



CITY OF MARSHFIELD

MEETING NOTICE

PLAN COMMISSION
City of Marshfield, Wisconsin
Tuesday, October 20, 2015
Council Chambers Lower Level, City Hall Plaza
7:00 p.m.

- 1. Call to Order. – Chairman Meyer.
2. Roll Call. – Secretary Knoeck.
3. Approval of Minutes. – September 15, 2015 Meeting
September 28, 2015 Special Meeting
4. Citizen Comments.
5. Rezoning Request by the City of Marshfield to change the zoning from "RH-35" Rural Holding to "GI" General Industrial, for property located east of the intersection of South Galvin Avenue and Yellowstone Drive (Parcel No. 33-07087) legally described as: SW 1/4 of the SW 1/4 of Section 15, Township 25 North, Range 3 East, City of Marshfield, Wood County, Wisconsin, excluding all dedicated rights-of-way.
Presenter: Josh Miller, City Planner
Public Hearing Required
6. Master Sign Plan Request by Stratford Sign Company, representing St. Vincent De Paul with exceptions to exceed the maximum sign allowance per facade of 200 square feet and to allow an internally lit wall sign to not directly face the right-of-way or face a customer parking lot on the south facade, located at 149 and 157-169 North Central Avenue (parcels 33-00050 and 33-00051), zoned "DMU" Downtown Mixed Use district.
Presenter: Josh Miller, City Planner
7. Items for Future Agendas.
8. Staff Updates.
a. Comprehensive Plan Update.
9. Adjourn.

Posted this 15th day of October, 2015 at 4:00 PM by Dan Knoeck, Secretary, City Plan Commission

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

**CITY PLAN COMMISSION  
MARSHFIELD, WISCONSIN  
MINUTES OF SEPTEMBER 15, 2015**

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

**PRESENT:** Mayor Meyer, Ed Wagner, Joe Gustafson, Bill Penker, Laura Mazzini, Josh Witt & Ken Wood

**EXCUSED:** None

**ABSENT:** None

**ALSO PRESENT:** Director of Public Works Knoeck; Planning & Economic Development Director Angell; City Planner Miller; and others.

**PC15-56** Motion by Wood, second by Penker to recommend approval of the minutes of the August 18, 2015 City Plan Commission meeting.

**Motion Carried**

**PC15-57** Motion Wood, second Gustafson to postpone the following agenda items to a special meeting to be held on Monday, September 28, 2015 at 5:30 PM:

**Agenda Item 6. PUBLIC HEARING** - Conditional Use Request by Hannah Shiltz, on behalf of Ashley Petersen, for a 4-Bed Adult Family Home with an exception to the City population limitation, zoned “TR-6” Two Family Residential District, located at 1301 East Doege Street (Parcel No. 33-07025).

**Agenda Item 7. PUBLIC HEARING** - Conditional Use Request by Tanya Esser for an exception to allow a detached accessory structure to exceed the height of the principal building by approximately 3 feet in the “SR-6” Single-Family Residential district, located at 406 West Leonhard Street (Parcel No. 33-04103). An exception is also being requested to allow a zero foot setback for a driveway addition, along the west property line, south of an existing shared driveway.

**Agenda Item 8. PUBLIC HEARING** - Conditional Use Request by Marshfield Clinic to allow building additions to the East Wing facility, expanding a “Large Scale Indoor Institutional” use within property zoned “CD” Campus Development, prior to the adoption of a Campus Master Plan, located at 1001 North Oak Avenue (Parcel No. 33-03233). The project includes an addition to the southeast corner of the East Wing, a 2nd floor mechanical space expansion to the northwest corner of the East Wing, and the construction of an on grade air cooled chiller adjacent to the existing loading dock.

**Agenda Item 9. PUBLIC HEARING** - Conditional Use Request by Marshfield Clinic to allow the use of a temporary contractor’s project office for longer than 365 days on property currently zoned “SR-4” Single Family Residential, in the process of being rezoned to “CD” Campus Development, prior to the adoption of a Campus Master Plan, located at 1100 North Walnut Avenue (Parcel No. 33-03239B).

**Citizen Comments: None**

**PUBLIC HEARING** - Annexation request by Draxler Enterprizes, LLC., including a request for ‘LI’ Light Industrial and “CMU” Community Mixed Use zoning, related to a Petition for Direct Annexation for lands consisting of 69.129 acres to be detached from the Town of Marshfield and annexed to the City of Marshfield; located east of State Highway “13” and north of Heritage Drive, generally described as: located in part of Certified Survey Map Number’s 164, 165, 2098, 7603, 7631 and all of Certified Survey Map Number 9661 and part of the NW ¼ of the SW ¼ and SW ¼ of the SW ¼ Section 22, Township 25 North, Range 3 East, City of Marshfield, Wood County, Wisconsin.

**COMMENTS:**

- Nathan Thieme, 8415 Heritage Drive, questioned how far south annexation was planned. He has a failing septic system and would like to consider hooking up to city sewer.
- Corey Foemmel, 8384 Heritage Drive, owns land east of the Draxler Enterprises property, may also be interested in city sewer and water and wants to understand the options.

**PC15-57** Motion by Wood, second by Witt to recommend approval of the annexation request by Draxler Enterprises, LLC., including a request for 'LI' Light Industrial and "CMU" Community Mixed Use zoning, related to a Petition for Direct Annexation for lands consisting of 69.129 acres to be detached from the Town of Marshfield and annexed to the City of Marshfield; located east of State Highway "13" and north of Heritage Drive, generally described as: located in part of Certified Survey Map Number's 164, 165, 2098, 7603, 7631 and all of Certified Survey Map Number 9661 and part of the NW ¼ of the SW ¼ and SW ¼ of the SW ¼ Section 22, Township 25 North, Range 3 East, City of Marshfield, Wood County, Wisconsin, and direct staff to prepare an annexation ordinance for Common Council consideration.

**Motion Carried**

**PUBLIC HEARING** - Proposed Project Plan and Boundary for the creation of Tax Increment District No. 10 (TID #10).

**COMMENTS:** Ron Fish, representing McDonald's Restaurant, 1101 North Central Avenue, questioned what is being proposed at the Mall.

