



CITY OF MARSHFIELD

MEETING NOTICE

PLAN COMMISSION
CITY OF MARSHFIELD, WISCONSIN
TUESDAY, SEPTEMBER 16, 2014
Council Chambers Lower Level, City Hall Plaza
7:00 p.m.

- 1. Call to Order. – Chairman Meyer.
2. Roll Call. – Secretary Knoeck.
3. Approval of Minutes. – August 19, 2014 Meeting
4. Rezoning request by Josh Gluege, representing the property owners Lonnie and Paulette Peterson, to change the zoning of two vacant parcels located at 401 and 407 East 21st Street (parcels numbers 33-06268 and 33-06269), from "SR-3" Single Family Residential to "TR-6" Two-Family Residential District. Presenter: Josh Miller – City Planner Public Hearing Required
5. Master Sign Plan Request by Stratford Sign, on behalf of Marshfield Mall, with an exception to allow a new internally lit wall sign to face residentially zoned property to the south and to exceed the 200 square foot size allowance per façade, located at the Marshfield Mall at 503 East Ives Street, zoned "CMU" Community Mixed Use District. Presenter: Josh Miller – City Planner
6. Update on the Conditional Use request for Nutz Deep II off-site parking, located at 809 South Central Avenue, zoned "DMU" Downtown Mixed Use. Presenter: Josh Miller – City Planner
7. Presentation of Comprehensive Outdoor Recreation Plan. Presenter: Josh Miller – City Planner
8. Discussion on Garage Sale Uses Presenter: Jason Angell – Economic Development Director
9. Notice of Downtown Master Plan Public Meeting on Wednesday, September 17, 2014. Presenter: Josh Miller – City Planner
10. Adjourn.

Posted this 11TH day of September, 2014 at 4:00 PM by Daniel G. Knoeck, Secretary, City Plan Commission

For additional information regarding items on the agenda, please contact Jason Angell, Director of Planning & Economic Development at 715.486.9139 or Josh Miller, City Planner at 715.486.2075 or Sam Schroeder, Zoning Administrator at 715.486.2077.

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 AUGUST 19, 2014**

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

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

EXCUSED: Mayor Meyer

ABSENT: None

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

PC14-52 Motion by Wood, second by Penker to recommend approval of the minutes of the July 15, 2014 City Plan Commission meeting.

Motion Carried

PUBLIC HEARING – Rezoning request by John Iwaszczenko III to change the zoning from “SR-6” Single-Family Residential to “UMU” Urban Mixed Use District, for two parcels located at 201 West 4th Street and 306 South Chestnut Avenue.

COMMENTS:

- John Iwaszczenko stated that his father owns the property and he is looking at option of converting the property to a restaurant. They would keep the outside very similar to what it is today. It would be a small scale operation; it would have a clean food menu, mainly non-processed, homemade. He is available for questions.

PC14-53 Motion by Beck, second by Reinart to recommend approval of the rezoning request by John Iwaszczenko III to change the zoning from “SR-6” Single-Family Residential to “UMU” Urban Mixed Use District, for two parcels located at 201 West 4th Street and 306 South Chestnut Avenue, based on findings that rezoning would be a logical transition between commercial property from the downtown and the neighboring properties to the west, the request is consistent with the Comprehensive Plan and request an ordinance be drafted for Common Council consideration.

Motion Carried

PUBLIC HEARING – Conditional Use Request by the School District of Marshfield, to amend the site plan of a Conditional Use Permit to allow a canopy addition of a Large Scale Indoor Institutional Use, located at 1401 East Becker Road, zoned “SR-3” Single Family Residential.

COMMENTS: None

PC14-54 Motion Penker, second by Wood to recommend approval of the Conditional Use Request by the School District of Marshfield, to amend the site plan of a Conditional Use Permit to allow a canopy addition of a Large Scale Indoor Institutional Use, located at 1401 East Becker Road, zoned “SR-3” Single Family Residential, as presented.

