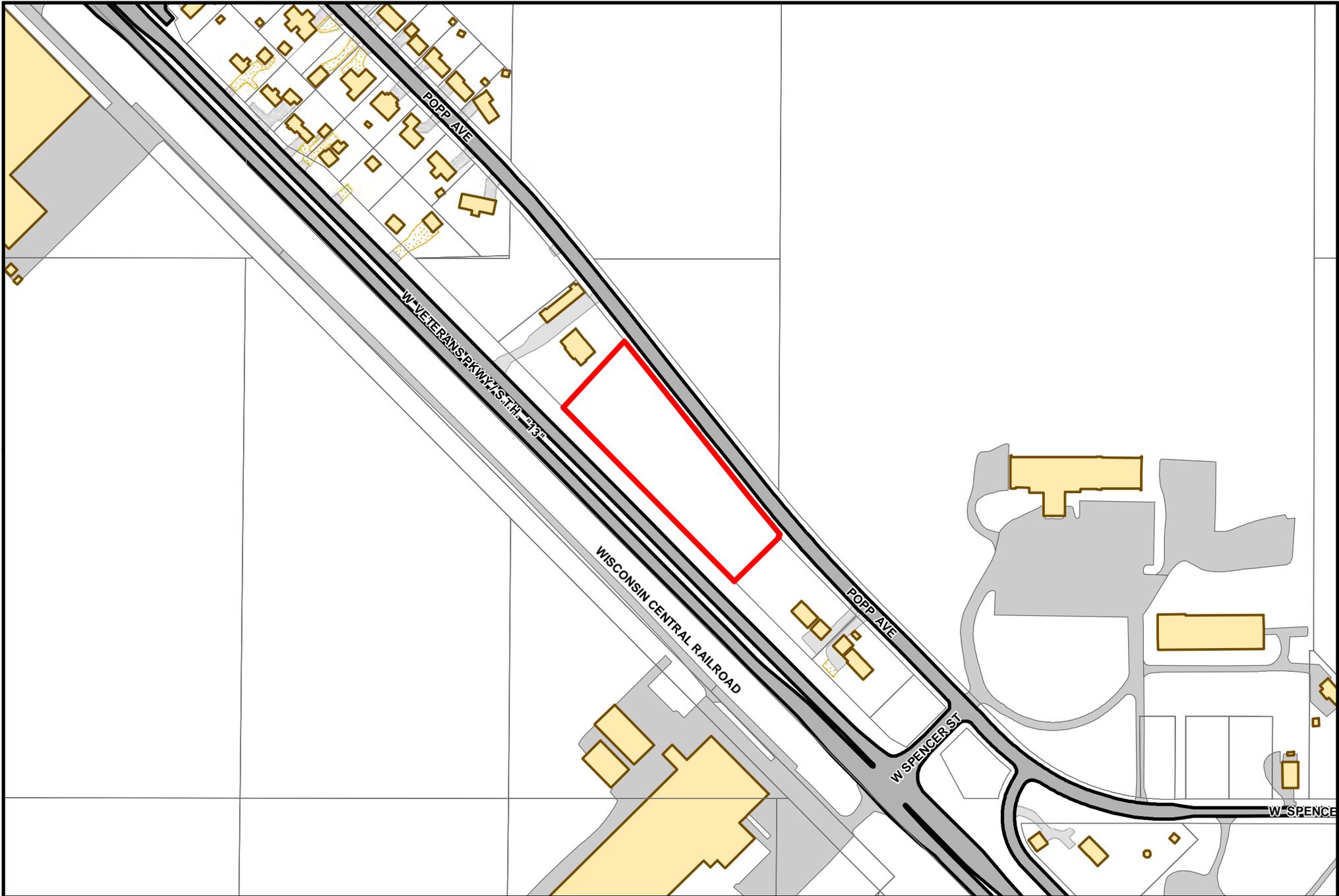
1. Application
2. Location Map
3. Preliminary Plat

Concurrence:



---

Jason Angell  
Director of Development Services



**Preliminary Plat: Popp Place**  
**City of Marshfield - Plan Commission**  
**Meeting Date: July 19, 2016**

Map Not To Scale  
For 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.



**SURVEYORS CERTIFICATE**

I, TIMOTHY G. VREELAND, PROFESSIONAL LAND SURVEYOR DO HEREBY CERTIFY, THAT I HAVE SURVEYED, MAPPED AND DIVIDED ALL OF LOT 1 OF CERTIFIED SURVEY MAP NUMBER 15688, RECORDED IN VOLUME 71 OF SURVEYS ON PAGE 112, LOCATED IN THE SOUTHEAST QUARTER OF THE NORTHWEST QUARTER AND SOUTHWEST QUARTER OF THE NORTHEAST QUARTER OF SECTION 36, TOWNSHIP 26 NORTH, RANGE 2 EAST, CITY OF MARSHFIELD, MARATHON COUNTY, WISCONSIN, DESCRIBED AS FOLLOWS:

COMMENCING AT THE NORTH QUARTER CORNER OF SAID SECTION 36; THENCE N 89°51'05" W ALONG THE NORTH LINE OF THE NORTHWEST QUARTER 381.65 FEET; THENCE S 0°08'55" W 1512.47 FEET TO A POINT ON THE WESTERLY LINE OF POPP AVENUE AND TO THE POINT OF BEGINNING; THENCE S 38°33'20" E ALONG THE WESTERLY LINE OF POPP AVENUE 460.54 FEET; THENCE 143.79 FEET ALONG THE ARC OF A CURVE CONCAVE TO THE NORTHEAST WHOSE RADIUS IS 3,774.10 FEET, WHOSE CENTRAL ANGLE IS 2°10'59" AND WHOSE CHORD BEARS S 39°37'29" E 143.79 FEET; THENCE S 49°18'22" W 10.20 FEET; THENCE S 44°53'23" E 3.49 FEET; THENCE S 45°04'37" W 150.51 FEET TO THE EASTERLY LINE OF STATE HIGHWAY "13"; THENCE N 44°55'23" W ALONG THE EASTERLY LINE OF STATE HIGHWAY "13" 65.17 FEET; THENCE N 44°05'35" W 203.90 FEET; THENCE N 44°44'55" W 325.63 FEET; THENCE N 42°45'59" E 221.28 FEET TO THE POINT OF BEGINNING.

SUBJECT TO ALL EASEMENTS RESTRICTIONS AND RIGHTS OF WAYS OF RECORD OR USAGE. THAT I HAVE MADE SUCH SURVEY, LAND DIVISION AND PLAT AT THE DIRECTION OF VERN BERG OF LONGVIEW REALTY, LLC., OWNER OF THE LANDS. THAT SUCH PLAT IS A CORRECT REPRESENTATION OF ALL THE EXTERIOR BOUNDARIES OF THE LAND SURVEYED AND THE SUBDIVISION THEREOF MADE. THAT I HAVE FULLY COMPLIED WITH THE PROVISIONS OF CHAPTER 236 OF THE WISCONSIN STATUTES AND THE SUBDIVISION REGULATIONS OF THE CITY OF MARSHFIELD, ALL TO THE BEST OF MY KNOWLEDGE AND BELIEF IN SURVEYING, DIVIDING AND MAPPING THE SAME.

TIMOTHY G. VREELAND P.L.S. 2291

DATED THIS 25TH DAY OF MAY, 2016

**OWNERS CERTIFICATE OF DEDICATION**

AS OWNER I HEREBY CERTIFY THAT I CAUSED THE LANDS DESCRIBED ON THIS PLAT TO BE SURVEYED, DIVIDED, MAPPED AND DEDICATED AS REPRESENTED ON THIS PLAT. I ALSO CERTIFY THAT THIS PLAT IS REQUIRED TO BE SUBMITTED TO THE CITY OF MARSHFIELD AND THE DEPARTMENT OF ADMINISTRATION FOR APPROVAL OR OBJECTION PER s.236.10 OR s.236.12.

WITNESS THE HANDS AND SEALS OF SAID OWNERS THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_.

STATE OF WISCONSIN) COUNTY) SS

VERN BERG, LONGVIEW REALTY LLC.

PERSONALLY CAME BEFORE ME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_, THE ABOVE NAMED VERN BERG OF LONGVIEW REALTY LLC., OWNER, TO ME KNOWN TO BE THE PERSON WHO EXECUTED THE FORGOING INSTRUMENT AND ACKNOWLEDGE THE SAME.

NOTARY PUBLIC, \_\_\_\_\_ COUNTY, WISCONSIN MY COMMISSION EXPIRES \_\_\_\_\_

**COMMON COUNCIL RESOLUTION**

RESOLVED THAT THE PLAT OF POPP PLACE A PLAT IN THE CITY OF MARSHFIELD, IS HEREBY APPROVED BY THE COMMON COUNCIL OF THE CITY OF MARSHFIELD. VERN BERG, LONGVIEW REALTY LLC., OWNER OF THE LANDS.

DATE APPROVED \_\_\_\_\_ MAYOR \_\_\_\_\_ MICHAEL D. MEYERS

DATE SIGNED \_\_\_\_\_ MAYOR \_\_\_\_\_ MICHAEL D. MEYERS

I, HEREBY CERTIFY THAT THE FOREGOING IS A COPY OF A RESOLUTION ADOPTED BY THE COMMON COUNCIL OF THE CITY OF MARSHFIELD.

CITY CLERK \_\_\_\_\_ DEB M. HALL

**CERTIFICATE OF CITY FINANCE DIRECTOR**

STATE OF WISCONSIN) WOOD COUNTY) SS

I, \_\_\_\_\_ BEING THE DULY APPOINTED, QUALIFIED AND ACTING FINANCIAL DIRECTOR OF THE CITY OF MARSHFIELD, DO HEREBY CERTIFY THAT IN ACCORDANCE WITH THE RECORDS IN MY OFFICE THERE ARE NO UNPAID TAXES OR UNPAID SPECIAL ASSESSMENTS AS OF \_\_\_\_\_ AFFECTING THE LANDS INCLUDED IN THE PLAT OF POPP PLACE

DATE \_\_\_\_\_ FINANCIAL DIRECTOR \_\_\_\_\_ KEITH R. STREY

**CERTIFICATE OF COUNTY TREASURER**

STATE OF WISCONSIN) MARATHON COUNTY) SS

I, \_\_\_\_\_ BEING THE DULY ELECTED, QUALIFIED AND ACTING TREASURER OF THE COUNTY OF MARATHON, DO HEREBY CERTIFY THAT IN ACCORDANCE WITH THE RECORDS IN MY OFFICE SHOW NO UNREDEEMED TAX SALES AND NO UNPAID TAXES OR UNPAID SPECIAL ASSESSMENTS AS OF \_\_\_\_\_ AFFECTING THE LANDS INCLUDED IN THE PLAT OF POPP PLACE.

DATE \_\_\_\_\_ COUNTY TREASURER \_\_\_\_\_

There are no objections to this plat with respect to Secs. 236.15, 236.16, 236.20 and 236.21(1) and (2), Wis Stats. as provided by s. 236.12, Wis. Stats.

Certified \_\_\_\_\_, 20\_\_

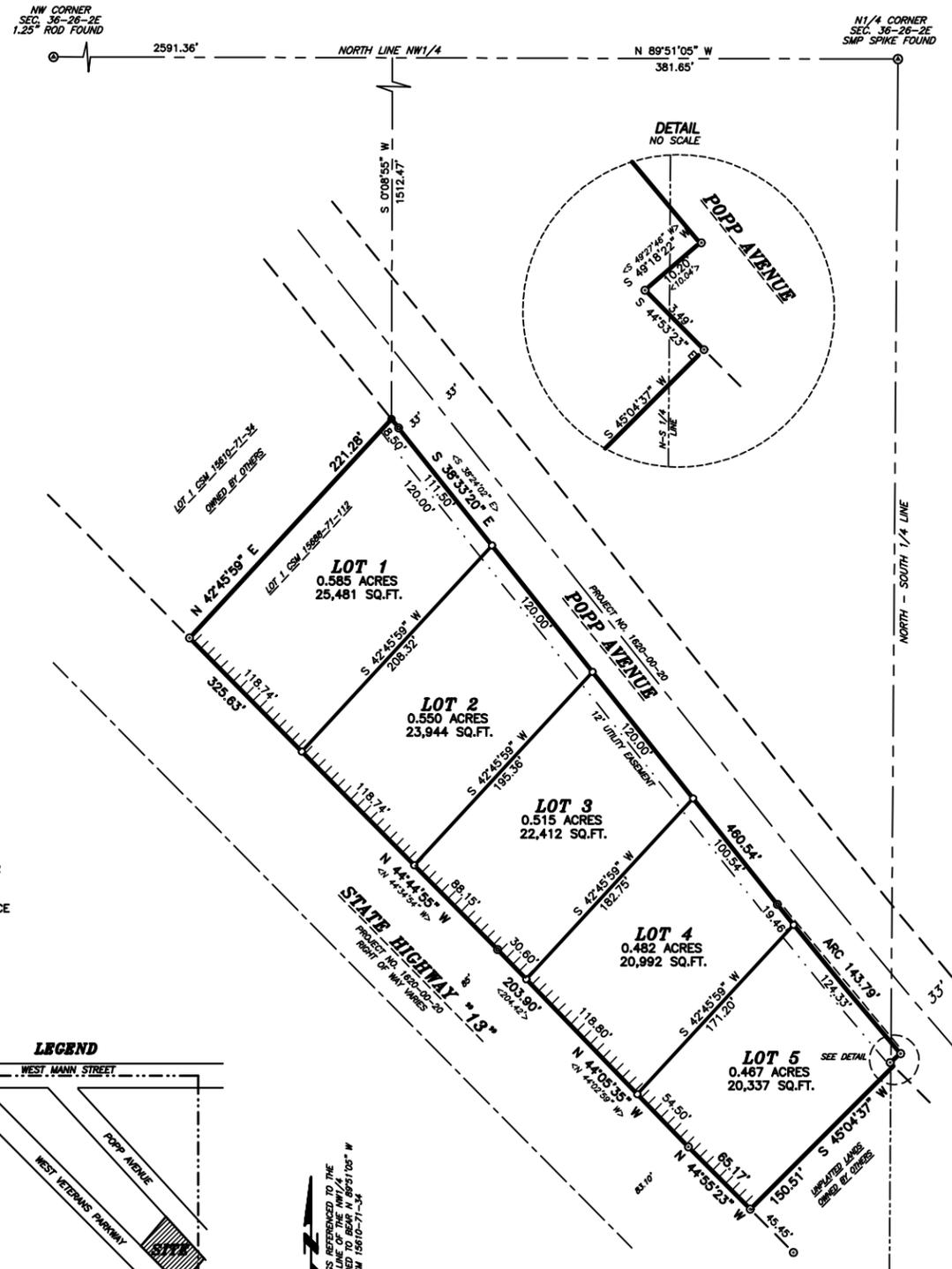
Department of Administration

REGISTER OF DEEDS MARATHON COUNTY, WI  
RECEIVED FOR RECORD THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ A.D. 20\_\_ AT \_\_\_\_\_ O'CLOCK \_\_\_\_\_ M. IN PLAT CABINET NO. \_\_\_\_\_ ON PAGE \_\_\_\_\_  
DOCUMENT NO. \_\_\_\_\_  
REGISTRAR \_\_\_\_\_

**VREELAND ASSOCIATES, INC.**  
6103 DAWN STREET WESTON, WI 54478  
PH (715) 241-0947 OR TOLL FREE (866) 663-3979  
FAX (715) 241-9828 tim@vreelandassociates.us  
PREPARED FOR: **VERN BERG**  
FILE #: B-485 BERG  
DRAFTED AND DRAWN BY: TIMOTHY G. VREELAND

**PRELIMINARY POPP PLACE**

ALL OF LOT 1 OF CSM 15688, LOCATED IN THE SE1/4 NW1/4 & SW1/4 NE1/4, SECTION 36, TOWNSHIP 26 NORTH, RANGE 2 EAST, CITY OF MARSHFIELD, MARATHON COUNTY, WISCONSIN.



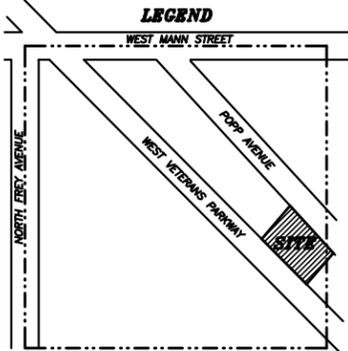
**CURVE DATA**  
RADIUS = 3852.72'  
CHORD = S 39°37'29" E 143.78'  
CENTRAL ANGLE = 2°08'18"

LOT 4  
RADIUS = 3852.72'  
CHORD = S 38°40'51" E 19.46'  
CENTRAL ANGLE = 0°17'44"

LOT 5  
RADIUS = 3852.72'  
CHORD = S 39°46'21" E 124.33'  
CENTRAL ANGLE = 1°53'15"

0 60 120  
SCALE 1" = 60'

**LEGEND**  
○ = GOVERNMENT CORNER LOCATION PER COUNTY SURVEY RECORDS  
○ = 3/4" x 14" REBAR 1.50lbs/ft. SET  
● = 1.25" OD IRON PIPE FOUND IN PLACE  
⊙ = 1" OD IRON PIPE FOUND IN PLACE  
⊙ = 3/4" REBAR FOUND IN PLACE  
||||| = NO VEHICULAR ACCESS



THE NW1/4, SECTION 36, TOWNSHIP 26 NORTH, RANGE 2 EAST, CITY OF MARSHFIELD, MARATHON COUNTY, WISCONSIN



# City of Marshfield Memorandum

---

TO: Plan Commission  
FROM: Josh Miller, City Planner  
DATE: July 19, 2016

RE: Conditional Use Request by Midwest Auto Movers to allow an exception to the hard surfacing requirement to allow a large portion of the traffic circulation and parking areas to be gravel within property zoned "GI" General Industrial, located at the southeast corner of South Mallard Avenue and East Yellowstone Drive intersection with the preliminary address of 2909 South Mallard Avenue (Parcel 33-07091).

## **Background**

Midwest Auto Movers is an automobile transport company looking to open an office and maintenance shop in Marshfield. They are proposing to build the facility on a 3-5 acre lot on the southeast corner of Yellowstone Drive and Mallard Avenue. Because of the poor turning radius on the trucks and trailers and the concern about them tearing up an asphalt surface, the Applicant is requesting to allow the driveway and parking/yard area to consist of approximately 35,000 square feet of gravel. A portion of the site dedicated to employee and driver parking would be hard surfaced (approximately 8,700 square feet).

The proposed layout has two access points coming off of Mallard Avenue. There are also future plans for a three sided building (shown as "Future Building" on the site plan). That building would be used as a shelter or accessory structure to cover the trucks as well as driver's vehicles that are on the road for long periods of time. A security fence will also be utilized in the yard area, but the proposed fence is not currently shown on the site plan.

## **Analysis**

The proposed use would be classified as a Freight Terminal use, requiring one parking space per employee. The facility will have seven employees, and the Applicant is proposing to provide seven parking spaces, meeting the parking requirement. There is ample room on the property to add more if needed.

The zoning code also requires any new or expanded parking areas or traffic circulation areas to be paved. The Applicant is proposing to only pave the north access point, driveway, and parking lot for the employees whereas the south

entrance and driveway, as well as the rest of the parking area would be gravel (approximately 35,000 square feet).