**PC15-62** Motion by Wagner, second by Gustafson to recommend approval of Resolution No. PC2015-02, which approves the Proposed Project Plan and Boundary for the creation of Tax Increment District No. 10 (TID #10).

**Motion Carried**

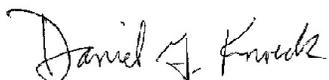
**Staff Updates:**

- Comprehensive Plan Update – the kickoff meeting with the steering committee is planned for Thursday, September 17.

**Items for Future Agendas:**

- Special meeting on September 28, 2015 at 5:30 PM.

There being no objections, Chairman Meyer adjourned the meeting at 7:36 PM.



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

**CITY PLAN COMMISSION  
MARSHFIELD, WISCONSIN  
MINUTES OF SEPTEMBER 28, 2015**

Meeting called to order by Vice Chair Wagner at 5:30 PM in the Council Chambers of City Hall Plaza.

**PRESENT:** Ed Wagner, Joe Gustafson, Bill Penker, Laura Mazzini, Josh Witt & Ken Wood

**EXCUSED:** Mayor Meyer

**ABSENT:** None

**ALSO PRESENT:** Alderperson Spiros, Director of Public Works Knoeck; Planning & Economic Development Director Angell; City Planner Miller; Zoning Administrator Schroeder; the media and others.

**Citizen Comments: None**

**PUBLIC HEARING** - Conditional Use Request by Hannah Shiltz, on behalf of Ashley Petersen, for a 4-Bed Adult Family Home with an exception to the City population limitation, zoned “TR-6” Two Family Residential District, located at 1301 East Doege Street (Parcel No. 33-07025).

**COMMENTS:**

- Chuck Morrell, 508 North Juno Avenue, just had a question on difference between CBRF and Adult Family Home. Miller explained that CBRF is five or more beds. An Adult Family Home is four beds or less.

**PC15-63** Motion by Wood, second by Penker to recommend acceptance of staff findings regarding conditional use criteria and approval of the Conditional Use Request by Hannah Shiltz, on behalf of Ashley Petersen, for a 4-Bed Adult Family Home with an exception to the City population limitation, zoned “TR-6” Two Family Residential District, located at 1301 East Doege Street (Parcel No. 33-07025), subject to the following condition:

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.

**Motion Carried**

**PUBLIC HEARING** - Conditional Use Request by Tanya Esser for an exception to allow a detached accessory structure to exceed the height of the principal building by approximately 3 feet in the “SR-6” Single-Family Residential district, located at 406 West Leonhard Street (Parcel No. 33-04103). An exception is also being requested to allow a zero foot setback for a driveway addition, along the west property line, south of an existing shared driveway.

**COMMENTS:** None

**PC15-64** Motion by Penker, second by Witt to recommend acceptance of staff findings regarding conditional use criteria and approval of the Conditional Use Request by Tanya Esser for an exception to allow a detached accessory structure to exceed the height of the principal building by approximately 3 feet in the “SR-6” Single-Family Residential district, located at 406 West Leonhard Street (Parcel No. 33-04103). An exception is also being requested to allow a zero foot setback for a driveway addition, along the west property line, south of an existing shared driveway, subject to the following conditions:

1. The proposed garage may be constructed as presented allowing minor site adjustments to be administratively approved provided the garage does not exceed 15 feet in height.
2. A 0-foot setback is allowed for the driveway along the west property line, north of the garage.

**Motion Carried**

**PUBLIC HEARING** - Conditional Use Request by Marshfield Clinic to allow building additions to the East Wing facility, expanding a “Large Scale Indoor Institutional” use within property zoned “CD” Campus Development, prior to the adoption of a Campus Master Plan, located at 1001 North Oak Avenue (Parcel No. 33-03233). The project includes an addition to the southeast corner of the East Wing, a 2nd floor mechanical space expansion to the northwest corner of the East Wing, and the construction of an on grade air cooled chiller adjacent to the existing loading dock.

**COMMENTS:**

- Dan Kirschnik, Associate General Counsel for Marshfield Clinic, 1001 North Oak Avenue, wanted to comment on the objection by Ministry, even though Ministry’s objection has been withdrawn. Ministry objected on the grounds that the proposal is not in the interest of public health, safety and general welfare. Marshfield Clinic believes that health, safety and general welfare of the public will be enhanced for the following four reasons:
  1. The expansion of ASC will result in development of a state of the art facility for offering radiation oncology services which will enable Marshfield Clinic to enhance the quality of care to the community.
  2. The proposed use will provide the community with more options for receiving radiation oncology services.
  3. The proposal will enable Marshfield Clinic to reduce the cost of care.
  4. The use will allow Marshfield Clinic to develop innovative care models which are consistent with the current trends in health care and enables Marshfield Clinic to move to a value based care model that will be beneficial for the community.

**PC15-65** Motion by Gustafson, second by Mazzini to recommend acceptance of staff findings in regard to conditional use criteria and approval of the Conditional Use Request by Marshfield Clinic to allow building additions to the East Wing facility, expanding a “Large Scale Indoor Institutional” use within property zoned “CD” Campus Development, prior to the adoption of a Campus Master Plan, located at 1001 North Oak Avenue (Parcel No. 33-03233), subject to the following conditions: (The project includes an addition to the southeast corner of the East Wing, a 2nd floor mechanical space expansion to the northwest corner of the East Wing, and the construction of an on grade air cooled chiller adjacent to the existing loading dock.)

1. The proposed building additions may be constructed as presented, allowing minor changes to be administratively approved.
2. Lighting and landscaping must meet the minimum requirements of ‘CMU’ Community Mixed Use district.
3. A parking analysis/plan must be approved by the Plan Commission for the overall site prior to issuance of a certificate of occupancy.
4. The proposed on-grade air cooled chiller may be installed as presented, allowing minor changes to be administratively approved.
5. Marshfield Clinic will work the City of Marshfield to install landscaping to provide screening for the air cooled chiller after the bike trail has been installed.

**Motion Carried**

**PUBLIC HEARING** - Conditional Use Request by Marshfield Clinic to allow the use of a temporary contractor's project office for longer than 365 days on property currently zoned "SR-4" Single Family Residential, in the process of being rezoned to "CD" Campus Development, prior to the adoption of a Campus Master Plan, located at 1100 North Walnut Avenue (Parcel No. 33-03239B).