Motion Carried

PUBLIC HEARING – Conditional Use Request by the Marshfield Youth Hockey Association, for a small vestibule addition, located at 405 East 17th Street, zoned “CD” Campus District.

COMMENTS: None

PC14-55 Motion by Beck, second by Mazzini to recommend approval of the Conditional Use Request by the Marshfield Youth Hockey Association, for a small vestibule addition, located at 405 East 17th Street, zoned “CD” Campus District, subject to the following conditions:

1. Front yard setback may not be less than 35 feet along 17th Street.
2. Side yard setback may not be less than 15 feet.

Motion Carried

PUBLIC HEARING – Conditional Use Request by Tiffany Hainz, on behalf of Stoney River, to amend the site plan of the Conditional Use Permit to allow an outdoor patio area, located at 1204 West McMillan Street, zoned “SR-4” Single Family Residential.

COMMENTS:

- Tiffany Hainz and Terry Howard, 1204 West McMillan Street, both of Stoney River, stated they understand the current parking issues and are working very hard to come up with a solution, however this patio is strictly for residents. This is not for events or staff. The patio will give residents an opportunity to be outside. As far as parking goes, when Stoney River 1 was first constructed, they did not envision working with the technical college on training students so on those days they do have some overflow. Also they did not envision how much support their residents would get from their families. People love to visit the facilities. There are special event situations that lead to overflow parking but it’s not a daily issue.

PC14-56 Motion by Wood, second by Beck to recommend approval of the Conditional Use Request by Tiffany Hainz, on behalf of Stoney River, to amend the site plan of the Conditional Use Permit to allow an outdoor patio area, located at 1204 West McMillan Street, zoned “SR-4” Single Family Residential, subject to the following condition:

1. An additional eight parking stalls will be devoted to Stoney River either on-site or off-site within a reasonable distance, within one year of constructing the outdoor patio area.

PC14-57 Motion by Penker, to amend Motion PC14-56 to hold approval of the Conditional Use Request by Tiffany Hainz, on behalf of Stoney River, to amend the site plan to allow an outdoor patio area, located at 1204 West McMillan Street, zoned “SR-4” Single Family Residential, contingent upon developing a parking plan within six months.

Motion Fails for Lack of Second

Vote on Motion PC14-56

Wagner, Wood, Mazzini, Reinart & Beck voted ‘Aye’, Penker voted ‘No’ Motion Carried

PUBLIC HEARING – Conditional Use Review Request by Duane Schutz, on behalf of Nutz Deep II, to amend the Conditional Use Permit to address off-site parking requirements, located at 809 South Central Avenue, zoned “DMU” Downtown Mixed Use.

COMMENTS:

- Phil Hiller, owner of Hiller's Hardware, 751 South Central Avenue, requests that the Plan Commission deny the request to amend the current Conditional Use Permit based on the following; we currently have, after 17 years, a long overdue agreement between Mr. Schutz and himself. It provides for very modest payment for usage of the property but much more importantly, it requires additional insurance coverages by Schutz for his customers parking on the Hiller property. Without an agreement, Hiller stands the loss of anybody coming out of Nutz Deep and falling on Hillers property. Also, Hiller feels it will be unlikely that Nutz Deep patrons will change their habits and park farther away when Hiller's is closer and available. Also, he feels the current code for parking requirements are not sufficient for that type of business and that the ordinance for properties like Nutz Deep needs to be reviewed and a new classification other than sitting restaurant needs to be established.
- Duane Schutz, Nutz Deep, thanks the Hiller's for the opportunity for his customers to park there for the 17 years. He feels he has been a good neighbor over the years by picking up the garbage and sending a check without an agreement but the opportunity to purchase the property next door has come up, the parking is there and he sees this as an opportunity to provide his own parking without having to rely on Hiller's lot. He is willing to keep an insurance policy in effect that if parking is overflowing into Hiller's lot that he would be fair and be willing to send a check for payment.