Staff also wants to point out that the site plan does not show any gravel extending to the “Future Building”, but part of this request would include allowing additional gravel to extent to that future building. Therefore, if the Plan Commission decides to waive the hard surface requirements, they should consider allowing an extension of the gravel to connect to the “Future Building” shown on the site plan.

Under the proposed plan, the gravel area would be visible from the intersection of Yellowstone Drive and Mallard Avenue. If any gravel is approved as part of this request, staff would recommend limiting the location of the gravel away from the access points on to Mallard Avenue, and require significant screening of the gravel area from the right-of-way and adjoining properties.

*Conditional Use Review Criteria of 18-161(6)(c)*

(c) *The Zoning Administrator shall review the complete application and evaluate whether the proposed amendment:*

1. *Is in harmony with the recommendations of the Comprehensive Plan.*

One of the major reasons to hard surface a parking area is to reduce the impact on the stormwater inlet and conveyance system downstream. Gravel tends to washout into the storm sewer and be costly to remove. Gravel that gets tracked onto the City streets can lead to a quicker degradation of the road. Maintaining the storm sewer system and keeping costs down for road maintenance are mentioned and recommended throughout the Comprehensive Plan. Allowing a large expanse of new gravel would be inconsistent with those recommendations.

2. *Will result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future.*

If the gravel is allowed as proposed, it could track onto the neighboring streets and have an impact on the life of the road, causing early repairs and maintenance as well as an increase in costs for maintaining the storm sewer system.

3. *Maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.*

This area was designed for truck traffic and the request to allow the gravel will not change the use or intensity of the property.

4. *The conditional use is located in an area that will be adequately served by, and will not impose an undue burden on, any of the improvements, facilities, utilities or services provided by public agencies serving the subject property.*

The subject property is already adequately served by public services, and requires no change or upgrade to services.

5. *The potential public benefits outweigh any and all potential adverse impacts of the proposed conditional use, after taking into consideration the applicant's proposal and any requirements recommended by the applicant to ameliorate such impacts.*

As previously stated, allowing the gravel as proposed on the site plan could have a negative impact on the road and storm sewer maintenance costs. The City has generally not waived the hard surface requirements for new development in the past and staff would recommend not waiving the requirements in this instance either.

### **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**

DENY a Conditional Use Permit to allow an exception to the hard surfacing requirement to allow a large portion of the traffic circulation and parking areas to be gravel within property zoned "GI" General Industrial, located at the southeast corner of South Mallard Avenue and East Yellowstone Drive intersection with the preliminary address of 2909 South Mallard Avenue (Parcel 33-07091).

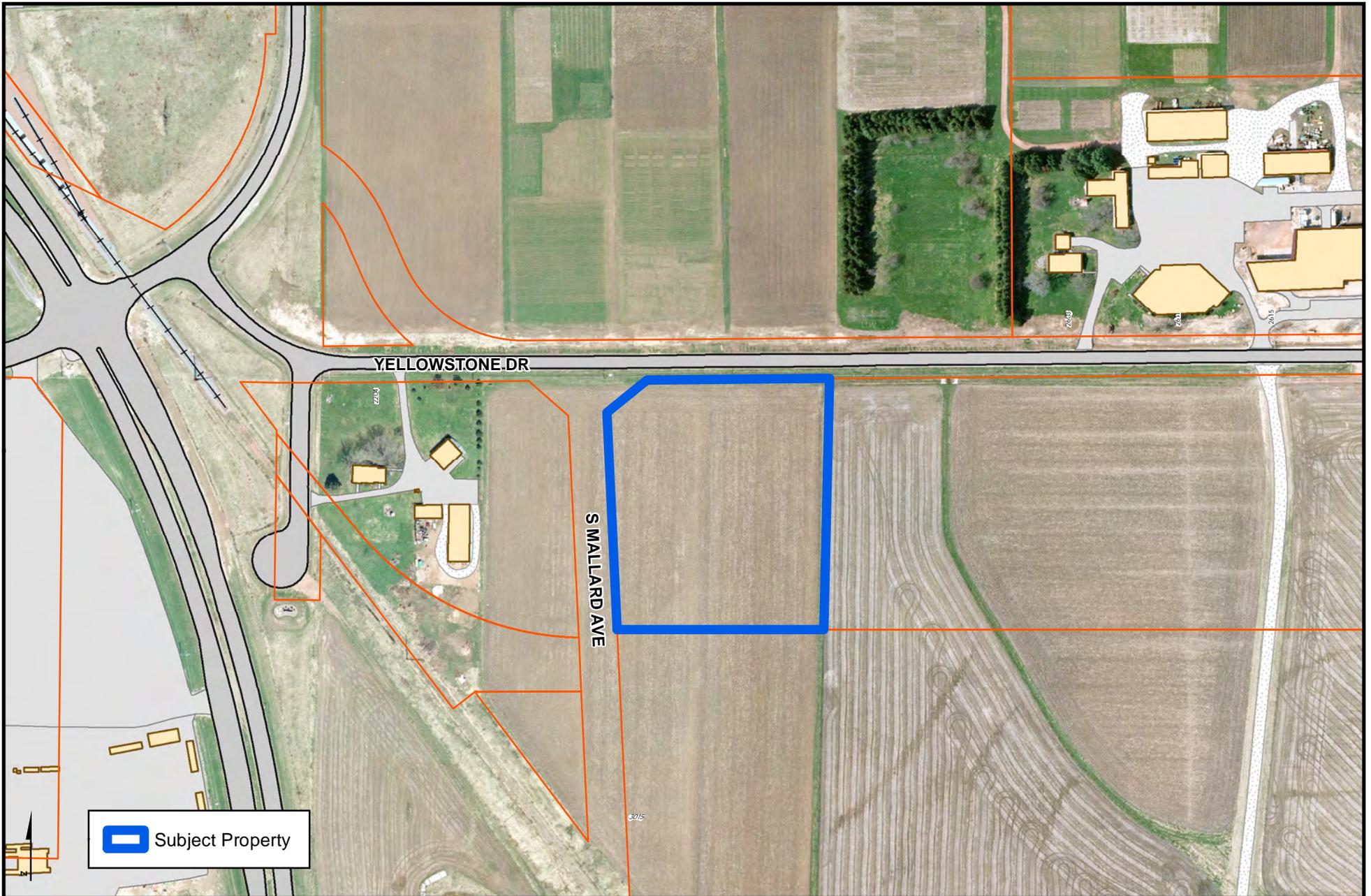
### **Attachments**

1. Location Map
2. Site and Building Plans

Concurrence:



Jason Angell, Director of Development Services



**CUP - Exception to the Hard Surface Requirements**  
**City of Marshfield - Plan Commission**  
**Meeting Date: July 19, 2016**

Map Not To Scale  
 For Reference Only

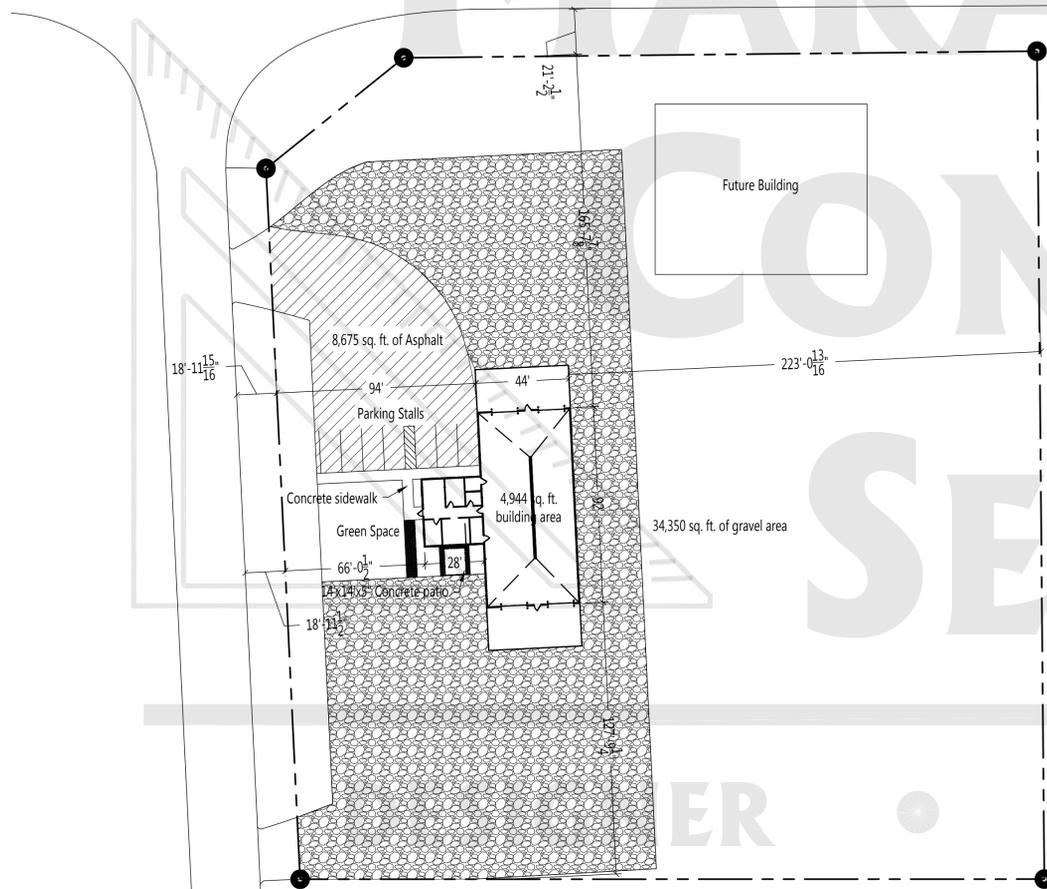
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# Proposed Project For:

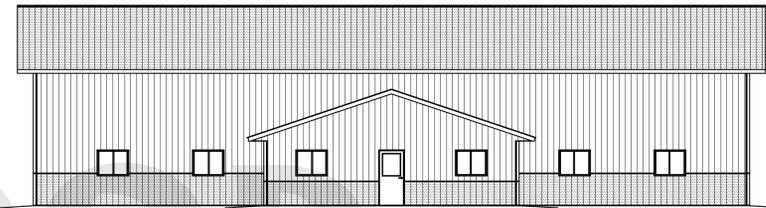
## Midwest Auto Movers

### Marshfield, WI



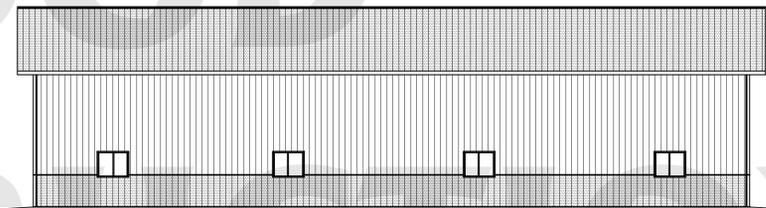
**SITE PLAN**

Scale: NTS



**WEST ELEVATION**

Scale: 3/32"=1'



**EAST ELEVATION**

Scale: 3/32"=1'



**NORTH ELEVATION**

Scale: 3/32"=1'



**SOUTH ELEVATION**

Scale: 3/32"=1'



**LOCATION MAP**

Midwest Auto Movers  
 10475 South Central Ave.  
 Marshfield, WI 54449

**Scope Responsibility**

Project Component	Owner	MCS	N/A
Civil Engineering		X	
Structural Engineering		X	
State Permits		X	
Local Permits		X	
Storm Water Management Permits	X		
Mass Grading		X	
Import/Export Fill		X	
Dig and Backfill Foundations		X	
Finish Grade Parking Lots		X	
Base Course for Pavement		X	
Asphalt Pavement	X		
Exterior Curbs			X
Exterior Sidewalks		X	
Grading for Lawn Areas	X		
Lawn and Landscaping	X		
Trees and/or Shrubs	X		
Dig Storm Water Ponds			X
Structures and Piping for Water Retention			X
Storm Water Management during Const.		X	
Plumbing		X	
HVAC		X	
Electrical		X	
Security Systems			X
Water & Sewer Laterals	X		
Well & Septic	X		
Gutters & Downspouts		X	
Furnishings	X		

**SHEET INDEX**

Page No.	Description
1	Site Plan, Location Map
2	Floor Plan
3	Schedules, Sections, Elevations

**Preliminary  
 Plan  
 Not For  
 Construction**

Revisions:

- 1) 6/13/2016
- 2)
- 3)

2025 West Veterans Parkway  
 Marshfield, WI 54449  
 Phone: (715) 987-1256  
 Fax: (715) 989-2158  
 www.marawood.com

**MARAWOOD  
 CONSTRUCTION  
 SERVICES, INC.**  
 DESIGNER • BUILDER • CONTRACTOR

Marawood Construction Services, Inc. (MCS) has produced these plans for the limited purpose of serving the Customer listed below while MCS has a business relationship with that Customer. If Customer hires MCS to provide construction, construction management, design-build, or some combination of the foregoing services to Customer, MCS grants to Customer a limited license to use the plans for the services that MCS actually provides. Neither Customer's payment of any sum to MCS, nor MCS' provision of services to Customer transfers any copyright or other ownership interest in the plans to MCS or anyone other than MCS. Customer may not reproduce or use the plans for any purpose other than the purpose for which they have been explicitly licensed, including but not limited to obtaining competitive bids or actual construction of the facilities presented. Individuals and entities that violate a copyright are subject to significant penalties. These penalties include: (1) the designer's actual damages; (2) the designer's lost profits; (3) any profits made by other parties; (4) statutory damages, which may be as high as \$100,000; and (5) the designer's legal fees incurred in protecting the copyright and prosecuting the infringement, which often exceed the damages described in (1)-(3) above. If a copyright is violated, all parties, regardless of notice or knowledge, may be responsible for the violation. This includes other designers, owners, builders, contractors, sub-contractors, and copy shops. MCS will pursue copyright violators aggressively and seek all of the damages to which it is entitled.

**Proposed Project:**  
 Midwest Auto Movers  
 10475 South Central Ave.  
 Marshfield, WI 54449

**Drawn By:**  
 J.A.K.

Date: 6/8/2016  
 CAD File: See Plot  
 Stamp  
 Job No.: P16048

SHEET  
 1 OF 3

Revisions:  
 1) 6/13/2016  
 2)  
 3)

**MARAWOOD CONSTRUCTION SERVICES, INC.**  
 DESIGNER • BUILDER • CONTRACTOR

2025 West Veterans Parkway  
 Marshfield, WI 54449  
 Phone: (715) 987-1266  
 Fax: (715) 989-2158  
 www.marawood.com

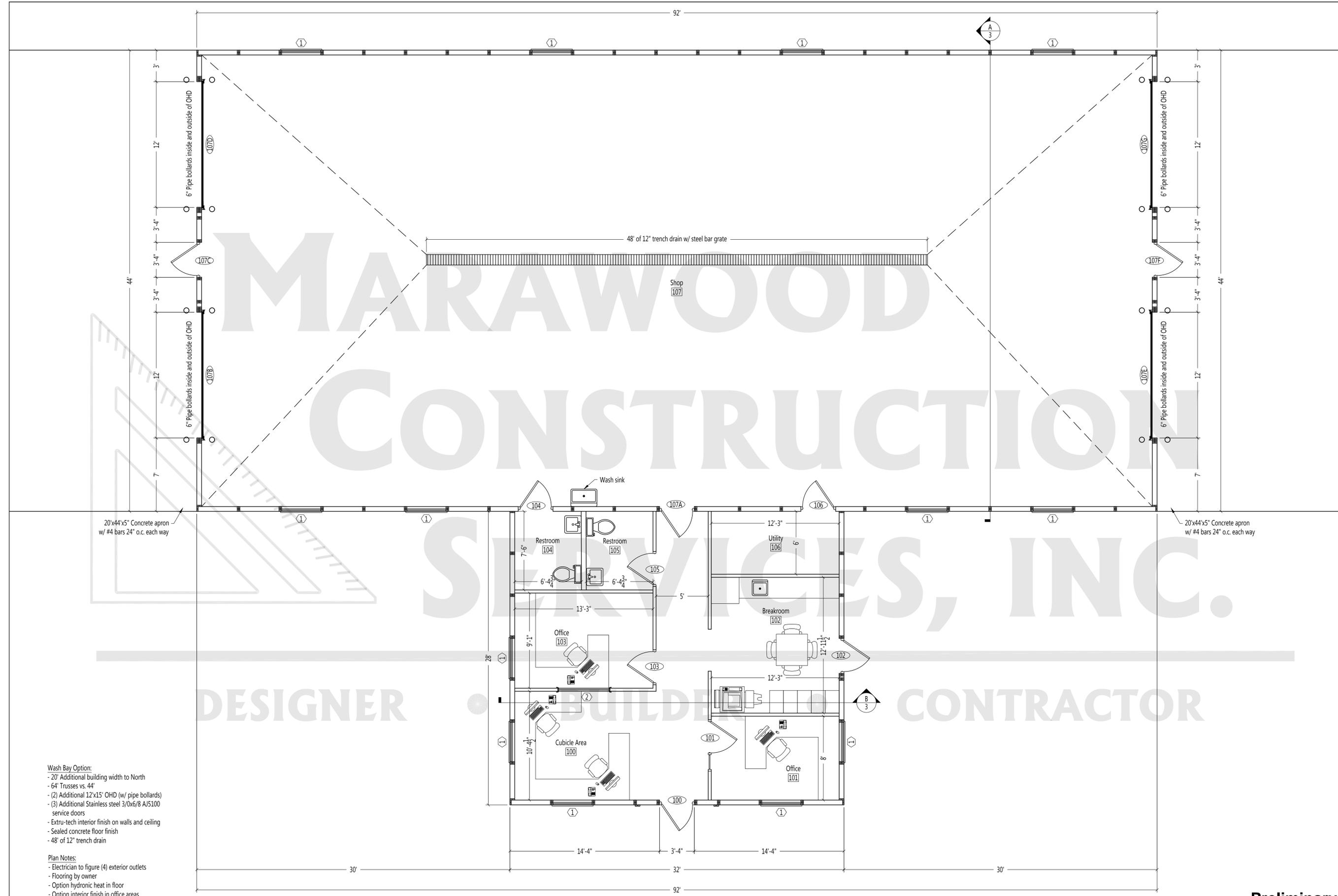
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**Proposed Project:**  
 Midwest Auto Movers  
 10475 South Central Ave.  
 Marshfield, WI 54449