**COMMENTS:** None

**PC15-66** Motion by Witt, second by Wood to recommend acceptance of staff findings related to conditional use criteria and approval of the Conditional Use Request by Marshfield Clinic to allow the use of a temporary contractor's project office for longer than 365 days on property currently zoned "SR-4" Single Family Residential, in the process of being rezoned to "CD" Campus Development, prior to the adoption of a Campus Master Plan, located at 1100 North Walnut Avenue (Parcel No. 33-03239B), and subject to the following conditions:

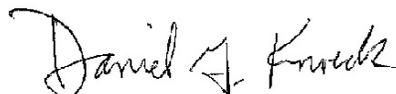
1. The proposed temporary contractor's office may be used as presented.
2. Access and any parking for the temporary contractor's office must be provided through the East Wing Property.
3. This structure must be removed within 10 days of issuance of occupancy permits for the future proposed developments by Marshfield Clinic.

**Motion Carried**

**Items for Future Agendas: None**

Motion by Mazzini, second Witt that the meeting be adjourned at 6:08 PM.

**Motion Carried**



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



# City of Marshfield Memorandum

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TO: Plan Commission  
FROM: Josh Miller, City Planner  
DATE: October 20, 2015

RE: Rezoning Request by the City of Marshfield to change the zoning from “RH-35” Rural Holding to “GI” General Industrial, for property located east of the intersection of South Galvin Avenue and Yellowstone Drive (Parcel No. 33-07087).

## **Background**

The City of Marshfield is proposing to rezone one parcel located east of the intersection of South Galvin Avenue and Yellowstone Drive from “RH-35” Rural Holding to “GI” General Industrial to allow this property to be developed for manufacturing. Although it is one parcel, it was split by the realignment of Yellowstone Drive with a small triangular piece lying south of Yellowstone Drive. This rezoning request covers both pieces of land.

The 35-acre property is currently being farmed and is part of the Yellowstone Industrial Park, located in Tax Incremental District #7. If the rezoning is approved, the southern half of the parcel would be planned for manufacturing development, and the north half would likely remain as farmland until it is developed in the future.

## **Analysis**

According to the 2007 City of Marshfield 20 year Comprehensive Plan, this specific area is identified as “General Industrial.” Rezoning the property to “GI” General Industrial, would match the designated land use shown on the Future Land Use map for this area.

Based on the neighborhood context, the surrounding land uses, similar properties, and future growth patterns it is reasonable to consider a rezoning of this property and adjacent properties in the future to “GI” General Industrial.

The Zoning Code requires a review of any zoning map amendment with the following criteria:

1. Advances the purposes of this Chapter as outlined in Section 18-03 and the applicable rules of Wisconsin Department of Natural Resources (WisDNR) and the Federal Emergency Management Agency (FEMA).

Section 18-03 refers to the protection of health, safety, morals, comfort, convenience, and general welfare of the public. Rezoning land that is located in an industrial park, to industrial zoning, would allow future manufacturing uses to be located near other manufacturing uses and away from incompatible residential uses. The northern part of the property does contain an intermittent stream based on GIS data. If that area does become developed, any regulations pertaining to shoreland zoning will be followed. Based on the available data, there are no identified floodplains or wetlands on the subject property.

2. Is in harmony with the recommendations of the Comprehensive Plan.

The Future Land Use Map identifies this area as “General Industrial”. According to the Comprehensive Plan, this planning district has been designated to provide locations for the various manufacturing and industrial districts and intensities allowed by City zoning. This includes the M1, M2, and M3 (now the IP, LI, and GI) districts. Areas given this planning designation have good highway access and limited conflicts with residential areas. Thus, this area is planned to support a range of employment uses, including more intense uses as allowed by zoning. As opportunities for reinvestment and redevelopment occur, the appearance of building facades exposed to the public view, especially those visible from Veterans Parkway should be improved. Aesthetic treatments should include the use of high quality building materials, improved window treatments, screening, and landscaping.

3. Maintains the desired overall consistency of land uses, land use intensities, and land use impacts within the pertinent zoning districts.

The surrounding properties to the north and south are zoned “GI” General Industrial. Property to the west of Galvin Avenue is zoned “CMU” Community Mixed Use. Property to the east of the subject property is zoned “RD” Research and Development, but the majority is zoned for general industrial. Since the majority of the surrounding properties are zoned “GI” General Industrial, rezoning this parcel to “GI” is consistent with the Comprehensive Plan and the future growth pattern of the industrial park.

4. Addresses any of the following factors that are not properly addressed on the current Official Zoning Map:
  - a. The designations of the Official Zoning Map are not in conformance with the Comprehensive Plan.
  - b. A mapping mistake was made. If this reason is cited, it must be demonstrated that the discussed inconsistency between actual land

use and designated zoning is not intended, as the City may intend to stop an undesirable land use pattern from spreading.

- c. Factors have changed (such as new data, infrastructure, market conditions, development, annexation, or other zoning changes), making the subject property more appropriate for a different zoning district.
- d. Growth patterns or rates have changed, creating the need for an amendment to the Official Zoning Map.

There is demand for new manufacturing development in the Yellowstone Industrial Park and the current zoning does not match the designation of the Future Land Use map in the Comprehensive Plan.

### **Plan Commission Options**

The Plan Commission can make the following recommendations:

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

### **Recommendation**

APPROVE the rezoning request by the City of Marshfield to change the zoning from "RH-35" Rural Holding to "GI" General Industrial, for property located east of the intersection of South Galvin Avenue and Yellowstone Drive (Parcel No. 33-07087), based on findings that the request meets the criteria of Section 18-160(4)(b) of the Municipal Code.

### **Attachments**

1. Application
2. Rezoning Report
3. Location Map

Concurrence:



\_\_\_\_\_  
Jason Angell  
Planning and Economic Development Director



\_\_\_\_\_  
Steve Barg  
City Administrator



**MARSHFIELD**  
The City in the Center

Revised: 11/13/14

**Department of Planning & Economic Development**

City of Marshfield  
630 South Central Avenue  
6th Floor, Suite 602  
Marshfield, WI 54449-0727

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

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

**Zoning Map  
Amendment  
Application**

Fee: \$250.00 + \$10.00 per acre

Today's Date: September 25, 2015

**OFFICE USE ONLY**

Date Received: September 25, 2015	Fee Receipt Number:	Zoning District: RH-35	Parcel #: 33-07087
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**SITE INFORMATION**

Site Address: East of S Galvin/Yellowstone Intersection		Lot #:	Block #:	Subdivision:
Section: 15	Township: T25N	Range: R3E	Present Land Use: Agriculture	
Legal Description:	The SW ¼ of the SW ¼ of Section 15, Township 25 North, Range 3 East, City of Marshfield, Wood County, Wisconsin, excluding all dedicated rights-of-way.			

**APPLICANT INFORMATION**

Applicant Name: City of Marshfield	Phone #: 715-486-2075	Email Address: josh.miller@ci.marshfield.wi.us
Address, City, State, Zip: 630 S Central Ave, Marshfield, WI 54449		
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:	Owner Phone #:	Owner Email Address:
Owner Address, City, State, Zip:		

**LOT DETAILS**

Street Frontage (Name and Distance): Galvin Ave - 1,171 feet and Yellowstone Dr - 1,422 feet	
Depth: 1,246 feet	Area: 35.611 acres
Public Utilities Available: <input checked="" type="checkbox"/> Sanitary <input checked="" type="checkbox"/> Water <input checked="" type="checkbox"/> Storm <input checked="" type="checkbox"/> Electric <input type="checkbox"/> Other:	

**DETAIL OF ZONING CHANGE REQUEST**

Requested Zoning District: "G1" - General Industrial	Proposed Land Use: Manufacturing
Reason for Request:	Requesting to rezone property to allow the construction of a new manufacturing business.

**DOCUMENTATION SUBMITTED**

<input type="checkbox"/> Site Plan <input type="checkbox"/> Proof of Ownership <input checked="" type="checkbox"/> Area Map <input type="checkbox"/> Survey <input type="checkbox"/> Photographs <input type="checkbox"/> Other:
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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.

I hereby apply for a zoning change, 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 form is not in itself a zoning map amendment but only an application for a zoning map amendment and is valid only with procurement of applicable approvals.

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



## City of Marshfield Planning Commission Rezoning Report

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Agenda Date: 10/20/15  
Applicant: City of Marshfield  
Owner(s): City of Marshfield

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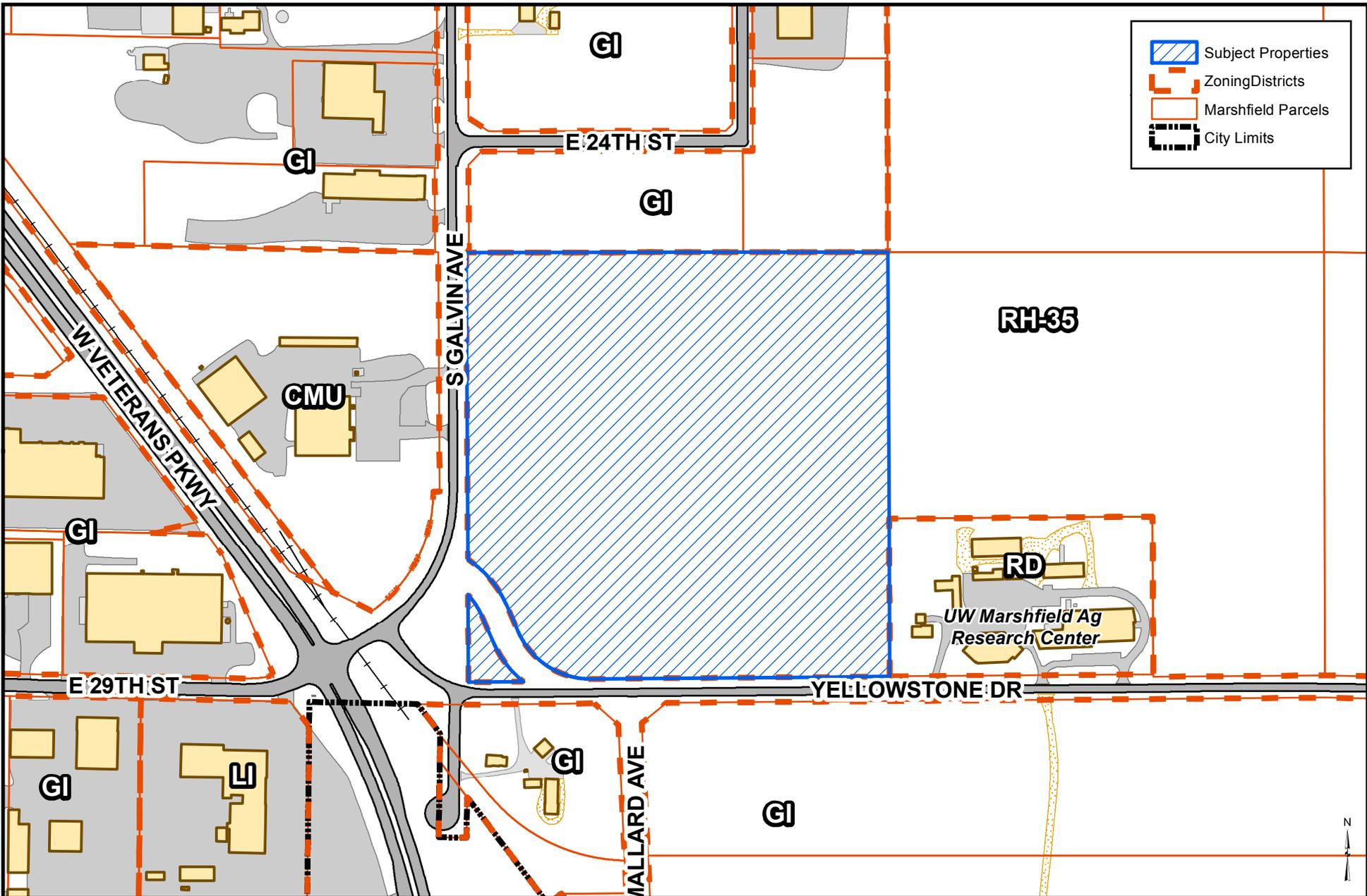
Parcel Number: 33-07087  
Jurisdiction: Aldermanic District 7  
Location: East of South Galvin Avenue and Yellowstone Intersection  
Approx. Size of Tract: 35.611 Acres  
Land Use Plan: General Industrial  
Accessibility: Yellowstone Drive  
Utilities: Yes

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Present Zoning: "RH-35" Rural Holding District  
Zoning Requested: "GI" General Industrial District  
Existing Land Use: Vacant - farming  
Proposed use: Manufacturing  
Extension of Zone: Yes  
History of Zoning: The property was previously zoned "A" Agricultural Holding. It was then rezoned to "RH-35" Rural Holding as part of the City-wide rezoning took place on January 1, 2013.