**Drawn By:**  
 J.A.K.

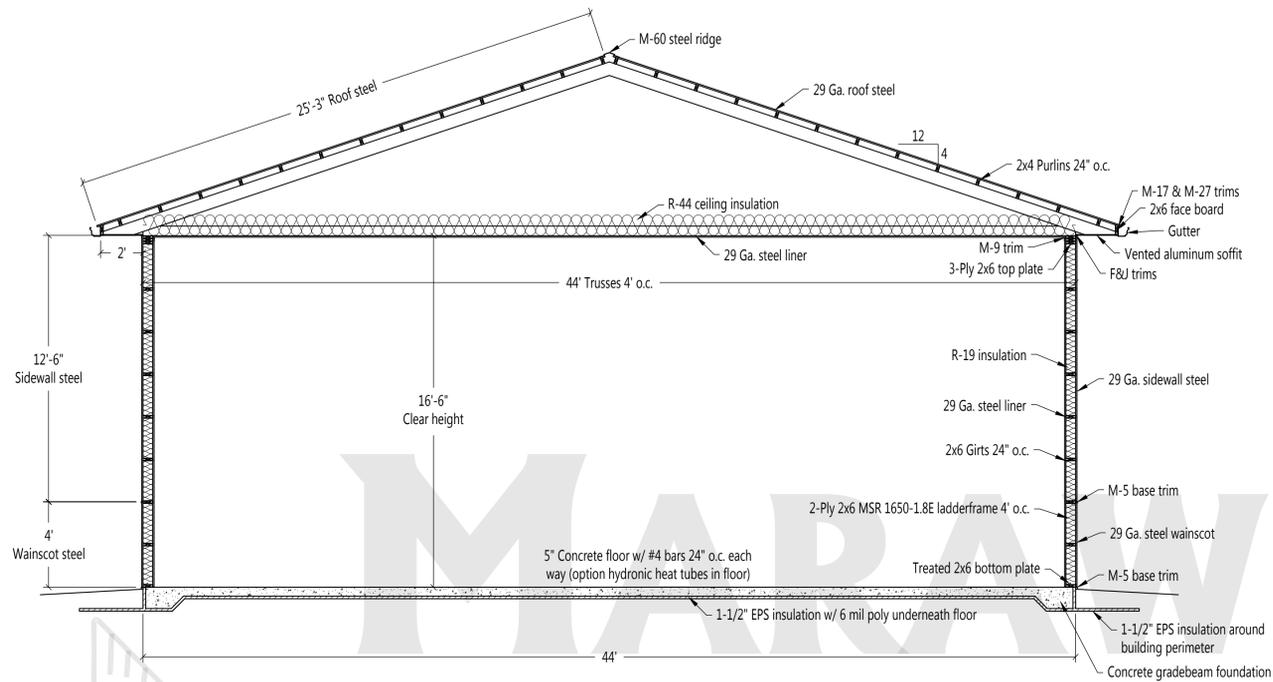
**Date:** 6/8/2016  
**CAD File:** See Plot  
**Stamp:**  
**Job No.:** P16048  
 SHEET  
 2 OF 3

**Preliminary  
 Plan  
 Not For  
 Construction**



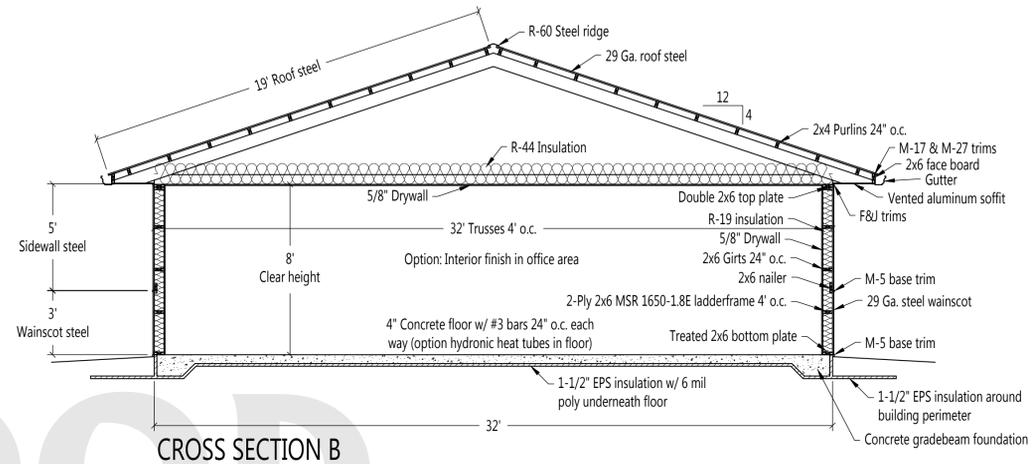
**FLOOR PLAN**  
 Scale: 1/4"=1'

- Wash Bay Option:**
- 20' Additional building width to North
  - 64' Trusses vs. 44'
  - (2) Additional 12x15' OHD (w/ pipe bollards)
  - (3) Additional Stainless steel 3/0x6/8 AIS100 service doors
  - Extru-tech interior finish on walls and ceiling
  - Sealed concrete floor finish
  - 48' of 12" trench drain
- Plan Notes:**
- Electrician to figure (4) exterior outlets
  - Flooring by owner
  - Option hydronic heat in floor
  - Option interior finish in office areas
  - Option blackout



CROSS SECTION A

Scale: 1/4"=1'



CROSS SECTION B

Scale: 1/4"=1'

ROOM FINISH SCHEDULE

NO.	Description	Floor	Base	Ceiling	Height	Walls	Remarks
100	Reception	By Owner		Painted Drywall	8'-0"	Painted Drywall	
101	Office	By Owner		Painted Drywall	8'-0"	Painted Drywall	
102	Breakroom	By Owner		Painted Drywall	8'-0"	Painted Drywall	
103	Office	By Owner		Painted Drywall	8'-0"	Painted Drywall	
104	Restroom	By Owner		Polyboard	8'-0"	Polyboard	
105	Restroom	By Owner		Painted Drywall	8'-0"	Painted Drywall	
106	Utility	By Owner		Unfinished Drywall	8'-0"	Unfinished Drywall	
107	Shop	Sealed Concrete	N/A	29 Ga. steel liner	16'-6"	29 Ga. steel liner	Option Extru-tech on East wall

DOOR SCHEDULE

NO.	Size	Glass	Frame	Slab	Hardware Group	Remarks
100	3'-0" x 6'-8"	Half	Metal	Metal	Keyed Lockset, Closer, Latchguard	AJ5100
101	3'-0" x 6'-8"	Half	Wood	Solid Core Wood	Passage Lockset	(1) 18" Sidelight
102	3'-0" x 6'-8"	Half	Metal	Metal	Keyed Lockset, Closer, Latchguard	AJ5100
103	3'-0" x 6'-8"	Half	Wood	Solid Core Wood	Passage Lockset	
104	3'-0" x 6'-8"	N/A	Metal	Metal	Privacy Lockset, Closer	AJ5100
105	3'-0" x 6'-8"	N/A	Wood	Solid Core Wood	Privacy Lockset, Closer	
106	3'-0" x 6'-8"	N/A	Metal	Metal	Passage Lockset	AJ5100
107A	3'-0" x 6'-8"	Half	Metal	Metal	Passage Lockset, Closer	AJ5100
107B	12'x15'	(2) 24"x12"	Wood	OHD	Operator	R-17
107C	3'-0" x 6'-8"	N/A	Metal	Metal	Keyed Lockset, Closer, Latchguard	AJ5100
107D	12'x15'	(2) 24"x12"	Wood	OHD	Operator	R-17
107E	12'x15'	(2) 24"x12"	Wood	OHD	Operator	R-17
107F	3'-0" x 6'-8"	N/A	Metal	Metal	Keyed Lockset, Closer, Latchguard	AJ5100
107G	12'x15'	(2) 24"x12"	Wood	OHD	Operator	R-17

WINDOW SCHEDULE

NO.	Type	Size	R.O.	Frame	Remarks
1	Vinyl Slider	3'-9"x3'		Vinyl	
2	Fixed	5'x3'		Wood	

Revisions:

- 1) 6/13/2016
- 2)
- 3)

2025 West Veterans Parkway  
Marshfield, WI 54449  
Phone: (715) 987-1266  
Fax: (715) 989-2158  
www.marwood.com

**MARAWOOD CONSTRUCTION SERVICES, INC.**  
DESIGNER • BUILDER • CONTRACTOR

Marwood Construction Services, Inc. (MCS) has produced these plans for the limited purpose of serving the Customer listed below while MCS has a business relationship with that Customer. MCS grants to Customer a limited license to use the plans for the services that MCS actually provides. Neither the foregoing services to Customer, nor MCS provision of services to Customer transfers any copyright or other ownership interest in the plans to Customer or anyone other than MCS. Customer may not reproduce or use the plans for any purpose other than the purpose for which they have been explicitly licensed, including but not limited to obtaining competitive bids or actual construction of the facilities presented. Individuals and entities that violate a copyright are subject to significant penalties. These penalties include: (1) the designer's actual damages; (2) the designer's lost profits; (3) any profits made by other parties; (4) statutory damages, which may be as high as \$100,000; and (5) the designer's legal fees incurred in protecting the copyright and prosecuting the infringement, which often exceed the damages described in (1)-(3) above. If a copyright is violated, all parties, regardless of notice or knowledge, may be responsible for the violation. This includes other designers, owners, builders, contractors, sub-contractors, and copy shops. MCS will pursue copyright violators aggressively and seek all of the damages to which it is entitled.

Proposed Project:  
Midwest Auto Movers  
10475 South Central Ave.  
Marshfield, WI 54449

Drawn By:  
J.A.K.

Date: 6/8/2016  
CAD File: See Plot  
Stamp  
Job No.: P16048  
SHEET

**Preliminary  
Plan  
Not For  
Construction**



# City of Marshfield Memorandum

---

TO: Plan Commission  
FROM: Sam Schroeder, Zoning Administrator  
DATE: July 19, 2016

RE: Conditional Use Request by Josh Gluege to exceed the maximum allowable accessory building area for a residential zoned property, exceeding 1,200 square feet and the footprint of the principal dwelling unit, zoned "SR-4" Single Family Residential, located at 2405 South Peach Avenue (Parcel 33-03469L).

## Background

The Applicant recently purchased a residential property located at 2405 South Peach Avenue with plans to construct his personal single family dwelling unit at this site this coming fall. This property was purchased from the abutting residential property and had an existing detached accessory building (garage) located on-site at the time of purchase. Under the current code no accessory building shall be established on any lot prior to the establishment of an allowable principal use. The Applicant is requesting an exception to allow him to keep the existing detached structure in addition to constructing an on-site principal dwelling with a large two-car attached garage and a separate detached utility shed.

## Analysis

Section 18-65(7) of the Municipal Zoning Code limits the total allowable accessory building area for a residential zoned property to 1,200 square feet or the footprint of the home, whichever is less. The proposed footprint of the dwelling unit is approximately 1,500 square feet not including the 520 square foot covered porch area. Since the footprint of the dwelling unit exceeds 1,200 square feet in area, by code 1,200 square feet becomes the maximum total allowable accessory space area that is permitted by right without receiving an exception through a conditional use permit.

The following is a breakdown of the request:

- Footprint of the Home – 1,500 square feet plus a 520 square foot covered patio area for a total footprint of 2,020 square feet
- Proposed Attached Garage – 780 square feet
- Existing Detached Garage – 832 square feet
- Proposed Utility Shed – 100 square feet
  
- Total Requested Accessory Space – 1,712 square feet
- Total Exception (exceeding 1,200 square feet) – **512 square feet**

The Applicant does own a construction company, Mid Wisconsin Construction, LLC. Approval of this conditional use request would not constitute approval a conditional home occupation to be conducted from this property. A minor home occupation meeting the regulations of Section 18-65(1) would still be permitted as an accessory use including the on-site parking of one company vehicle and one company trailer.

In addition the submitted site plan shows a widened driveway apron of 42 feet. Per the City Engineer the maximum driveway width permitted at the sidewalk is 26 feet. This will need to be modified prior to building permits being issued.

### **Conditional Use Criteria**

The following information is based on the specific requirements outlined in Section 18-161(6) Conditional Use Review Criteria for Plan Commission consideration

#### *Conditional Use Review Criteria of 18-161(6)(c)*

(c) *The Zoning Administrator shall review the complete application and evaluate whether the proposed amendment:*

1. *Is in harmony with the recommendations of the Comprehensive Plan.*

Staff does not find any conflict with the proposed use and the Comprehensive Plan and does allow an existing residential lot to be infilled.

2. *Will result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future.*

Allowing this exception will allow the Applicant to construct a single family dwelling unit, infilling an existing nonconforming residential lot within an existing residential neighborhood.

3. *Maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.*

Granting this exception will fulfill the desired land use of this property as a single family residential lot.

4. *The conditional use is located in an area that will be adequately served by, and will not impose an undue burden on, any of the improvements, facilities, utilities or services provided by public agencies serving the subject property.*

The subject property is already adequately served by public services, which would not cause any changes to public services.

5. *The potential public benefits outweigh any and all potential adverse impacts of the proposed conditional use, after taking into consideration the applicant's proposal and any requirements recommended by the applicant to ameliorate such impacts.*

Infilling a current developable residential lot will benefit the public by adding additional tax base and adding to the character of an existing residential neighborhood.

### **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**

Staff recommends approval of the Conditional Use Permit as requested excluding the 10' x 10' utility shed by Josh Gluege based on the information presented and the conditional use criteria being met, exceeding the maximum allowable accessory building area for a residential zoned property of 1,200 square feet, zoned "SR-4" Single Family Residential, located at 2405 South Peach Avenue (Parcel 33-03469L) with the following conditions:

1. The property may be developed as presented excluding the utility shed allowing up to 1,712 square feet of accessory space.
2. Minor site changes may be administratively approved.
3. The driveway apron measured at the sidewalk may not exceed 26 feet wide.

### **Attachments**

1. Application
2. Location Map
3. Plan Set
4. Site Plan

Concurrence:



---

Jason Angell  
Director of Development Services



MARSHFIELD

The City in the Center

Revised: 1/1/16

Development Services Department

City of Marshfield
630 South Central Avenue
6th Floor, Suite 602
Marshfield, WI 54449

Ph: 715-486-2077 Fax: 715-384-7631

Email: Sam.Schroeder@ci.marshfield.wi.us

Conditional Use Permit Application

Fee: \$250.00

Today's Date: June 20, 2016

OFFICE USE ONLY

Table with 4 columns: Date Received (6-21-16), Fee Receipt Number (59753), Zoning District (SP-4), Parcel # (33-03469L)

SITE INFORMATION

Table with 2 columns: Site Address (2405 S Peach MFLD), Present Land Use (Vacant lot w/ accessory building), Legal Description (C-MFLD S17 T25N R3E LOT2, WOOD CO CSM #5835, BNG PRT OF THE NE SW)

APPLICANT INFORMATION

Table with 3 columns: Applicant Name (Josh Gluege), Phone # (715-389-2769), Email Address (josh.gluege@gmail.com), Address, City, State, Zip (1101 Robin Rd MFLD WI 54449), The Applicant is the (X) Owner

OWNER INFORMATION (IF DIFFERENT THAN APPLICANT INFORMATION)

Table with 3 columns: Owner Name (SAME), Owner Phone #, Owner Email Address, Owner Address, City, State, Zip

DETAIL OF CONDITIONAL USE REQUEST

Table with 4 columns: Proposed Land Use (Single family home w/ attached garage), Proposed # of Employees, Proposed Hours of Operation, Narrative of Conditional Use Request (Construct single family home 1500 ft2 w/ attached 2 car garage @ 780 ft2, Keep existing detached structure @ 832 ft2, Construct 10x10 storage shed @ 100 ft2), Future Plans/Modifications, Time Needed to Finish Request

CODE REQUIREMENT REFERENCES (ZONING CODE - CHAPTER 18)

Table with 1 column: List of code requirements with checkboxes (Setback, Parking, Lighting, Landscape)

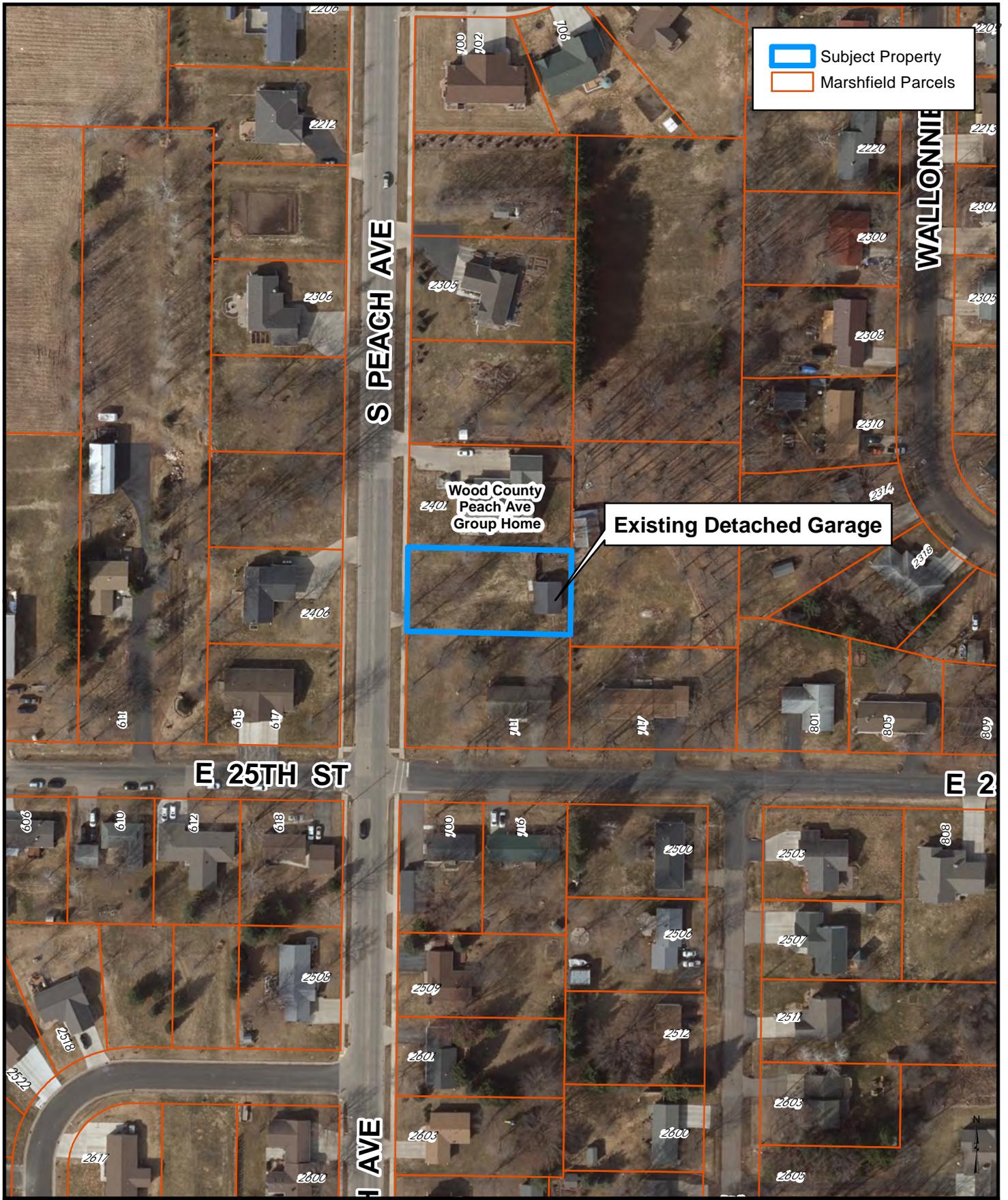
DOCUMENTATION SUBMITTED

Table with 1 column: List of documentation types with checkboxes (Site Plan, Landscape Plan, Lighting Plan, Survey, Photographs, Other: Floorplans, Internet pics, Elevations)

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.