Surrounding Land Use and Zoning: North: Undeveloped/"GI" General Industrial  
East: Experimental Farm and Undeveloped/"RD" Research and Development  
South: Vacant Farmhouse/"GI" General Industrial  
West: Vacant Retail or Office/"CMU" Community Mixed Use

Neighborhood Context: This area is part of the Yellowstone Industrial Park that is predominantly industrial uses with some underutilized developed property.



**RZN Request: 'RH-35' to 'GI' Parcel 33-07087**  
**City of Marshfield - Plan Commission**  
**Meeting Date: October 20, 2015**

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: Sam Schroeder, Zoning Administrator  
DATE: October 20, 2015

RE: Master Sign Plan Application – by Stratford Sign Company representing St. Vincent De Paul with exceptions to exceed the maximum sign allowance per façade of 200 square feet and to allow an internally lit wall sign to not directly face the right-of-way or face a customer parking lot on the south façade, located at 149 and 157-169 North Central Avenue (parcels 33-00050 and 33-00051), zoned “DMU” Downtown Mixed Use district.

## **Background**

St. Vincent De Paul, located on multiple parcels at 149 and 157-169 North Central Avenue, zoned “DMU” Downtown Mixed Use, is currently in process of updating the façade of their existing facility. With this update, St. Vincent De Paul is also proposing new signage for the property. This new signage includes 6 new signs requiring permits, reinstalling 2 existing signs, and 4 interior oriented signs that would not require permits.

In addition to the large abundance of signage, the request also includes two exceptions: to exceed the maximum sign area allowance per façade of 200 square feet on the south façade and to allow an internal illuminated wall sign to not directly face the right-of-way or face a customer parking lot also located on the south façade.

## **Analysis**

According to our Municipal Sign Code, Section 24-10, a master sign plan shall be required if two or more signs are proposed for a nonresidential large/group development and if the Zoning Administrator determines that a master sign plan is needed because of project characteristics such as the number of proposed signs.

The following is a summary of all of the proposed and existing signage for the St. Vincent De Paul properties.

Façade	Type	Style	Illuminated	Area	Display	Permit
West	New	Wall	Internal	88	"St. Vincent De Paul"	Yes
West	New	Wall	None	10	"Outreach, Food, ..."	Yes
North	New	Wall	Internal	12	Cross Symbol	Yes
East	New	Wall	None	50	"St. Vincent" (Hours)	Yes
East	New	Wall	None	40	"Place Donations..."	Yes
East	New	Wall	None	20	Warning Sign	No - Interior
East	New	Wall	None	32	Warning Sign	No - Interior
East	New	Wall	None	10	"Outreach, Food, ..."	No - Interior
South	New	Wall	Internal	12	Cross Symbol	Yes
South	New	Wall	None	20	Warning Sign	No - Interior
South	Existing	Wall	None	47	Picture - Mural	No - Existing
South	Existing	Wall	None	192	"St. Vincent De Paul"	No - Existing

The following is applicable in the review of this master sign plan:

- St. Vincent De Paul is made up of 4 separate properties. These properties cannot be combined because of separate incorporations - 2 of the properties are owned by "St. Vincent De Paul Community Center Inc." (parcel's 33-00051 and 33-00052) and the other 2 properties are owned by "St. Vincent De Paul Thrift Store Inc." (parcel's 33-00050 and 33-00056).
- The two existing signs totaling 239 square feet on the south façade that will be reinstalled after the renovations are complete were approved through an alternative sign permit by the City Plan Commission on 9/16/08, motion PC08-48.
- The additional internally lit cross on the south façade will increase the total sign area for the south façade, exceeding the 200 square feet maximum allowance, from 239 square feet to 251 square feet.
- This south facing cross also does not directly face a public right-of-way or a customer parking area.
- 4 of the proposed signs would not require a sign permit because they are viewed as an interior oriented sign. Interior oriented signs are defined under Section 24-05, Signs Not Requiring a Permit, as signs which are located on the interior of a premises and which are primarily oriented to persons within that premises such as drive-thru menu boards, ... and other similar signs not directed toward traffic or pedestrians in the public rights-of-way. These signs include signage that is intended for person on property such as the warning signs and signs that are not visible or directed to gain the attention of persons in the public rights-of-way.
- The other two signs on the East façade that do require a permit are not viewed as interior oriented because of the size, proximity, and visibility to East Arnold Street and North Maple Avenue.
- Maximum allowable sign area per façade: Sign Code allows up to 10% of façade or maximum of 200 square feet, whichever is less (approximately façade areas including all properties):

- West: 4,774.5 square feet in area, 10% - 477.4 square feet, max allowed – 200 square feet, proposed - 98 square feet.
- North: 8,313 square feet in area, 10% - 831.3 square feet, max allowed – 200 square feet, proposed - 12 square feet.
- East: 4,257 square feet in area, 10% - 425.7 square feet, max allowed – 200 square feet, proposed – 90 square feet
- South: 8,313 square feet in area, 10% - 831.3 square feet, max allowed – 200 square feet, proposed – 251 square feet.
- Maximum allowable sign area per linear street frontage: Sign Code allows up to 2 square feet of sign area per linear foot of public street frontage (including all properties):
  - West: 179 linear feet of frontage, max allowed – 358 square feet of signage, proposed – 98 square feet.
  - North: 329.88 linear feet of frontage, max allowed – 659.76 square feet, proposed - 12 square feet.
  - East: 264 linear feet of frontage, max allowed – 528 square feet, proposed – 90 square feet
  - South: 0 linear feet of frontage, max allowed – 0 square feet, proposed – 251 square feet.

### **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 Stratford Sign Company representing St. Vincent De Paul for new signage with an exception to exceed the maximum south façade allowance and to allow the new signage to not face a public right-of-way or customer parking on the south façade, located at 149 and 157-169 North Central Avenue, zoned “DMU” Downtown Mixed Use with the following conditions/exceptions:

1. All proposed signage is allowed as presented.
2. Future signage for the West, North and East facades may not exceed the maximum façade allowance and may be approved administratively.
3. Any future proposed signage on the south façade will require an amendment to the master sign plan.

### **Attachments**

1. Application

2. Location Map
3. Renderings of Signs
4. Site Map

Concurrence:

A handwritten signature in black ink, appearing to read "Jason Angell". The signature is written in a cursive style with a prominent initial "J".

---

Jason Angell  
Planning and Economic Development Director



**Department of Planning & Economic Development**

City of Marshfield  
630 South Central Avenue  
6th Floor, Suite 602  
Marshfield, WI 54449-0727  
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 *→ after approval*

Date: Oct 8, 2015

**Sign Location:** 169 N. Central Ave, Marshfield, WI 54449 **Business Name:** St. Vincent De Paul

**Business Contact Person:** Jeff or Cathy - kathy\_svdcp@yahoo.com 715-387-4425

**Applicant/Owner:** Stratford Sign Co.

Mailing Address: 110 Connor Ave., P.O. Box 134, Stratford, WI 54484

Phone: 715-687-3250

Email: tom@stratfordsign.com

**Sign Contractor:** Stratford Sign Co.

Contact Person: Tom Kolb

Mailing Address: 110 Connor Ave., P.O. Box 134, Stratford, WI 54484

Phone: 715-687-3250

Email: tom@stratfordsign.com

Sign Company UL File Number: E206971

**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>N CENTRAL AVE</u>	<u>WEST</u>	<u>179'</u>	* 2 sq. ft. = <u>358</u>
<u>E ARNOLD ST</u>	<u>NORTH</u>	<u>329.88'</u>	* 2 sq. ft. = <u>659.76</u>
<u>N MAPLE AVE</u>	<u>EAST</u>	<u>220'</u>	* 2 sq. ft. = <u>440</u>
			* 2 sq. ft. = _____
Total Allowable Signage =			_____

*Office Use Only:*  
Use: Institutional Zoning District: DMU Downtown Design Corridor:  Yes  No  
Adjacent to a Residential Zoning District:  Yes  No Which facades: North & 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: 10/8/15 Total Permit Fee: \$ \_\_\_\_\_ Fee Receipt No.: \_\_\_\_\_  
Zoning Administrator Approval: \_\_\_\_\_ Date: \_\_\_\_\_

**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: West 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	New (1)	Wall	28" x 454"	88	Yes	6120		St. Vincent De Paul
2	New (3)	Wall	46" x 32"	10	No	870		Outreach, Food Pantry, etc.
3	<del>New (8)</del>	<del>Wall</del>	<del>72" x 726"</del>	<del>388</del>	<del>No</del>	<del>7400</del>		<del>Truss work</del> <i>Nota Sign</i>
4								

TOTAL AREA FOR FACADE 1: ~~486~~ *98*

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

Facade Direction: North 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	New (2)	Wall	144" x 96"	96	Yes	3520		Cross <i>(12 sqft - just cross)</i>
2								
3								
4								

TOTAL AREA FOR FACADE 2: 96

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

Facade Direction: South 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	New (2)	Wall	144" x 96"	96	Yes	3520		Cross <i>Exception (12 sqft just cross)</i>
2	New (6)	Wall	48" x 60"	20	No	480		Warning <i>Interior</i>
3	Existing	Wall	96" x 70"	47	No	-		Picture - Mural
4	Existing	Wall	96" x 288"	192	Not	-		St. Vincent De Paul Thrift Store

TOTAL AREA FOR FACADE 3: 355

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

Facade Direction: East 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	New (4)	Wall	60" x 120"	50	No	1260		St. Vincent (Hours)
2	New (5)	Wall	96" x 60"	40	No	1180		Place Donations On Lift
3	New (6)	Wall	48" x 60"	20	No	480		Warning <i>Interior</i>
4	New (7)	Wall	48" x 96"	32	No	560		Warning <i>Interior</i>
	<i>New (3)</i>	<i>Wall</i>	<i>46" x 32"</i>	<i>10</i>	<i>No</i>	<i>870</i>		<i>Outreach... Interior</i>

TOTAL AREA FOR FACADE 4: ~~142~~

Total Area: 152

*approved  
PC 9/16/08  
PCOB-4B*

**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:	Freestanding	Building Sign	Directional / Info	Grand Total Sign Area
Total Area (sq. ft.):	_____ + 1,079	_____	_____ =	1,079

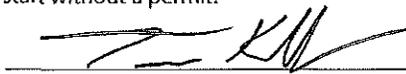
**Sign Plan Submittal Requirements:**

- 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: \_\_\_\_\_



Date: October 8, 2015

**\*\*\* 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).**

• Exception to Sec. 24-04(2i) to allow signage on the South facade to exceed the maximum allowance of 200 sq ft & to allow this signage to not directly face public right-of-way or a customer parking area.

**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)

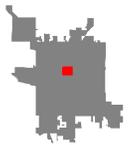
**Other comments:**



**Master Sign Plan Request - St. Vincent De Paul**  
**City of Marshfield - Plan Commission**  
**Meeting Date: October 20, 2015**

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.