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;

Applicant Signature: [Signature] Date: June 20, 2016



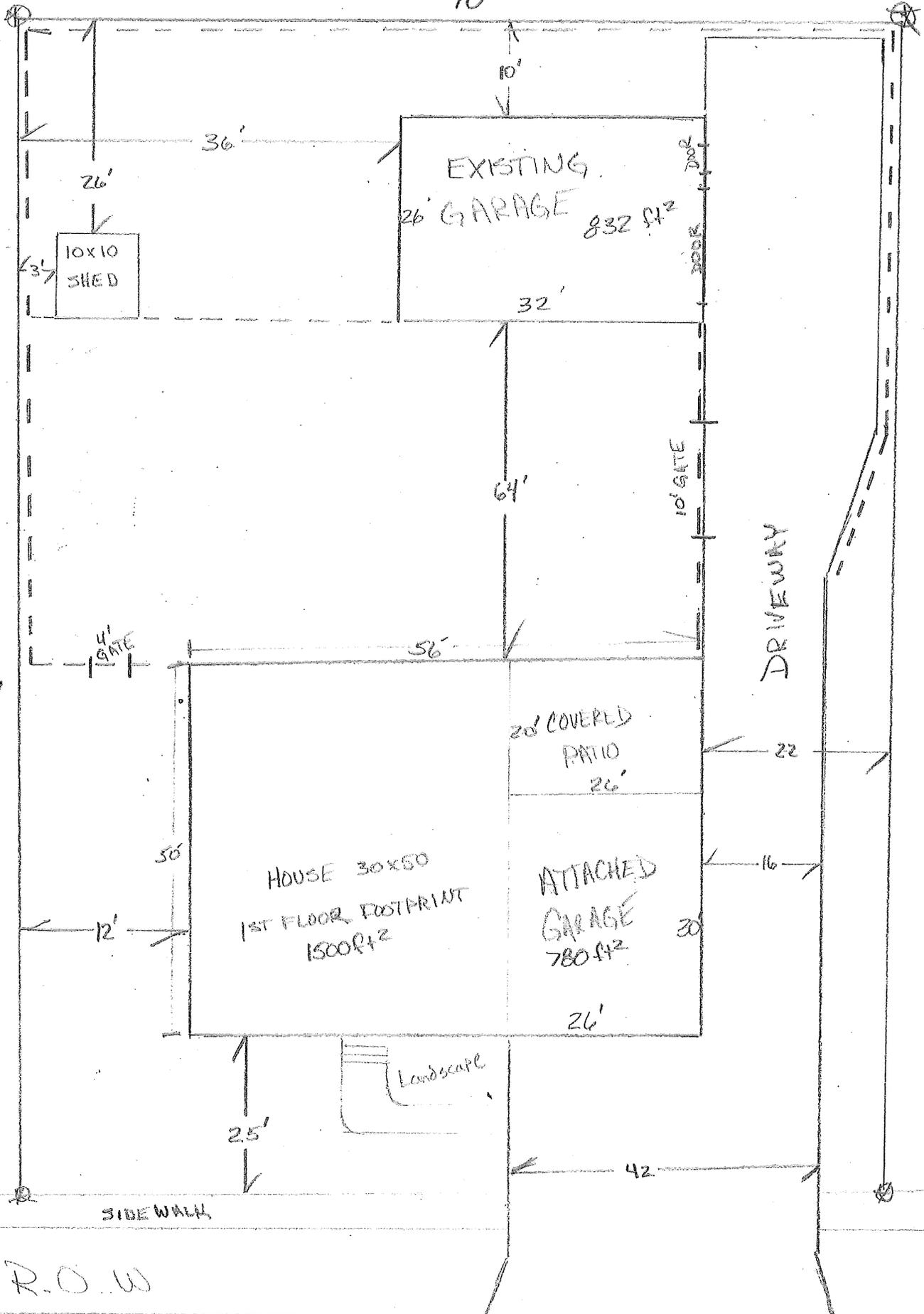
**CUP: Josh Gluege - Large Accessory - 2405 S Peach Ave**  
 City of Marshfield - Plan Commission  
 Meeting Date: July 19, 2016

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.

Map Not To Scale  
 For Reference Only

Josh Gluege  
RE: 2405 S Peach  
MFLD WI 54449

90'



← N

FENCE

175'

SIDEWALK

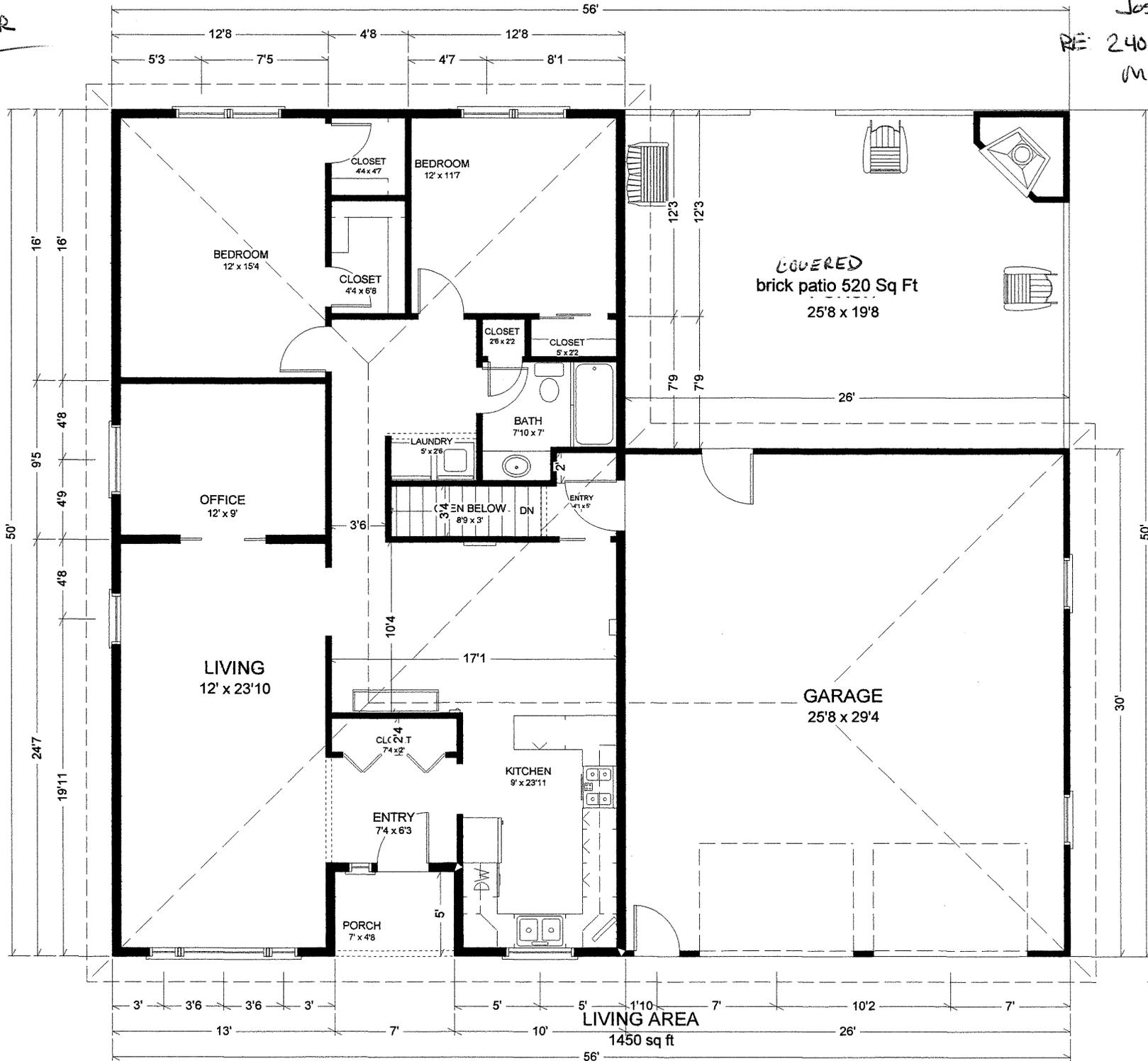
R.O.W

2405

S. PEACH

1st FLOOR

Josh Gluege  
RE: 2405 S Peach Ave  
MFLD WI 54449







FRONT VIEW

Josh Gluege  
RE: 2405 S Peach  
MFLD WE 54449



SOUTH SIDE

Josh Gluege  
RE: 2405 S PEACH  
MFLD WI 54449



EXAMPLE of similar proposed covered patio

Josh Gluege  
RE: 2405 S Peach  
MFLD WI 54449



# City of Marshfield Memorandum

---

TO: Plan Commission  
FROM: Sam Schroeder, Zoning Administrator  
DATE: July 19, 2016

RE: Conditional Use Request by Ric Kuse to exceed the maximum allowable accessory building area for a residential zoned property, exceeding the footprint of the principal dwelling unit, zoned "SR-4" Single Family Residential, located at 511 North Hinman Avenue (Parcel 33-02545BAB).

## Background

The Applicant is requesting an exception to the maximum allowable accessory building area for a residential zoned property to exceed the footprint of the home located at 511 North Hinman Avenue. Currently the accessory space on the property already exceeds the footprint of the home, but the Applicant is proposing to remove a large portion of this space and construct a garage addition but not in the same footprint as the space that will be removed.

## Analysis

Section 18-65(7) of the Municipal Zoning Code limits the total allowable accessory building area for a residential zoned property to 1,200 square feet or the footprint of the home, whichever is less. The existing footprint of the house is 864 square feet which is less than 1,200 square feet making this the maximum total allowable accessory space area that is permitted by right without receiving an exception through a conditional use permit.

The following is a breakdown of the request:

- Footprint of the Home – 864 square feet
- Total Existing Accessory Space- 1,031 square feet
  - Existing Garage – 572 square feet
  - Existing Shed Space – 459 square feet (to be removed)
- Proposed Garage Addition – 360 square feet
  
- Total Requested Accessory Space – 932 square feet
- Total Exception (exceeding footprint) – **68 square feet**
- Total Reduction in Accessory Space – 99 square feet

The existing shed space was added in three separate intervals to the north side of the existing detached garage. The Applicant is proposing to remove these additions to the garage and construct a 16 addition to the back of the garage. This addition would be the

same width as the existing garage, similar materials would be used, and it would be less visible from the public right-of-way.

While the request to allow the garage addition will reduce the nonconformity of the property, this request could not be approved administratively. Article V states that an existing garage that is intentionally removed and replaced may be replaced in their entirety to the previous footprint and floor area. Any extension or enlargement is subject to the approval of a conditional use permit.

### **Conditional Use Criteria**

The following information is based on the specific requirements outlined in Section 18-161(6) Conditional Use Review Criteria for Plan Commission consideration

#### *Conditional Use Review Criteria of 18-161(6)(c)*

(c) *The Zoning Administrator shall review the complete application and evaluate whether the proposed amendment:*

1. *Is in harmony with the recommendations of the Comprehensive Plan.*

Staff does not find any conflict with the proposed use and the Comprehensive Plan.

2. *Will result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future.*

Allowing this exception will not result in an undue adverse impact on nearby properties or the character of the neighborhood. It will likely have the exact opposite effect.

3. *Maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.*

There will be no change in land use.

4. *The conditional use is located in an area that will be adequately served by, and will not impose an undue burden on, any of the improvements, facilities, utilities or services provided by public agencies serving the subject property.*

The subject property is already adequately served by public services, which would not cause any changes to public services.

5. *The potential public benefits outweigh any and all potential adverse impacts of the proposed conditional use, after taking into consideration the applicant's proposal and any requirements recommended by the applicant to ameliorate such impacts.*

Allowing this exception will reduce the nonconformity of a property in addition

to aesthetically improve the view of the property from the public right-of-way.

### **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**

Staff recommends approval of the Conditional Use Permit based on the information presented and the conditional use criteria being met, exceeding the maximum allowable accessory building area for a residential zoned property, surpassing the footprint of the home located at 511 North Hinman Avenue (Parcel 33-02545BAB), zoned "SR-4" Single Family Residential with the following conditions:

1. The garage addition may be constructed as presented allowing minor site changes to be administratively approved.
2. The existing shed space must be removed as depicted on the plan prior to the completion of the garage addition.
3. The new garage addition shall match the existing garage with similar materials.

### **Attachments**

1. Application
2. Location Map
3. Plan Set
4. Site Plan

Concurrence:



---

Jason Angell  
Director of Development Services



**MARSHFIELD**  
The City in the Center

Revised: 1/1/16

**Development Services Department**

City of Marshfield  
630 South Central Avenue  
6th Floor, Suite 602  
Marshfield, WI 54449

Ph: 715-486-2077 Fax: 715-384-7631

Email: Sam.Schroeder@ci.marshfield.wi.us

**Conditional Use  
Permit Application**

Fee: \$250.00

Today's Date: \_\_\_\_\_

**OFFICE USE ONLY**

Date Received: <i>6/24/16</i>	Fee Receipt Number: <i>8596</i>	Zoning District: <i>SR-4</i>	Parcel #: <i>3302545BAB</i>
----------------------------------	------------------------------------	---------------------------------	--------------------------------

**SITE INFORMATION**

Site Address: <i>511 N. Hinman Ave</i>	Present Land Use: <i>Residential</i>
Legal Description:	

**APPLICANT INFORMATION**

Applicant Name: <i>Ric Kuse</i>	Phone #: <i>(715) 384-4691</i>	Email Address:
Address, City, State, Zip: <i>511 N. Hinman Ave Marshfield WI 54449</i>		
The Applicant is the <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Authorized Representative/Other (Describe):		

**OWNER INFORMATION (IF DIFFERENT THAN APPLICANT INFORMATION)**

Owner Name: <i>Ricky + Shelly Kuse</i>	Owner Phone #: <i>(715) - 384-4691</i>	Owner Email Address:
Owner Address, City, State, Zip: <i>511 N. Hinman Ave Marshfield WI</i>		

**DETAIL OF CONDITIONAL USE REQUEST**

Proposed Land Use:	Proposed # of Employees: <i>0</i>	Proposed Hours of Operation:
<input checked="" type="checkbox"/> Residential or <input type="checkbox"/> Nonresidential	Number of Buildings: <i>2</i>	Number of Units:
Density (units per acre):		
Narrative of Conditional Use Request	<i>Allow a 360 sqft. garage addition exceeding the footprint of the dwelling unit.</i>	

Future Plans/Modifications: <i>Remove existing additions and add a 16foot addition to the primary garage structure.</i>	Time Needed to Finish Request: <i>6 months to 1 year depending on builder</i>
---	--

**CODE REQUIREMENT REFERENCES (ZONING CODE - CHAPTER 18)**

<input type="checkbox"/> Setback Requirements - Article II: Establishment of Zoning Districts
<input type="checkbox"/> Parking Requirements - Article III: Land Use Regulations
<input type="checkbox"/> Lighting, Storage, and Parking Standards - Article VII: Design and Performance Standards
<input type="checkbox"/> Landscape Requirements - Article VIII: Landscape Requirements

**DOCUMENTATION SUBMITTED**

<input checked="" type="checkbox"/> Site Plan <input type="checkbox"/> Landscape Plan <input type="checkbox"/> Lighting Plan <input type="checkbox"/> Survey <input type="checkbox"/> Photographs <input type="checkbox"/> 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. In addition, as owner or authorized agent, my signature authorizes the City Staff or their representatives including members of the Plan Commission and Common Council to visit and inspect the property for which this application is being submitted.

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*6/23/16*



Subject Property  
 Marshfield Parcels

Shed Space to be Removed

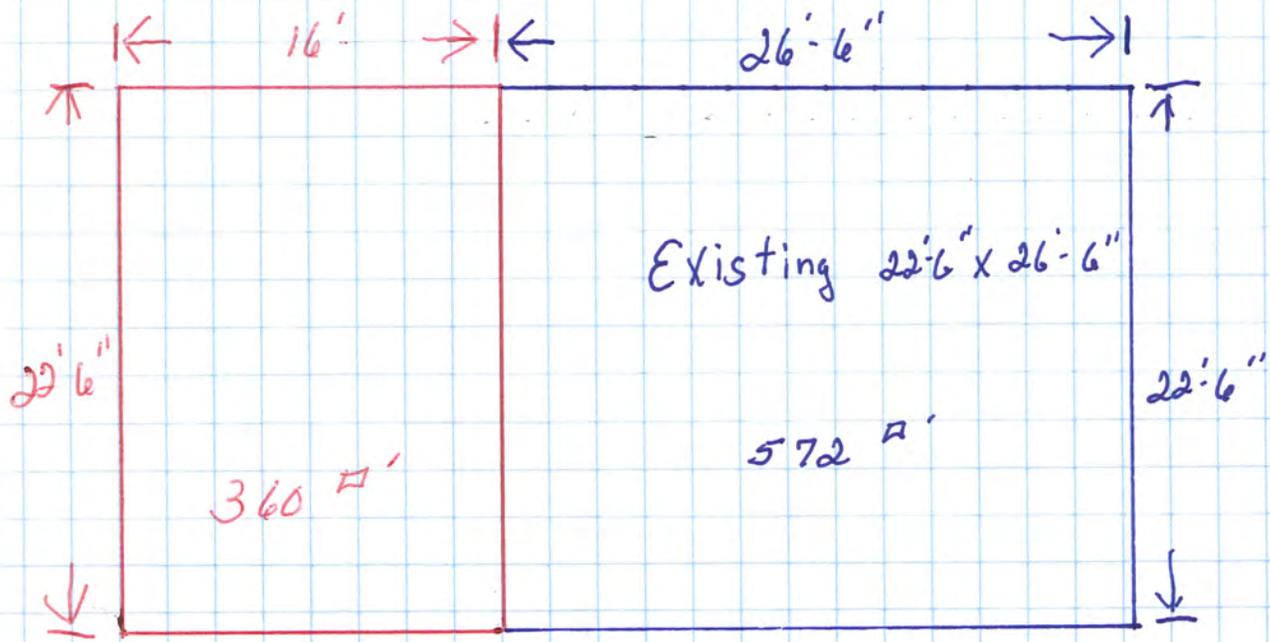
Proposed Addition



**CUP: Ric Kuse - Large Accessory - 511 N Hinman Ave**  
 City of Marshfield - Plan Commission  
 Meeting Date: July 19, 2016

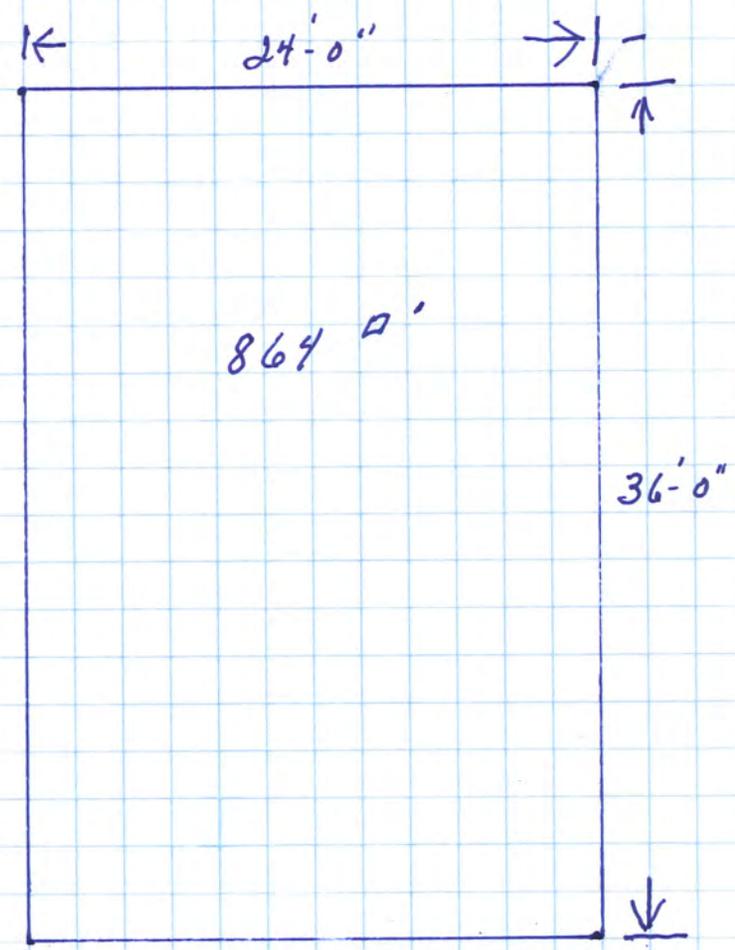
ATTENTION: The representation of data presented herein is intended for reference purposes only; the City of Marshfield assumes no responsibility for the accuracy of the information provided. Any duplication without consent is prohibited.