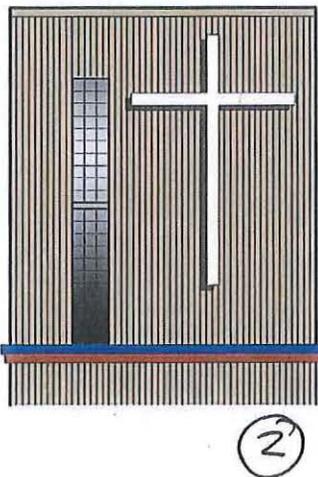
**EXCLUSIVELY DESIGNED FOR:**  
**ST. VINCENT DE PAUL**

**COMPANY ADDRESS / LOCATION**

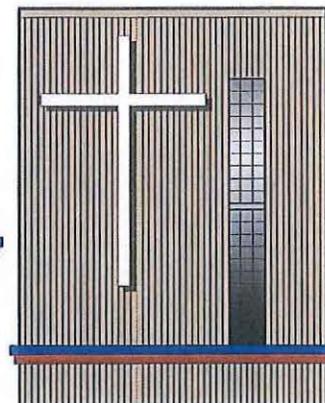
DESIGNER / SALES REP: GAIL	DATE: 9/16/15	PO#:	CONTACT: KATHY OR JEFF
COLORS: AS SHOWN		PART #:	PHONE: 715-387-4425
MATERIAL:		REV: V1	EMAIL:

**NOTES:**

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

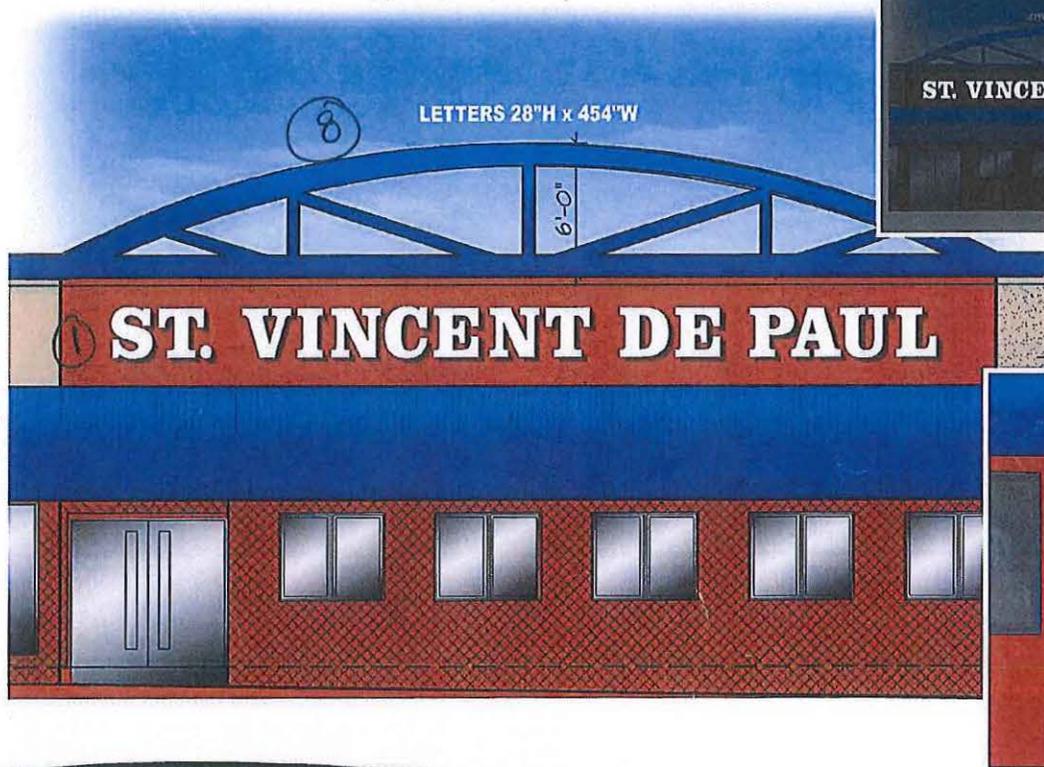


96"x 144"  
 INTERNALLY LIT CROSS - QTY. 2



COPYRIGHT OF STRATFORD SIGN COMPANY

**\*\*NIGHT APPEARANCE**



LETTERS 28"H x 454"W



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

[WWW.STRATFORDSIGN.COM](http://WWW.STRATFORDSIGN.COM)

**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:

EXCLUSIVELY DESIGNED FOR:

**ST. VINCENT DE PAUL**

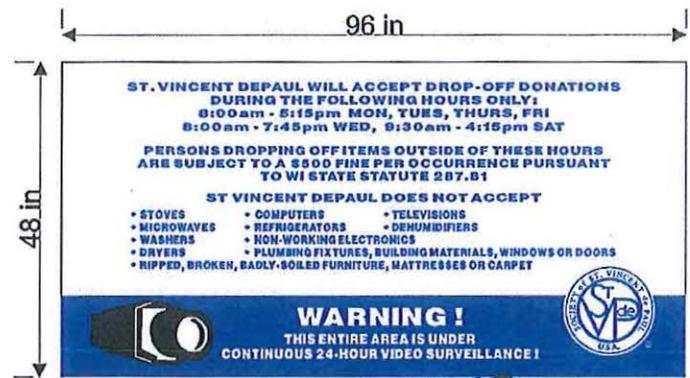
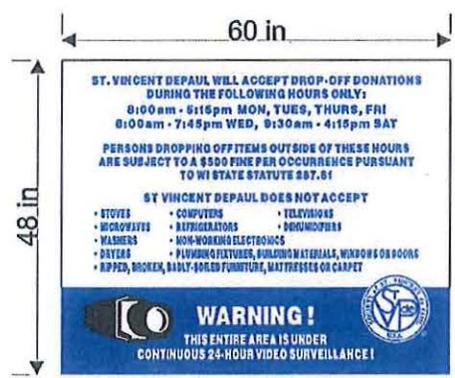
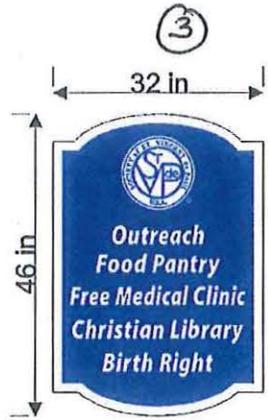
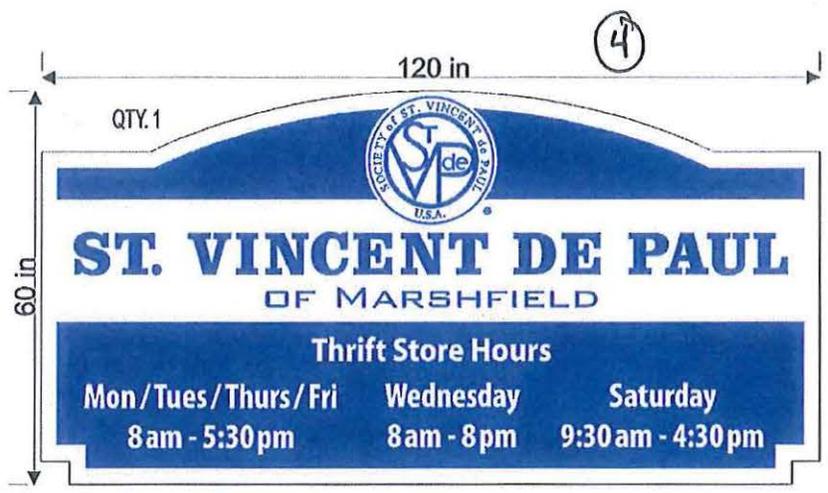
COMPANY ADDRESS / LOCATION