Map Not To Scale  
For Reference Only



Ricky Allen + Shelly Kuse  
 511 N. Hinman Ave  
 Marshfield, WI 54449

All other additions will be removed

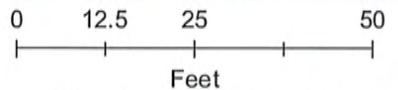




# Marshfield GIS Map

Author: Marshfield GIS Department

Printed: 6/23/2016



This is not a legal survey document. This map was compiled by the City of Marshfield's Geographic Information System based on interpretation of resources to the date printed herein.  
Sources: City of Marshfield GIS Department



# City of Marshfield Memorandum

---

TO: Plan Commission  
FROM: Sam Schroeder, Zoning Administrator  
DATE: July 19, 2016

RE: Master Sign Plan Application – by Malls4U representing the Marshfield Mall to amend the Master Sign Plan to allow for a new freestanding pylon sign, additional signage for a new tenant space, and future signage within a large development, zoned “CMU” Community Mixed Use located at 503 East Ives Street (Parcels 33-03216 and 33-03216BA).

## **Background**

With the new addition of the Kohl’s retail store to the Mall, the Applicants are looking to adopt an overall master sign plan that would allow them to keep the existing signage, install new signage for Kohl’s, install a new multitenant freestanding pylon sign at the North Central Avenue entrance and allow for future signage to be administratively approved provided the guidelines of the approved Master Sign Plan were met. Allowing a comprehensive sign plan for the overall large development will allow the Applicants to better bring in new tenants by guaranteeing them a set amount of signage instead of waiting for the City Plan Commissions approval.

## **Analysis**

According to our Municipal Sign Code, Section 24-10, a master sign plan shall be required if two or more signs are proposed that do not meet all of the individual sign standards, two or more signs are proposed in a nonresidential group or large development, signs in a group or large development that exceed 50 square feet, an amendment to an existing master sign plan, or if the Zoning Administrator determines that a master sign plan is needed because of project characteristics such as the number of proposed signs, limited visibility, and/or site location relative to major transportation routes.

## **Allowable Signage**

Typically Section 24-04 limits each lot, in this case development, to 2 square feet of signage per linear foot of street frontage. Where a lot abuts multiple frontages, the total sign area that is oriented towards that particular street may not exceed that portion of the total sign area allocation in addition to the individual sign type requirements. In addition, the wall signage per facade is permitted up to 10% of the façade area.

Because the overall Mall is such a large development with multiple entrances and customer parking areas surrounding the development, the Applicant is basically looking to waive the above requirements and allow the existing signage to remain and allow future signage as displayed in the proposed Master Sign Plan to be permitted. Below is a table showing the current breakdown.

Street Name	Direction	Lot Frontage	Allowable	Existing Signage
N Central Ave	West	63.26 feet	126.58 square	416 square feet
E Ives St	South	1,129.37 feet	2,258.74 square	696 square feet
N Peach Ave	East	790.04 feet	1,580 square	156 square feet
	North			196 square feet

### Existing Signage

See the attachment listing all of the existing signage for the Marshfield Mall Development.

### Proposed Sign Changes

The purpose of this Master Sign Plan request by the Marshfield Mall is to grant the overall site conformance, to allow for additional signage at this time, and to allow for future signage to be administratively approved. The following is a break down summary of the proposed modifications to the Mall development:

- At some point in the past JC Penny's had replaced their wall signage increasing in size. The three signs are 138 square feet, 138 square feet, and 50 square feet. The face of these signs will be changed from white to red with no increase in size.
- The World Buffet wall sign that was located on the south wall near the Peach Ave and Ives Street Intersection will be relocated near the food court entrance around the corner from the existing World Buffet sign. This relocation was done to accommodate the new Kohl's store
- The Community Care Center sign will be relocated from the south side of the building to their new entrance along the north side of the building near Furniture and Appliance Mart. This relocation was done to accommodate the new Kohl's store.
- With the new Mall addition, Kohl's is requesting two new wall signs for their facility that will be opening soon: one at the front entrance facing west towards the parking lot and one facing south near the Peach Avenue and Ives Street Intersection similar orientation as the previous World Buffet sign.
- The Applicant is proposing a new freestanding monument sign to replace the existing monument sign at the North Central Avenue Mall entrance in front of the FCS Building. This sign will be able to accommodate additional tenants and the overall Mall boundary; however, this sign is proposed to be taller and larger in size than the maximum allowance. The proposed sign is approximately 220 square feet in size and 25 feet tall. The maximum allowance by code is 24 feet tall and 150 square feet. The existing sign is 192 square feet and 24 feet tall.
- The existing directional sign near the North Peach Avenue entrance will also be modified to state "Marshfield Mall Parking Entrance".

### Future Signage

In addition to the proposed signage listed above, the submitted Master Sign Plan also requests additional future signage including wall signage and freestanding signage. Part of the Malls new vision for revitalization is to possibly allow additional direct entrances from the parking lot into individual tenant spaces and allow for additional signage. The future requests are summarized below.

- The Mall is looking for future administrative approval to allow up to 10 additional tenant signs along the front of the building facing south at the designated spaces. These signs will have to follow the regulations called out in the Master Sign Plan.

For example an interior tenant sign would be permitted up to one sign with a maximum area of 50 square feet.

- Similar to the front, the Mall is also requesting the possibility of adding additional signage to the rear of the building. Again these would be designated spots (5) and unlike the front, these spots would only be permitted if the interior tenant were to add a direct entrance into the store.
- In addition to the modification to the existing freestanding sign near the North Central Avenue Mall entrance, the Applicant has included in the proposed Master Sign Plan the possibility of a second freestanding sign along East Ives Street.
- The Applicant is looking at possibly subdividing a separate buildable lot off of East Ives Street to the east of McDonalds. This lot would have its own separate signage but because of the joint boundaries and shared use, they are looking to view this property as part of the Mall development within the existing Mall boundary.

### **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 approval of the Master Sign Plan request by Malls4U representing the Marshfield Mall to amend the existing Master Sign Plan to allow for a new freestanding pylon sign, additional signage for a new tenant space, and future signage within a large development, zoned "CMU" Community Mixed Use located at 503 East Ives Street (Parcels 33-03216 and 33-03216BA). The following signs are permitted as presented:

1. Two new Kohl's signs
2. Three face changes to the existing JC Penny's signs
3. Relocation of one of the World Buffet signs
4. Relocation of the Community Care sign
5. Modification to the existing directional sign at the North Peach Avenue entrance
6. Modification to the existing freestanding monument sign – increasing the sign height to 25 feet and the sign size to 220 square feet.

### **Attachments**

1. Application
2. Location Map
3. Existing Sign Summary
4. Proposed Master Sign Plan

Concurrence:



---

Jason Angell  
Director of Development Services



**Development Services Department**

City of Marshfield  
630 South Central Avenue  
6th Floor, Suite 602  
Marshfield, WI 54449  
Telephone: 715-486-2077  
Fax: 715-384-7631

Email: Sam.Schroeder@ci.marshfield.wi.us

**Master Sign Plan Application**

Master Sign Permit: \$150.00, plus  
 \$50.00 for each individual sign permit

Master Sign Permit w/ exception(s):  
 \$300.00, plus \$50.00 for each individual sign permit

Date: Jun 22, 2016

**Sign Location:** Marshfield Malls Main Entrance at N Central Ave. Business Name: Marshfield Mall - Malls4U, LLC

**Business Contact Person:** Approval: Bill Scholfield, On-Going: Mall General Manager Terry Linduski (715) 387-4311

**Applicant/Owner:** Malls4U, LLC Managing Member Joe Fonti

Mailing Address: 503 East Ives Street, Suite # 313 Marshfield WI 54449 Attn Terry Linduski

Phone: (715) 387-4311 Email: terry.linduski@marshfieldmall.com

**Sign Contractor:** Varying Contact Person: Varying

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sign Company UL File Number: \_\_\_\_\_

**Electrical Signs** (must be UL listed):  
 New Electrical Installation  
 Extend Existing Electrical  
 No Alterations to Existing Electrical

(Licensed Electrician/  
Electrical Permit Needed)

**Electrical Contractor:** \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Ph: \_\_\_\_\_

Office Use Only: Electrical Inspector Approval: \_\_\_\_\_ Date: \_\_\_\_\_

**Allowable Signage:**

Street Name	Direction (N, S, E, W)	Lot Frontage (feet)	Allowable Signage
<u>See Attached Master Sign Package</u>			* 2 sq. ft. = _____
			* 2 sq. ft. = _____
			* 2 sq. ft. = _____
			* 2 sq. ft. = _____
Total Allowable Signage =			_____

Office Use Only:  
Use: Multi-tenant - Commercial Zoning District: CMU Downtown Design Corridor:  Yes  No  
Adjacent to a Residential Zoning District:  Yes  No Which facades: South & East  
Meet the Max 10% per Facade:  Yes  No Corner lot:  Yes  No Permitted:  Yes  No  
Permit No.(s): #1 \_\_\_\_\_ #5 \_\_\_\_\_ #9 \_\_\_\_\_  
#2 \_\_\_\_\_ #6 \_\_\_\_\_ #10 \_\_\_\_\_  
#3 \_\_\_\_\_ #7 \_\_\_\_\_ #11 \_\_\_\_\_  
#4 \_\_\_\_\_ #8 \_\_\_\_\_ #12 \_\_\_\_\_  
Date Received: 6/24/16 Total Permit Fee: \$300 + \$50/new sign Fee Receipt No.: 59854  
Zoning Administrator Approval: \_\_\_\_\_ Date: 6/24/16

\*Requires Plan Commission approval - scheduled 7/19/16

**Existing & Proposed Sign Information**

**Freestanding Sign(s):**

A	Location (street / other)	Type (new / existing)	Style (pole / monument)	Area (sq. ft.)	Height (ft.) (to sign top)	Setback (ft.)	Display (message)
1	_____	_____	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____	_____	_____

Electronic Message Center:  Yes  No Area (sq. ft.)= \_\_\_\_\_

Changeable Copy Sign:  Yes  No Area (sq. ft.)= \_\_\_\_\_

**Building Sign(s) Facade 1:**

Facade Direction: \_\_\_\_\_ Facade Ht: \_\_\_\_\_ Facade W: \_\_\_\_\_ x 10 % = \_\_\_\_\_ sqft. Allowable Signage

B	Type (new / existing)	Style (Wall, Projecting, etc)	Sign Dimensions (Ht x W)	Area (sq. ft.)	Illuminated (Yes/No)	Sign Cost	Height (ft.) (to sign top)	Display (message)
1	_____	_____	_____	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____	_____	_____	_____
3	_____	_____	_____	_____	_____	_____	_____	_____
4	_____	_____	_____	_____	_____	_____	_____	_____

TOTAL AREA FOR FACADE 1: \_\_\_\_\_

**Building Sign(s) Facade 2:**

Facade Direction: \_\_\_\_\_ Facade Ht: \_\_\_\_\_ Facade W: \_\_\_\_\_ x 10 % = \_\_\_\_\_ sqft. Allowable Signage

C	Type (new / existing)	Style (Wall, Projecting, etc)	Sign Dimensions (Ht x W)	Area (sq. ft.)	Illuminated (Yes/No)	Sign Cost	Height (ft.) (to sign top)	Display (message)
1	_____	_____	_____	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____	_____	_____	_____
3	_____	_____	_____	_____	_____	_____	_____	_____
4	_____	_____	_____	_____	_____	_____	_____	_____

TOTAL AREA FOR FACADE 2: \_\_\_\_\_

**Building Sign(s) Facade 3:**

Facade Direction: \_\_\_\_\_ Facade Ht: \_\_\_\_\_ Facade W: \_\_\_\_\_ x 10 % = \_\_\_\_\_ sqft. Allowable Signage

D	Type (new / existing)	Style (Wall, Projecting, etc)	Sign Dimensions (Ht x W)	Area (sq. ft.)	Illuminated (Yes/No)	Sign Cost	Height (ft.) (to sign top)	Display (message)
1	_____	_____	_____	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____	_____	_____	_____
3	_____	_____	_____	_____	_____	_____	_____	_____
4	_____	_____	_____	_____	_____	_____	_____	_____

TOTAL AREA FOR FACADE 3: \_\_\_\_\_

**Building Sign(s) Facade 4:**

Facade Direction: \_\_\_\_\_ Facade Ht: \_\_\_\_\_ Facade W: \_\_\_\_\_ x 10 % = \_\_\_\_\_ sqft. Allowable Signage

E	Type (new / existing)	Style (Wall, Projecting, etc)	Sign Dimensions (Ht x W)	Area (sq. ft.)	Illuminated (Yes/No)	Sign Cost	Height (ft.) (to sign top)	Display (message)
1	_____	_____	_____	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____	_____	_____	_____
3	_____	_____	_____	_____	_____	_____	_____	_____
4	_____	_____	_____	_____	_____	_____	_____	_____

TOTAL AREA FOR FACADE 4: \_\_\_\_\_

**Directional / Informational Sign(s)**

F	Location (street / other)	Type (new / existing)	Style (pole / monument)	Area (sq. ft.)	Height (ft.) (to sign top)	Setback (ft.)	Display (message)
1	_____	_____	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____	_____	_____
3	_____	_____	_____	_____	_____	_____	_____

TOTAL SIGN AREA: \_\_\_\_\_

**Value of New Sign(s)**

Sign (A1,B1,etc.)	_____	_____	_____	_____	_____	_____	_____
Value	_____	_____	_____	_____	_____	_____	_____

**Sign Summary**

Sign Type:	<u>Freestanding</u>	<u>Building Sign</u>	<u>Directional / Info</u>	<u>Grand Total Sign Area</u>
Total Area (sq. ft.):	_____ +	_____ +	_____ =	_____

**Sign Plan Submittal Requirements:**

*General Plan*

SIGN PLANS with the following information:

- Detailed, dimensioned color drawing(s) of all proposed signs including: height, sq. area, text/copy, materials & colors;
- Photos & dimensions of existing signs on parcel including: height, dimensions, sq. area and note if existing sign to remain;
- Illumination details including type, placement, intensity and hours of illumination, and area to be illuminated.

BUILDING ELEVATION DRAWINGS:

- All sides of buildings with proposed and existing attached signage including label of façade direction (north, south, east, west), height & dimensions of facade, colors and materials. (Color rendering of each façade with signage may be required.)

SITE PLAN with the following Information:

- An accurate plot plan of the entire lot on which the use will be located at a scale of not less than one inch to 100 feet;
- Location of buildings, parking lots, driveways, and landscaped areas on the lot;
- An accurate, dimensioned location on the site plan of all freestanding (including directional) signs proposed and existing (indicate whether to be removed) showing compliance with required setbacks as measured from property line and any required vision triangles from street or driveway intersections;
- Location of all attached signs, proposed and existing (indicate whether to be removed).

**Authorization of Application**

I hereby certify that I am the owner or authorized representative of the owner of the property described in this application; that this property constitutes the property for which a Master Sign Plan has been submitted; that the information submitted is complete and accurate to be best of my knowledge; that site visits to the property are necessary by City representatives in order to process this application and the owner authorizes City representatives to visit and photograph the property if necessary; that I understand this is not a permit but only an application for a permit and that work is not to start without a permit.

Applicant Signature: *William Schepel* Date: 6-22-14  
*for Malls 40, LLC*

**\*\*\* IF REQUESTING AN EXCEPTION TO THE SIGN STANDARDS PLEASE INCLUDE ATTACHMENT A WITH YOUR APPLICATION.**

**ATTACHMENT A**

**Written Submittal Requirements (See Section 24-11)**

Signage proposed as part of a Master Sign Plan may deviate from the sign standards if there are unusual site factors, which preclude an allowed sign from being visible to the street immediately in front of the site, an adjustment may be granted to achieve visibility standards. Site difficulties may include the sign face being blocked due to topography of the site, elevation of the street, setback of existing development or landscaping. The adjustment must be minimal, have no negative impact on neighboring properties, will not lead to over proliferation of signs, and must not create any safety or traffic hazards.

**Describe the requested exception(s).**

See Attached Master Sign Package

**Is the sign prohibited at the proposed location, but permitted elsewhere in the community?** (see sign allowance under the specific sign type in Section 24-03 of the Sign Code)

**Other comments:**

See Attached Master Sign Package



**Master Sign Plan - Marshfield Mall - 503 E Ives St**  
**City of Marshfield - Plan Commission**  
**Meeting Date: July 19, 2016**

Map Not To Scale  
 For 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.



## Existing Marshfield Mall Signage Summary

Existing Wall Signage					
#	Facade/Location	Type	Style	Size (sq.ft.)	Display
1	West	Existing	Wall	200	"Younkers"
2	West	Existing	Wall	24	"LT Smokehouse"
3	South	Existing	Wall	200	"Younkers"
4	South	Existing	Wall	9	"Smoothie Cafe"
5	South	Existing	Wall	52	"JC Penny"
6	South	Existing	Wall	75	"World Buffet"
7	South	Existing	Wall	136	"Ashley Furniture HomeStore"
8	South	Existing	Wall	78	"Furniture and ApplianceMart"
9*	South	Existing	Wall	30	"Community Care"
10*	South	Existing	Wall	75	"World Buffet"
11	South	Existing	Wall	41	Charter
12	East	Existing	Wall	41	"Furniture and ApplianceMart"
13*	East	Existing	Wall	96	"JC Penny"
14	North	Existing	Wall	45	"Ashley Furniture HomeStore"
15	North	Existing	Wall	100	"Shoppes at Wood Ridge"
16*	North	Existing	Wall	96	"JC Penny"
<b>Total Existing Wall Signage:</b>				<b>1298</b>	

- \*Notes:
1. One of the World Buffet Sign will be relocated to accommodate the new Kohl's Facility
  2. The Community Care Center was relocated to the north side of the building and will be relocating their sign
  3. The two larger JC Penny's signs were replaced at one point without a permit but will have the faces change from white to red

Existing Freestanding Signage					
Location	Type	Style	Size (sq.ft.)	Facade/Location	Display
1F*	Existing	Monument	192	N Central Ave	"Shoppes at Wood Ridge"
2F*	Existing	Directional	19	N Peach Ave	"Parking Entrance"
<b>Total Exist Freestanding Signage:</b>			<b>211</b>		

- \*Notes:
1. The Applicant is requesting to modify the existing monument sign - adding additional sign area and increasing the height
  2. The existing directional sign will be modified to read Marshfield Mall Parking Entrance

6/22/16

Proposed Revisions to Marshfield Mall Exterior Signage and creation of:

“Marshfield Mall Master Sign Plan 2016”

The following is a proposed master sign plan for the Marshfield Mall last formally known as Shoppes At Wood Ridge located at 503 E. Ives Street, in the City of Marshfield WI.

- Mall Owners MALLS4U, LLC represented by Joe Fonti Managing Member, Terry Linduski Mall General Manager and Bill Scholfield Broker Representative
- Request

#### General Statement

With the Approved Mall Expansion and Addition of New Anchor Tenant “ Kohl’s” the Malls Owners working with City Staff are proposing a master signage plan for the mall which includes; Retaining the preexisting signage, acknowledging the removal and replacement of certain designated signage and the addition or upgrading of primary signage including the new Anchor tenants required signage along with recognition of the potential for new signage areas that exist and are required to attract or retain today’s new tenant’s market place requirements for higher exposure, direct exterior entrances and or exposure of signage toward parking areas.

#### Proposal

From the acceptance date of the proposed plan and that day forward Mall ownership is asking that existing signs are grandfathered in and that all existing signs may be replaced provided the size of the sign and its general intensity of illumination are not greatly increased.

(See Current Sign Inventory attachment)

In addition, it is proposed that additional signage be allowed and other modifications be made as listed below and all new future signage must adhere to the regulations listed below. If any sign or regulations is not specified in this plan, a reasonable interpretation shall be determined by the Zoning Administrator through the Municipal Sign Code. City staff may administratively approve any future sign that is in compliance with this plan or the Municipal Sign Code, whichever is less restrictive. Any sign that does not comply with the regulations of this master sign plan or the sign code, must be approved through an alternative sign permit.

#### Defined Items:

1. Anchor Tenant: As defined by Mall, this is any Mall property tenant with a store of 20,000.00 square feet or more.
2. Restaurant Tenant: As defined by Mall, this is any Mall tenant whose primary sales come from prepared food.
3. Interior Tenant: As defined by Mall, are all other tenants other than anchor and restaurant.
4. Freestanding Sign: A permanent sign not affixed to a building. A sign resting on or supported by means of post, pylons, or any other type of base on the ground and includes highway,

monument, post and panel, and pylon signs. Freestanding signs shall not be erected so as to impede visibility for safe pedestrian and/or vehicular circulation.

5. Directional Sign: A sign which indicates only the names, logos, or symbols of specific business destination within a development or lot and a directional arrow, instructions, or symbol to those destinations.
6. On-Building Signage: A type of sign permanently affixed to the outside wall of a building including projected, marquee, suspended, wall, and canopy/awning sign. Setbacks are not applicable to on-building signs.
7. Multi-Tenant Sign: A type of free standing or on-building sign consisting of two or more separate businesses where the businesses share either the same lot or structure and use common access and/or parking facilities.
8. Electronic Message Centers: A variable message sign that utilizes computer-generated messages or some other electronic means of changing copy. Must meet the requirements of Section 24-03(7) of the Marshfield Municipal Sign Code.
9. A final Out-Lot proposed development may have pending signage on its proposed Ives Street frontage, its exposure facing the mall and a position in the Mall main entrance pylon sign within the allowed tenant signage area.

#### Revised Master Plan Regulations:

1. On Building Sign
  - a. Anchor tenants are permitted up to two separate wall signs. Each wall sign must be located on a separate building façade with a maximum area of 200 square feet each. (1) Preexisting J C Penny's is allowed its 3 sign locations.
  - b. Restaurant Tenant Signs. Individual restaurants are permitted up to one wall sign with a maximum area of 50 square feet unless restaurant size is over 10,000 square feet or free standing, then they may be up to 100 square feet or two signs of 50 square feet each.
  - c. Interior Tenant Sign. Only one sign may be placed per designated sign area in the attached document. These signs are limited to 50 square feet each unless store size is over 10,000 square feet, in which case the signs are limited to 100 square feet.
  - d. Kohl's Department Store exterior signage approval, It is requested that a permit be issued and approved for the two (2) build mounted signs for the new Kohl's anchor store. (Sign detail sheet attached)
  - e. Community Care Connections of Wisconsin receives approval to move its sign location for the south side of the building to its new direct entrance on the north side.
  - f. Multi-Tenant Signs. Each entrance location is permitted up to one multi-tenant lighted sign. Each multi-tenant sign is permitted up to 100 square feet in area. Individual tenant's spaces may not be larger than 10 square feet in area.
  - g. Illumination. Internally illuminated signs must adhere to Section 24012(11) of the Municipal Sign Code and may not face residentially zoned property with the exception of Braem Park directly to the south of the mall.

2. Freestanding Signs.

- a. Pylon/Monument Sign. Up to two (2) signs are allowed for the entire Marshfield Mall development. Each sign is 25 feet in Height and 250 square feet of total signage area. (pending) Each sign must meet all minimum setbacks and vision triangle requirement per the Municipal Sign Code. Pylon signs must have a landscape area. Internally illuminated signs may not face residentially zoned property, unless the sign is located at least 250 feet away from any residentially zoned property with the exception of Braem Park directly to the south of the mall. A sign facing North-South rather than east-West on mall property along Peach Street is permitted, and is required to shut off every day after 9:00 PM.
  
- b. Directional Sign, Each mall access is permitted one directional sign per vehicular entrance and exit which may be lighted. Each sign is limited to 5 feet in height and 15 square feet in area. Each sign must meet all minimum setbacks and vision triangle requirements per Municipal Sign Code and some landscaping.

Attachments:

1. Anchor Tenant Map
2. Existing Signage Location Map
3. Existing and Requested Signage Summary
4. Future Signage Façade Location Illustration
5. Marshfield Mall Tenant floor plan.
6. Kohl's Department Store Sign Details
7. JC Penny's sign Replacement Details

Anchor Tenant Illustration 4-10-16



Marshfield Mall Revised Summary 4-10-16

Original MSGN Plan 60516  
 MSGN Amendment's 60815, 80715, 110920, 140916

**Existing Wall Signage**

<u>Location</u>	<u>Type</u>	<u>Style</u>	<u>Size (sq.ft.)</u>	<u>Façade/Location</u>	<u>Display</u>	<u>Approval</u>
1	Existing	Wall	200	West	"Younkers"	920904
2	Existing	Wall	200	South	"Younkers"	920904
3	Existing	Wall	24	West	"LT Smokehouse"	130719
4	Existing	Wall	9	South	"Smoothie Cafe"	140511
5	Existing	Wall	52	South	"JC Penny"	50110
6	Existing	Wall	75	South	"World Buffet"	120525
7	Existing	Wall	136	South	"Ashley Furniture Home Store"	110929
8	Existing	Wall	78	South	"Furniture and ApplianceMart"	110929
9	Existing	Wall	30	South	"Community Care"	121015
10	Existing	Wall	75	South	"World Buffet"	120525
11	Existing	Wall	41	East	"Furniture and ApplianceMart"	110929
12	Existing	Wall	45	North	"Ashley Furniture HomeStore"	110929
13	Existing	Wall	100	North	"Shoppes at Wood Ridge"	60918
14	Existing	Wall	96	East	"JC Penny"	
15	Existing	Wall	96	North	"JC Penny"	
16	Existing	Wall	41	South	Charter Communications	20151218
<b>Total Existing Wall Signage:</b>			<b>1,298</b>			
17	Pending	Wall	193	South	Kohl's	Pending
18	Pending	Wall	94	West	Kohl's	Pending
<b>Total Existing Wall Signage:</b>			<b>1,585</b>			
9	Existing	Wall	30	South	"Community Care"	121015
To be relocated		Wall		North	New Direct Access	Pending
10	Existing	Wall	75	South	"World Buffet"	120525
To be Removed		Wall	Pending new location			
<b>Total Existing Wall Signage:</b>			No reduction taken at this time			

<b>Existing Freestanding Signage</b>						
<u>Location</u>	<u>Type</u>	<u>Style</u>	<u>Size (sq.ft.)</u>	<u>Facade/Location</u>	<u>Display</u>	<u>Approval</u>
1F	Existing	Monument	192	N Central Ave	"Shoppes at Wood Ridge"	60516
2F	Existing	Directional	19	N Peach Ave	"Parking Entrance"	60516
<b>Total Exist Freestanding Signage:</b>			<b>211</b>			
<b>Total Existing Signage:</b>			<b>1,796</b>			
<b>Note # 1F Pending Alteration and final proposal multi-tenant Main Mall (Entrance)</b>						
<b>Note # 2F Will be altered to read Marshfield Mall Parking Entrance</b>						
<b>Proposed New Signage Areas Maximum Estimates</b>						
Area "A"		450 Sq.ft total				
Area "B"		350 Sq.ft total				
Area "C"		350 Sq.ft total				
		2,946 Potential Signage Sq.ft.				



Existing Signage  
Revised 4/10/16

Relocated  
CCCW  
Sign

2 F

1 F

Area  
"C"

Area  
"B"

Area  
"A"

New Kohl's

(10) Current World Buffet  
Sign to be removed  
(New Location Pending)

E Ives St

Braem  
Park



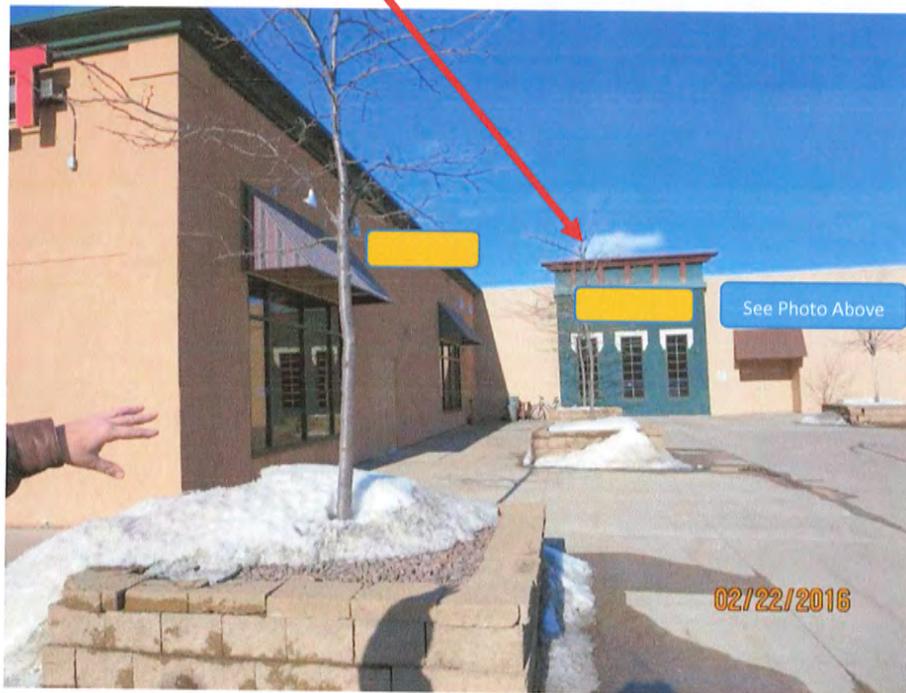
Inside Facing Sign Opportunity



Kohl's  
On Side of Building Addition

Relocated CCCW Sign & Entrance

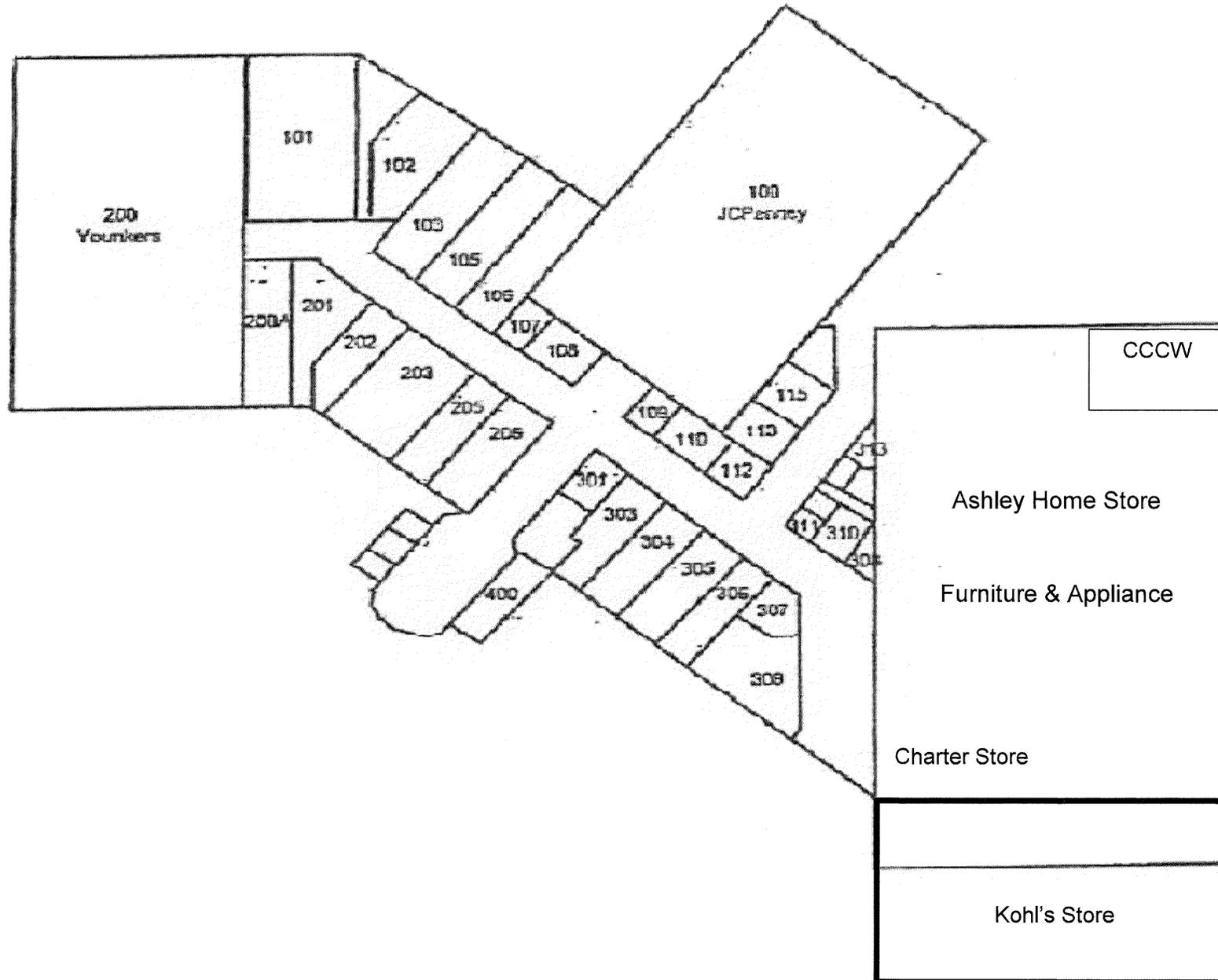




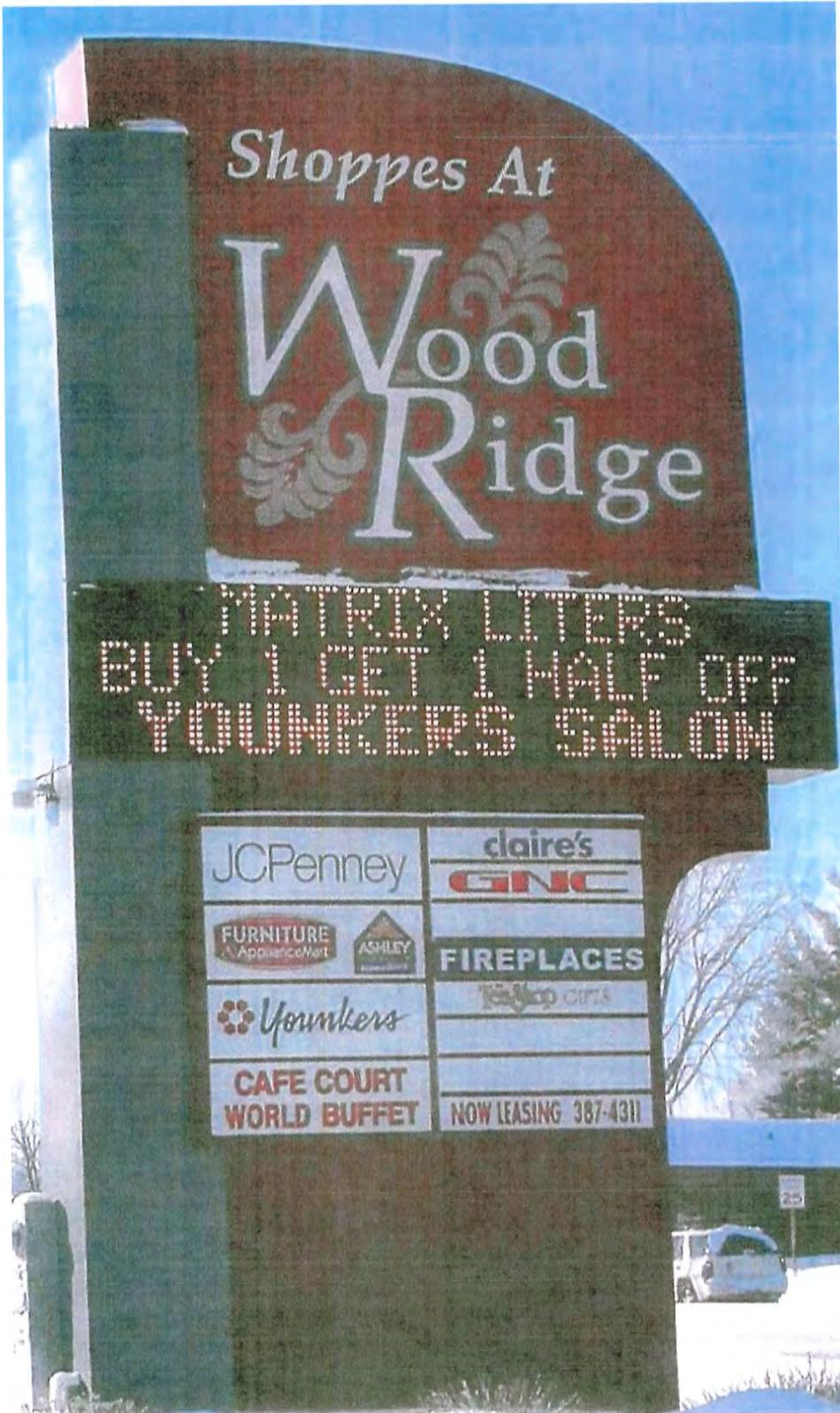
# Marshfield Mall Aerial & Frontage Photo



# Marshfield Mall Floor Plan Illustration



Existing Sign



DESIGNER / SALES REP: DAN OR JUSTIN S.