DESIGNER / SALES REP: GAIL	DATE: 9/16/15	PO#:	CONTACT: KATHY OR JEFF
COLORS: AS SHOWN		PART #:	PHONE: 715-387-4425
MATERIAL:		REV: V1	EMAIL:

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PO BOX 134  
STRATFORD, WI 54484  
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FINAL LAYOUT APPROVAL

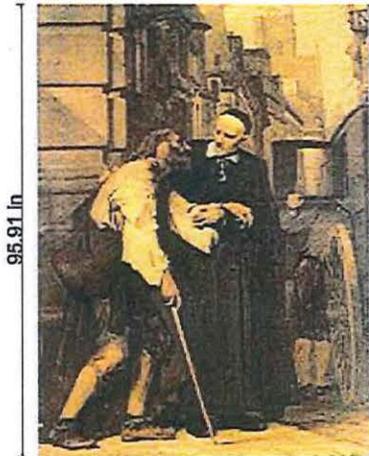
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SIGNATURE:

DATE:

9

70 in



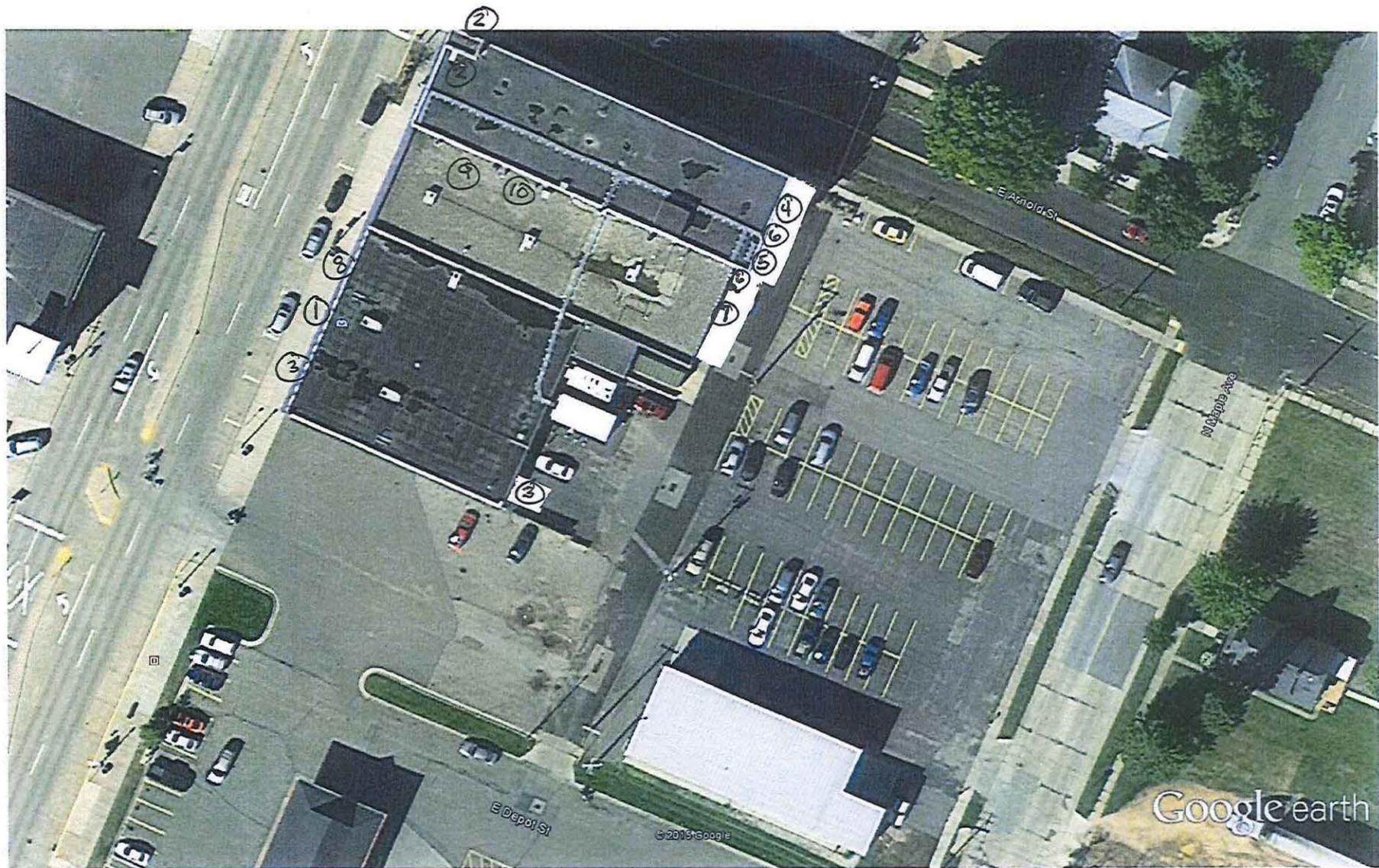
95.91 in

10

288 in

96 in

**ST. VINCENT DEPAUL  
THRIFT STORE**



Google earth

feet  
meters