DATE: 6/27/16

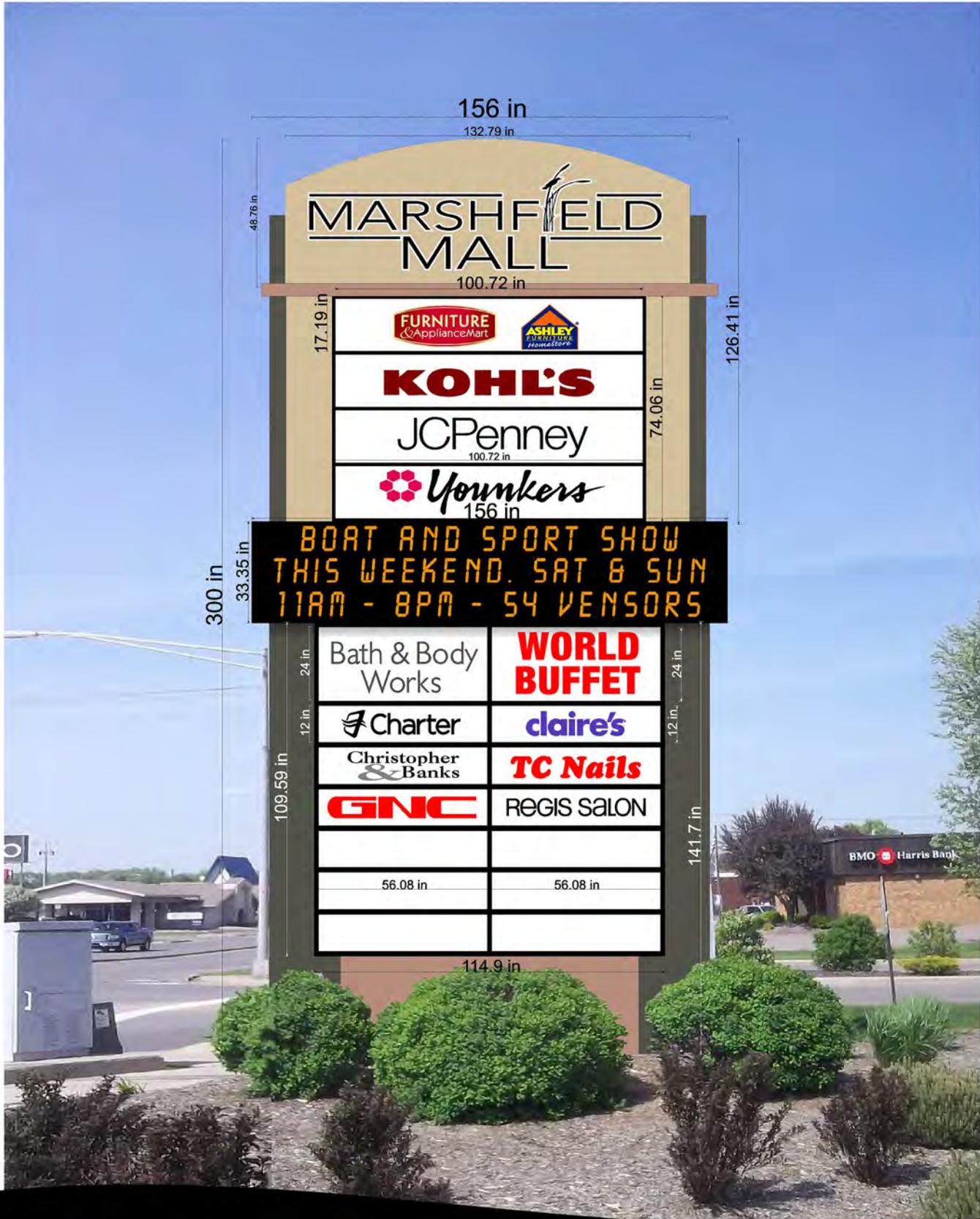
PO#:

CONTACT:

MATERIAL:

PHONE:

ACTUAL PAINT OR VINYL GRAPHIC COLORS MAY NOT MATCH COLORS ON PRINTED LAYOUT OR COMPUTER SCREEN.



110 CONNOR AVE  
 PO BOX 134  
 STRATFORD, WI 54484  
 CALL 715.687.3250  
 FREE 888.264.4459  
 FAX 715.687.4657

**FINAL  
 LAYOUT  
 APPROVAL**

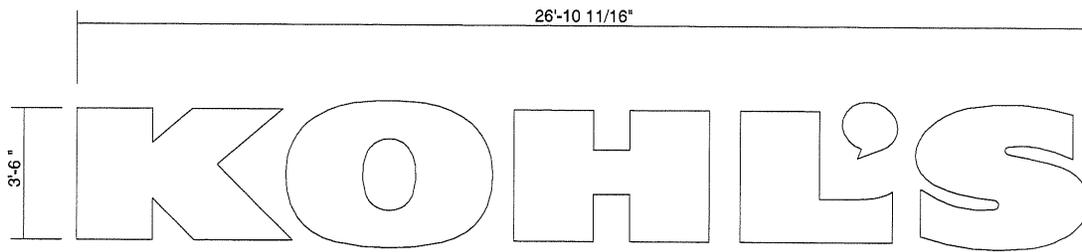
These drawings will be released to production once signed. SSC is not responsible for errors. Please check for misspellings, correct phone numbers & addresses, details regarding renderings, shop drawings, quantities, color, etc. Colors shown are for representation only. PMS colors must be requested at time of order to ensure accuracy and may not be guaranteed. Additional fee will apply if PMS sample is required. Any detail or dimension change may delay completion and may incur additional fee. All artwork is property of SSC and cannot be reproduced without permission. Fee may apply if reproduced by others.

To proceed accordingly, please sign, date and return via email, mail or fax 715-687-4657

SIGNATURE:

DATE:



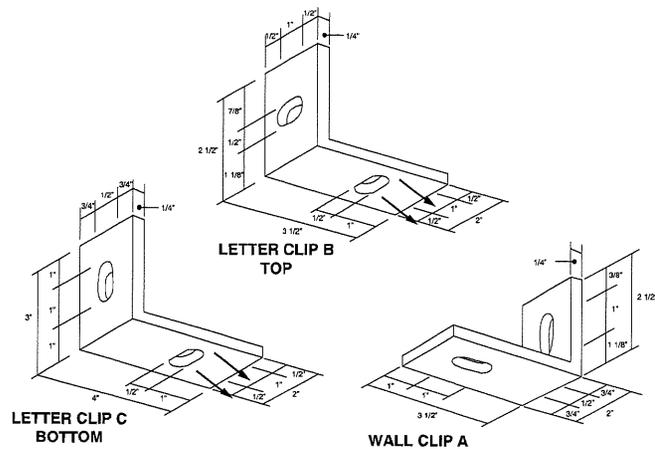


**INTERNALLY ILLUMINATED CHANNEL LETTER ELEVATION**

94 SQ. FT.

() SET REQUIRED

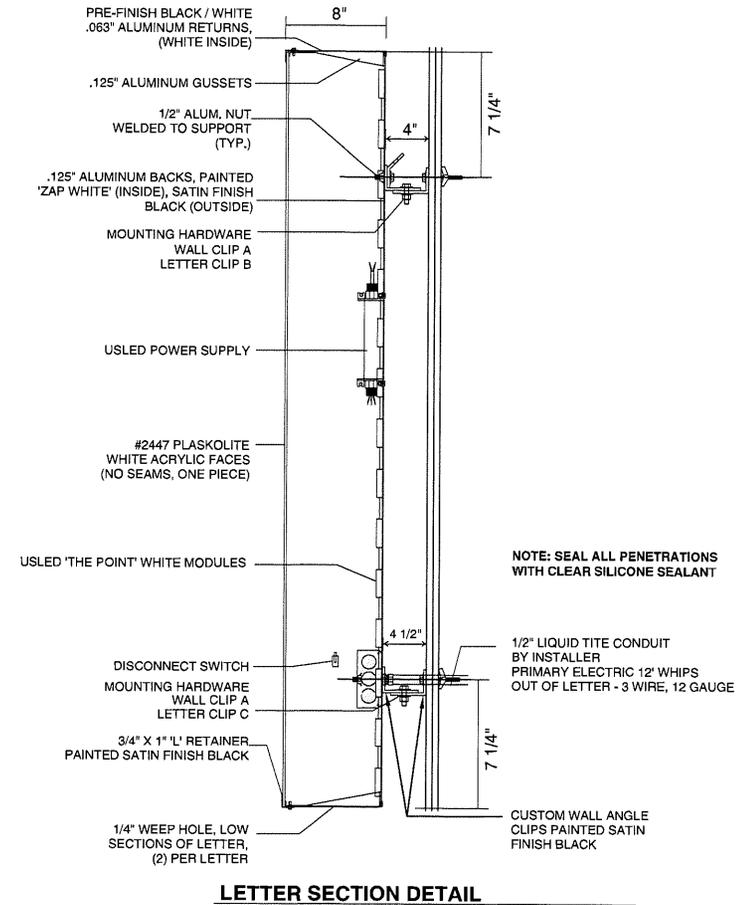
1/4"=1'-0"



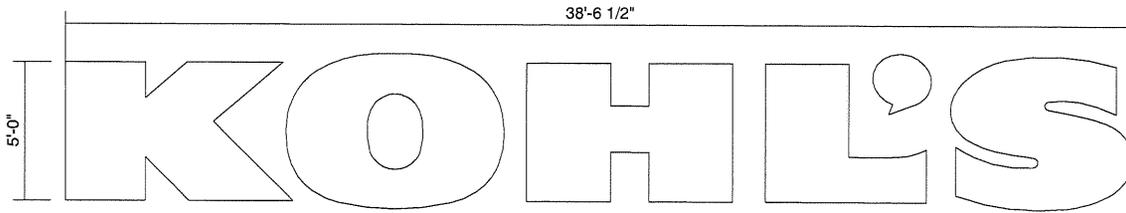
**DETAIL OF MOUNTING CLIPS, PAINTED BLACK, SATIN FINISH** NOT TO SCALE

**INSTALL KIT SUPPLIED BY IMAGE WORKS:**

- (23) WALL CLIPS WILL BE SHIPPED IN SEPARATE BOX
- (23) 1/2" X 1 1/2" ZINC BOLT SETS W/ (2) FLAT WASHERS, A LOCK WASHER, AND A NUT
- (1) PAPER DRILLING PATTERN
- (35') OF 1/2" LIQUID TITE CONDUIT
- (1) BOTTLE TOUCH-UP PAINT
- (2) 1/2" STRAIGHT LIQUID TITE CONNECTORS.



**LETTER SECTION DETAIL**

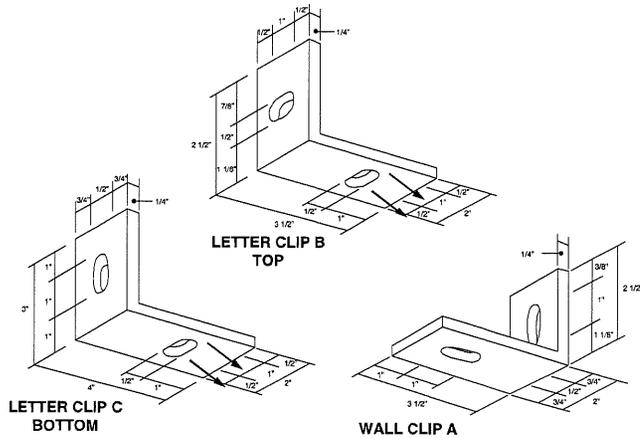


**INTERNALLY ILLUMINATED CHANNEL LETTER ELEVATION**

192.7 SQ. FT.

() SET REQUIRED

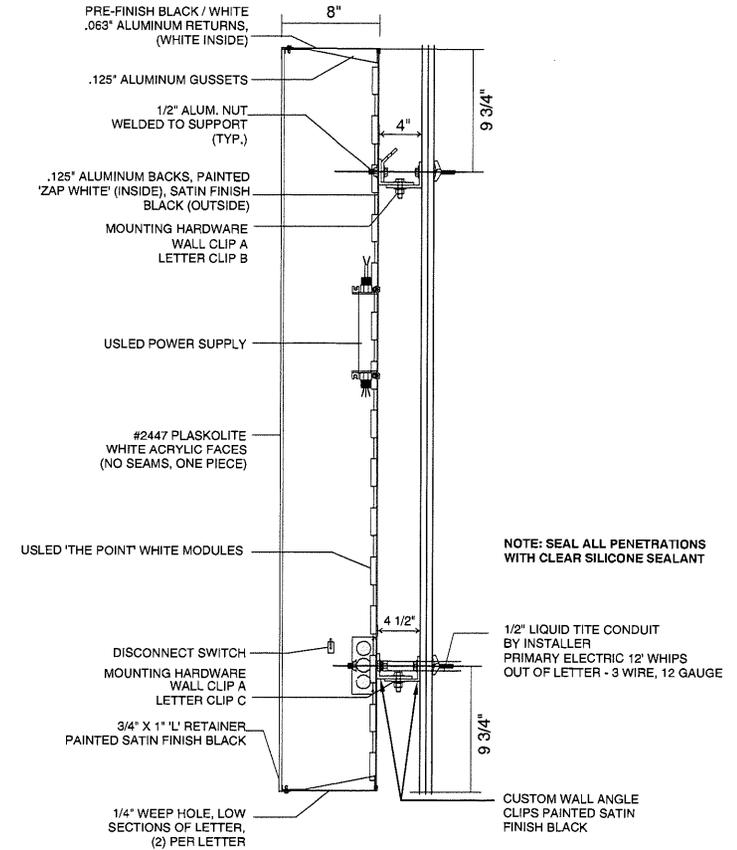
3/16"=1'-0"



**DETAIL OF MOUNTING CLIPS, PAINTED BLACK, SATIN FINISH** NOT TO SCALE

**INSTALL KIT SUPPLIED BY IMAGE WORKS:**

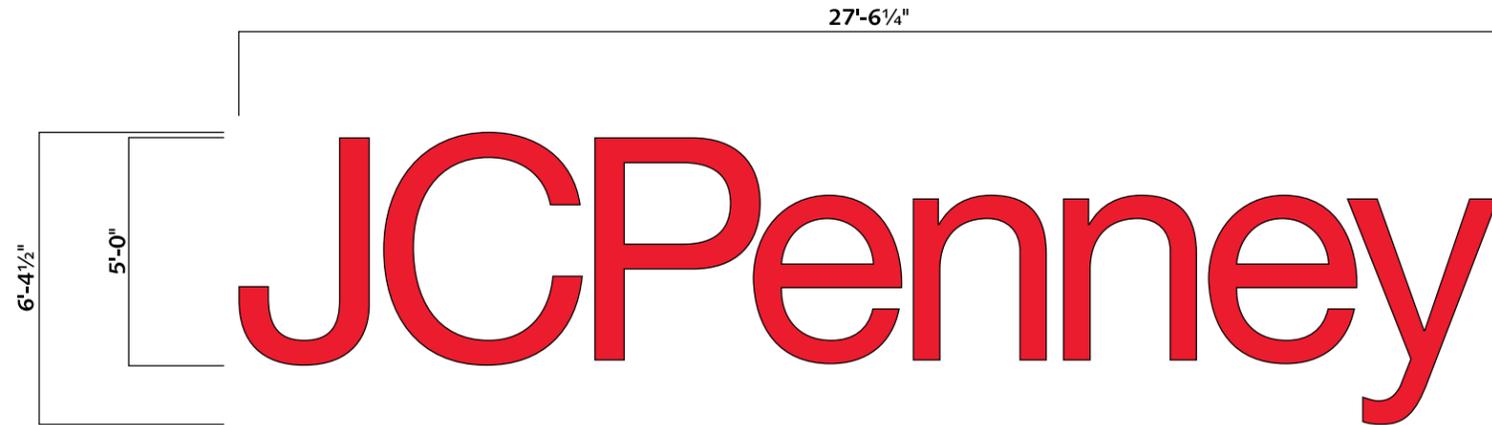
- (23) WALL CLIPS WILL BE SHIPPED IN SEPARATE BOX
- (23) 1/2" X 1 1/2" ZINC BOLT SETS W/ (2) FLAT WASHERS, A LOCK WASHER, AND A NUT
- (1) PAPER DRILLING PATTERN
- (35') OF 1/2" LIQUID TITE CONDUIT
- (1) BOTTLE TOUCH-UP PAINT
- (2) 1/2" STRAIGHT LIQUID TITE CONNECTORS.



**LETTER SECTION DETAIL**

NOTE: SEAL ALL PENETRATIONS WITH CLEAR SILICONE SEALANT





**5'-0" EXTERIOR CHANNEL LETTERS (RED)**

SCALE: 1/4"=1'-0"

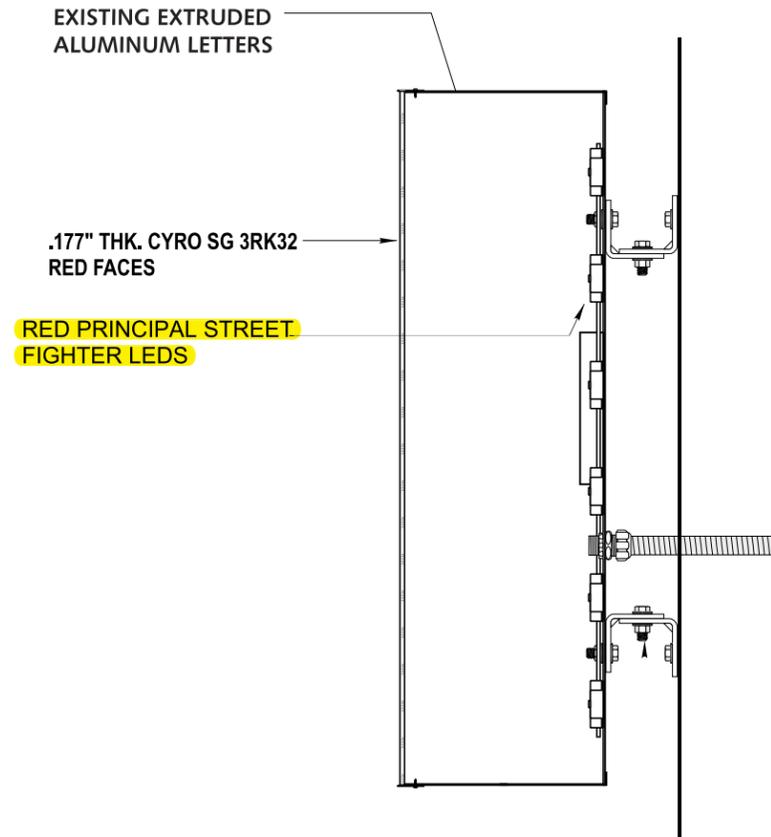
RETROFIT ( 1 ) SET EXISTING LETTERS w/ NEW FACES AND RED PRINCIPAL STREETFIGHTER LEDS

**RETROFIT EXISTING LETTERS WITH NEW FACES AND LEDS. REUSE EXISTING RETAINERS & ATTACHMENTS ON LETTERS. NO RETAINERS NEEDED.**

**\*\*\*NO RUBBINGS WILL BE DONE. WE ARE TO SHIP FULL, UNCUT SHEETS OF THE RED CYRO FOR THE INSTALLERS TO CUT THE LETTERS OUT OF WHILE ON SITE.**

**\*\*\*WILL NEED A SURVEY TO KNOW THE OVERALL WIDTHS, OVERALL HEIGHTS, & STROKE WIDTH OF EACH LETTER.**

**\*\*\*CHANDLER SIGNS WILL PRVIDE A LAYOUT OF HOW LETTERS WILL BE ABLE TO FIT ON UNCUT RED CYRO SHEETS, BASED ON THE PROVIDED SURVEY INFORMATION.**



**LTR. SEC. (RED)**

NTS

<b>Design #</b>	
0389240A	
<b>Sheet</b>	2 of 3
<b>Client</b>	
JCPenney	
<b>Address</b>	
503 E. IVES ST. MARSHFIELD, WI	
<b>Account Rep.</b> AMY JOHNSON	
<b>Designer</b>	SDM
<b>Date</b>	6/29/16
<b>Approval / Date</b>	
<b>Client</b>	
<b>Sales</b>	
<b>Estimating</b>	
<b>Art</b>	
<b>Engineering</b>	
<b>Landlord</b>	

Revision / Date	

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210-349-3804 Fax 210-349-8724

1335 Park Center Drive, Unit C  
Vista, CA 92081  
760-967-7003 Fax 760-967-7033

963 Baxter Avenue, Suite 200  
Louisville, KY 40204  
502-479-3075 Fax 502-412-0013

2584 Sand Hill Point Circle  
Davenport, FL 33837  
863-420-1100 Fax 863-424-1160

37 Waterfront Park Court  
Dawsonville, GA 30534  
800-851-7062 Fax 210-349-8724

P.O. Box 125, 206 Doral Drive  
Portland, TX 78374  
361-563-5599 Fax 361-643-6533

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**FINAL ELECTRICAL CONNECTION BY CUSTOMER**

THIS SIGN IS INTENDED TO BE MANUFACTURED IN ACCORDANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF THE SIGN. SIGN WILL BEAR UL LABEL(S).





# City of Marshfield Memorandum

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TO: Plan Commission  
FROM: Sam Schroeder, Zoning Administrator  
DATE: July 19, 2016

RE: Alternative Sign Permit Application by Ross Ingman with D&L Signs to allow a 120 square foot temporary banner sign for the new Kohl's development exceeding the maximum size allowance of 50 square feet, zoned "CMU" Community Mixed Use zoning district, located at 503 East Ives Street (Parcel 33-03216).

## **Background**

In anticipation of the grand opening of the new Kohl's addition to the Marshfield Mall, the Applicant is requesting an exception to have a large temporary banner from the anticipated approval date of this application through October of 2016. This request includes an exception to exceed the maximum size allowance for a temporary banner sign.

## **Analysis**

Section 24-06(3)(b) of the Municipal Sign Code restricts the maximum allowable size for a temporary banner to 50 square feet. The Applicant is proposing a 6 foot by 20 foot temporary sign banner for a total area of 120 square feet. This is a 70 square foot exception request. In addition to the requested exception to the size allowance, the Applicant is requesting to display these signs through the end of October of 2016 which is following the anticipated grand opening.

Over the course of the next few months this banner will change during different stages of the project. The first stage is "Now Hiring" which transitions to "Opening [Date Inserted]" to the final banner message of "Now Open" in addition to other details such as store name or contact information.

## **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 approval for the alternative sign permit application by Ross Ingman with D&L Signs to allow a 120 square foot temporary banner sign for the new Kohl's development through October of 2016, exceeding the maximum size allowance of 50 square feet, zoned "CMU" Community Mixed Use zoning district, located at 503 East Ives Street (Parcel 33-03216).

**Attachments**

1. Application
2. Location Map
3. Rendering of Signs

Concurrence:



---

Jason Angell  
Director of Development Services



Development Services Department
City of Marshfield
630 South Central Avenue
6th Floor, Suite 602
Marshfield, WI 54449
Telephone: 715-486-2077
Fax: 715-384-7631
Email: Sam.Schroeder@ci.marshfield.wi.us

Sign Permit Application

- Standard-Face Change \$25.00
Standard \$50.00
Alternative \$250.00

Date Received: 6/24/16

Sign Location: 503 E. Ives Street Business Name: Kohls

Business Contact Person: Rose Hollingsworth
Mailing Address: 585 Bond St, Lincolnshire, IL 60069
Phone: 847-415-5714 Email:

Sign Contractor: D&L Signs, Inc. Contact Person: Ross Ingman
Mailing Address: 5307 Fuller St, Schofield, WI 54476
Phone: 715-359-8846 Email: ross@dlsignsinc.com
Sign Company UL File Number:

Electrical Signs (must be UL listed):
New Electrical Installation
Extend Existing Electrical
No Alterations to Existing Electrical
Electrical Contractor:
Address:
City:
State: Zip Code: Ph:
Office Use Only: Electrical Inspector Approval: Date:

SIGN NO. 1 (if applying for additional new signs at the same location, please fill out Attachment A)

- On-Building Sign
Freestanding Sign
Sub-type: Awning/Canopy, Billboard, Changeable Copy, Community Information, Direction (off-premise), Direction (on-premise), EMC, Fuel, Home Occupation, Highway, Marquee, Monument, Multi-tenant, Mural, Off-Premise, Post and Panel, Projecting, sign setback, Pylon, Suspended, Wall (Banner)

Display message: Now Hiring
Sign Dimensions: Height: 6 ft. 0 in. Width: 20 ft. 0 in. Total New Sign Area (sq. ft.): 120
Sign Cost (material + installation): \$ 1500 Illumination: No

If On-Building Sign: Location of sign on facade (Direction/Street): South / East Ives Street

If Freestanding Sign: Setback from the nearest property line: Overall Sign Height: 3' Landscape Area: Yes (Required - new sign)

Office Use Only: Use: Commercial-Retail Multi-Tenant Zoning District: CMU Permitted: Yes No
Adjacent to a Residential Zoning District: Yes No Which facades: South + East
Downtown Design Corridor: Yes No Facade Area (sq. ft.): N: E: S: W:
Total sq. ft.: 120 sq ft Corner lot: Yes No Lineal street frontage (ft.): N: E: 790.04 S: 577.25 W:
Permit No.(s): #1-#12
Parcel ID#: 33-03216 Total Permit Fee: \$ 250.00 Fee Receipt No.: 60092
Zoning Administrator Approval: Date:

Requires PC approval - exceed time and size allowance for a temporary banner.

**Existing Signs:**

Type	Direction/Street	Size	Square Feet	Location/Message
N/A	N/A	x	N/A	N/A
		x		
		x		
		x		
		x		
		x		
		x		
		x		
		x		
		x		
Total Existing Sign Area			0	

**Checklist:**

Filing Fee:

- Standard Permit - Face Change: \$25.00
- Standard Permit: \$50.00
- Alternative Permit: \$250.00

Photographs: Provide a picture of all existing signs on the premises

The following are required:

A. For wall or other building signs:

- Elevations, including dimensions, of building wall on which sign is proposed
- Location & dimensions of proposed and existing signs on the building elevation
- Dimensioned drawings of the proposed sign, including sign legend or message, lettering or font style, colors, lighting source, and materials
- Construction specifications and method of attachment
- Street adjoining the property

B. For freestanding signs:

- Dimensioned drawings of proposed sign, including sign legend or message, lettering or font style, and colors;
- Construction specifications and method of attachment;
- Dimensions of Property, lot lines, and driveways
- Dimensions of Property, lot lines, and driveways
- Street adjoining the property
- Existing off-street parking, loading and circulation area
- Location of the proposed signs and existing freestanding signs, with setback dimensions

Applications for permits must be accompanied by accurately dimensioned drawings of the sign and support, including any message copy thereon. The drawing shall include calculation of the gross surface area of the sign (as required in the Sign Ordinance). Structural engineering of the sign and supporting structure may be required.

I hereby apply for a Sign 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 Building Codes; that I understand this is not a permit but only an application for a permit and work is not to start without a permit; that the work will be in accordance with the approval plan in the case of work which requires a review and approval of plans.

Applicant (print name):

Ross Ingman

Applicant Signature:

[Signature]

Date:

6/24/16

Sign Square Footage = 120  
Sign Height - 23'

Method of Attachment - Eye hooks & bungees  
Street adjoining property - East Ives Street





Subject Property  
 Marshfield Parcels



**ASGN: Kohl's - Temporary Banner - 503 E Ives St**  
 City of Marshfield - Plan Commission  
 Meeting Date: July 19, 2016

Map Not To Scale  
 For 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.



# City of Marshfield Memorandum

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TO: Plan Commission  
FROM: Josh Miller, City Planner  
DATE: July 19, 2016

RE: Discussion on Duplexes in “SR-4” and “SR-6” Single Family Residential Districts

## **Background**

In the past year, the Development Services Department has had a number of inquiries about building duplexes in Marshfield. Under the current regulations, duplexes are permitted by right in the following three zoning districts: “TR-6”, “MR-12”, and “MR-24”. There are no zoning districts that allow duplexes as a conditional use. The “SR-6” district does allow “Two Flats”, which are two-family housing units where one dwelling is on the first floor and the other is on the second floor.

Prior to 2013, there were four zoning districts that permitted duplexes by right. At that time there were concerns about developers putting up duplexes in single family neighborhoods where the neighbors were not notified or informed of a possible duplex. There was also no way to distinguish where duplexes were permitted by just looking at the zoning map. So it was discussed that a duplex district “TR-6” (Two-family Residential) should be established as part of the new Zoning Code. Although this helped address neighborhood concerns with future development, it limited the locations where duplexes were permitted. There now seems to be a demand for new duplexes and staff wanted to gather input from the Plan Commission before proceeding with a Zoning Code amendment.

## **Analysis**

Currently, the only options to allow a new duplex is to find a vacant parcel that is zoned “TR-6”, “MR-12”, or “MR-24” or look to rezone an existing parcel to one of those zoning districts.

One option to ameliorate the limited location for new duplexes would be to and expand the areas that duplexes can be developed would be to add duplexes as a Conditional Use in the “SR-4” and/or “SR-6” zoning districts. The upside to that would be the neighbors would be notified of an upcoming duplex project and could attend the public hearing. Two of the Conditional Use Permit criteria

address how the application could have an adverse impact on nearby property and surrounding environment and Plan Commission could establish conditions to ensure the proposed projects fit into the surrounding neighborhood. This could include establishing the type of building materials used, size of the duplex, location of the garages, landscaping, etc. To better illustrate the proposed project, more detailed plans could be requested upon a submitted Conditional Use Permit application.

Additionally, current regulations for the “TR-6” zoning district are also a little unclear. The type of land use and whether or not the lot is currently platted is what determines the minimum lot area and lot width. For example, the minimum lot size for existing single family, two flat, and duplex lots in “TR-6” is 6,000 square feet. For newly platted duplex lots, the minimum lot size is 12,000 square feet. There are no restrictions on rezoning an existing single family lot that is less than 12,000 square feet to a “TR-6” zoning and building a duplex.

The way it’s currently written a substandard lot could be rezoned to allow duplexes, even though they don’t meet the minimum lot size and width. If the regulations under the “TR-6” zoning district are to change, staff would recommend addressing how the minimum lot size and width should be applied to parcels that are proposed for a rezoning to provide staff some clarification on the issue moving forward.

Below are the dimensional regulations for the districts referenced above. The “TR-6” district does have a lot of caveats for lot size and lot width in the regulations. The original purpose behind the regulations was to ensure the new subdivisions would make adequately sized lots for duplexes. However, there have been very few new subdivisions developed in Marshfield in the past ten years and because of the cost of adding new infrastructure, developers are focusing more on infill development, or development that already has services and is within the core of the community. Infill development reduces urban sprawl and is essentially a more sustainable way to develop the community. Regulations should be clear in how they pertain to new development on existing lots.

	SR-4 (Residential Uses)	SR-6 (Residential Uses)	TR-6 (Residential Uses)
Minimum Lot Area	8,700 square feet	6,000 square feet	6,000 square feet for existing single family, two flat, and duplex lots; 6,000 square feet per dwelling unit for a twin home; 10,800 square feet for newly platted single family and two flat lots; 12,000 square feet for newly platted duplex lots
Maximum Building Coverage of Lot	30 percent	40 percent	40 percent
Minimum Lot Width	60 feet	40 feet	60 feet for newly platted single family, two flat, and twin home (per dwelling unit) lots; 80 feet for newly platted duplex lots
Minimum Front Setback	25 feet	25 feet	25 feet
Minimum Street Side Setback	15 feet	15 feet	15 feet
Minimum Side Setback	7 ½ feet	7 ½ feet	7 ½ feet
Minimum Rear Setback	25 feet	25 feet	20 feet

### **Recommendation**

Per the discretion of the Plan Commission

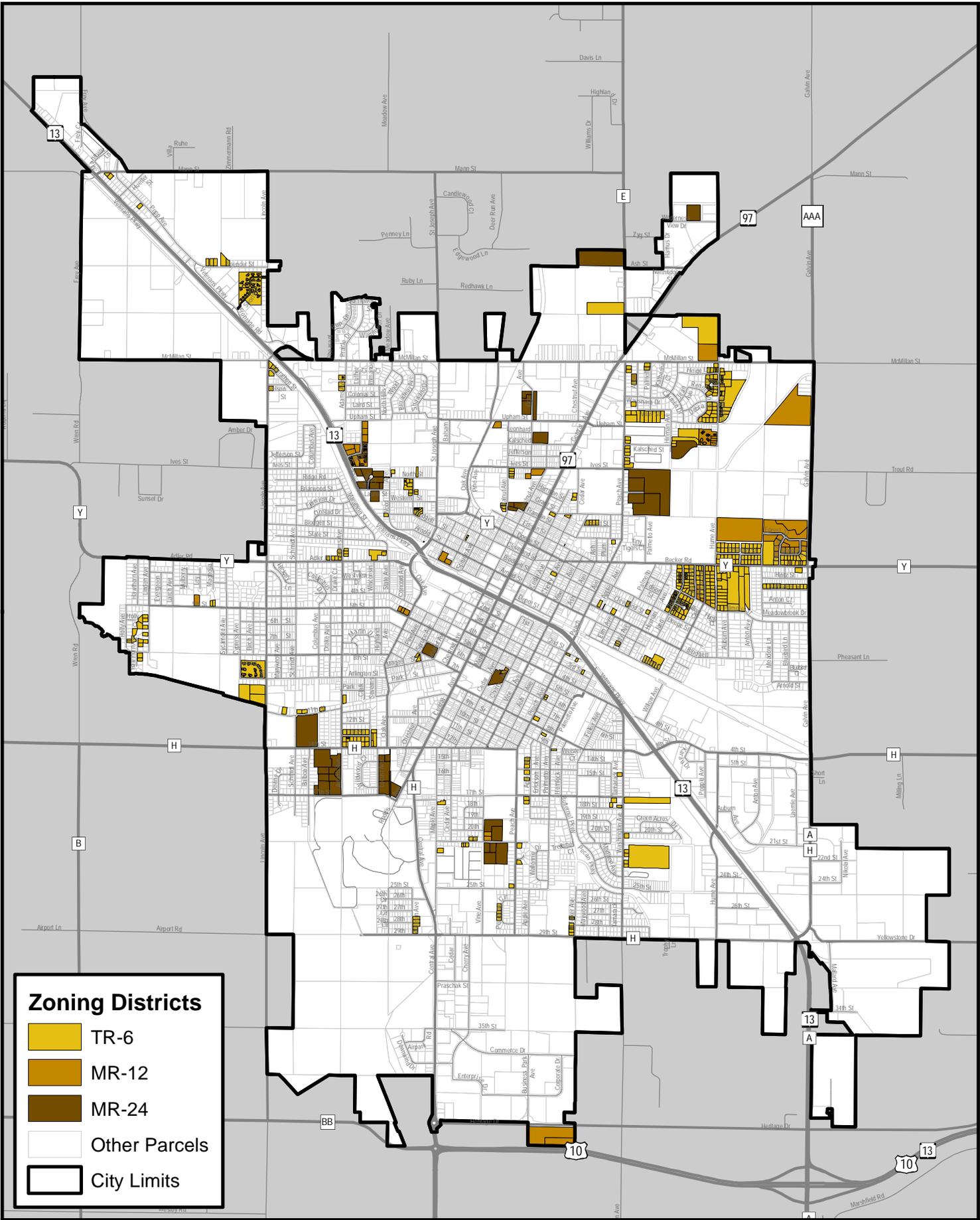
### **Attachments**

1. Zoning District Maps

Concurrence:

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Jason Angell  
Director of Development Services



**Zoning Districts**

- TR-6
- MR-12
- MR-24
- Other Parcels
- City Limits



**TR-6, MR-12, and MR-24 Zoning Districts**

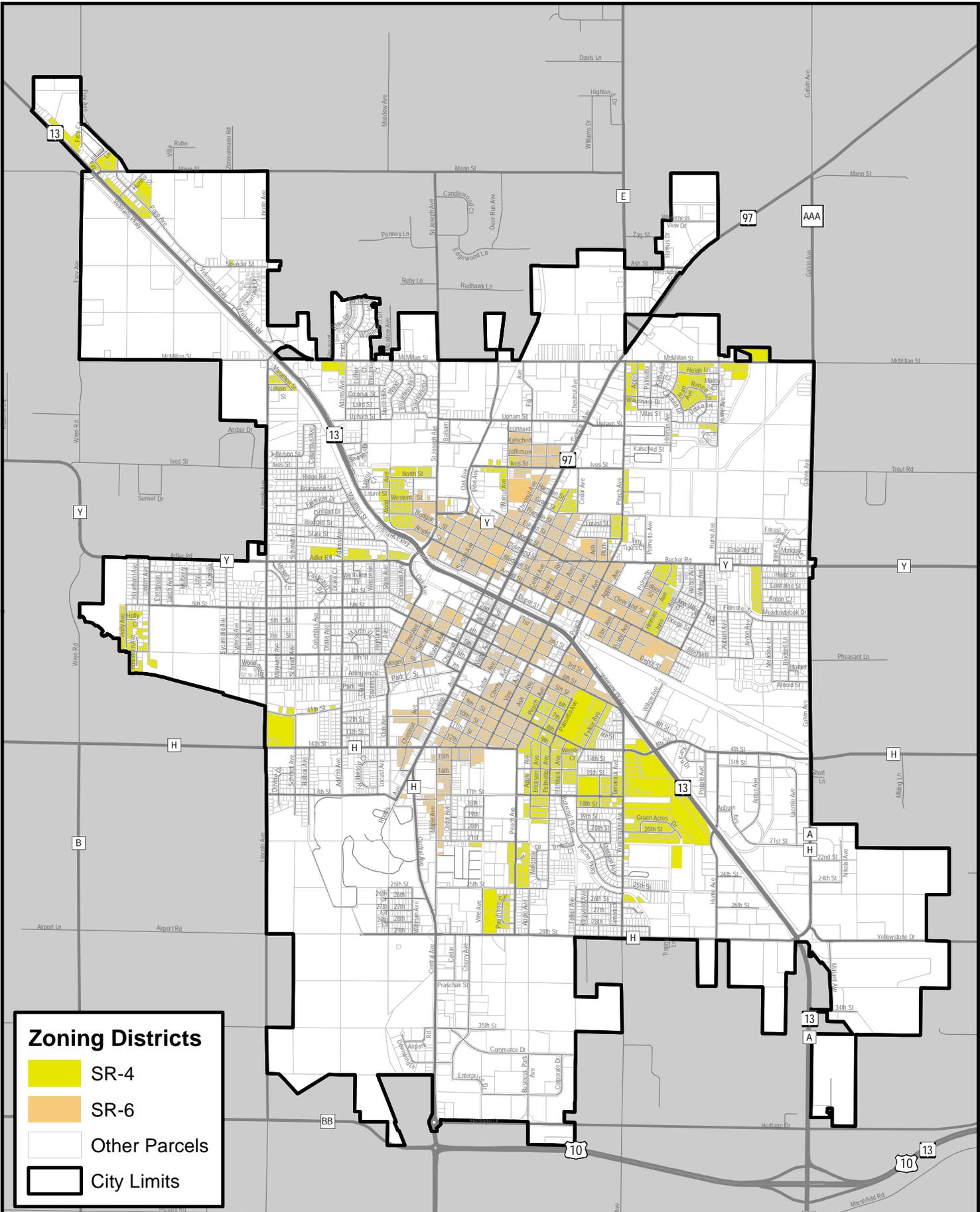
City of Marshfield

7/11/2016



Sources: City of Marshfield GIS Dept.

Document Path: F:\Home\GIS\Depts\Planning\proj\Zoning\MultiFamily\Zoning\z11.mxd



**Zoning Districts**

- SR-4
- SR-6
- Other Parcels
- City Limits



# SR-4 and SR-6 Zoning Districts

City of Marshfield

7/11/2016



Sources: City of Marshfield GIS Dept.