PC14-58 Motion by Wood, second by Beck to recommend approval of the Conditional Use Review Request by Duane Schutz, on behalf of Nutz Deep II, to amend the Conditional Use Permit to address off-site parking requirements, located at 809 South Central Avenue, zoned "DMU" Downtown Mixed Use, subject to the following conditions:

1. The parking area at 809 South Central Avenue and adjoining lots controlled by the Applicant must collectively meet the minimum parking requirements for the land use(s) and shall be hard surfaced by October 31, 2015.
2. Once the parking lot is hard surfaced, signage must be installed directing customers to available parking.

PC14-59 Motion by Penker, second by Reinart to call the question.

Motion Carried

Vote on Motion PC14-58

Motion Carried

PC14-60 Motion by Wood, second by Penker to recommend approval of the Alternative Sign Request by Stoney River Memory Care, to allow a second freestanding sign facing McMillan Street, located at 1606 North St. Joseph Avenue, zoned "SR-2" Single Family Residential, as presented.

Motion Carried

PC14-61 Motion by Wood, second by Mazzini to recommend approval of the Master Sign Plan Request by Security Health, to allow a new internally lit wall sign to face residentially zoned property to the west and to exceed 50 square feet, located at 1515 North St. Joseph Avenue, zoned "CD" Campus District, subject to the following conditions:

1. All proposed signage is allowed as presented.
2. The proposed wall sign must be turned off by 8:00 PM every day.

Wagner, Wood, Mazzini, Reinart & Beck voted 'Aye', Penker voted 'No' Motion Carried

PC14-62 Motion by Penker, second by Beck to recommend approval of the Planned Development-Specific Implementation Plan Amendment Request by Prairie Run Group, allowing approximately the north 460 feet of Wildflower Drive to be vacated and allowing the affected lots to become a 2-lot Certified Survey Map, and request an ordinance be drafted for Common Council consideration.

Motion Carried

PC14-63 Motion by Wood, second by Mazzini to recommend approval of removing from the Master Street Map, vacating and discontinuing those portions of Red Hawk Lane, Highview Drive and Schueller Drive lying within the Schueller's City Lights Plat, located in the NE ¼ of the SE ¼ and the NW ¼ of the SE ¼ of Section 32, Township 26 North, Range 3 East, City of Marshfield, Marathon County, Wisconsin, and refer Resolution 2014-39 to the Common Council for consideration.

Motion Carried

PC14-64 Motion by Beck, second by Wood to recommend approval of removing from the Master Street Map, vacating and discontinuing that portion of unopened Wildflower Drive from the end of the existing cul-de-sac to the unopened cul-de-sac on Sunflower Street, lying within the Prairie Run Subdivision, located in the SW ¼ of the SE ¼ of Section 31, Township 26 North, Range 3 East, City of Marshfield, Marathon County, Wisconsin, and refer Resolution 2014-45 to the Common Council for consideration.

Motion Carried

PUBLIC HEARING – Municipal Code Amendment Request to Sections 18-26 and 18-27 of the City of Marshfield Municipal Code, correcting the minimum street setback in the “SR-2” Single Family Residential District and increasing the height limitation of the “SR-3” Single Family Residential district to 35 feet.

COMMENTS: None

PC14-65 Motion by Reinart, second by Wood to recommend approval of the Municipal Code Amendment Request to Sections 18-26 and 18-27 of the City of Marshfield Municipal Code, removing the “minimum street setback” restriction in the “SR-2” Single Family Residential District and increasing the height limitation of the “SR-3” Single Family Residential district to 35 feet, and request an ordinance be drafted for Common Council consideration.

Motion Carried

PUBLIC HEARING – Municipal Code Amendment to Sections 18-91, 18-92, and 18-95 of the City of Marshfield Municipal Code, Shoreline Zoning Regulations, adding general provisions to the ordinance per the Department of Natural Resources requirements.

COMMENTS: None

PC14-66 Motion by Penker, second by Beck to recommend approval of the Municipal Code Amendment to Sections 18-91, 18-92, and 18-95 of the City of Marshfield Municipal Code, Shoreline Zoning Regulations, adding general provisions to the ordinance per the Department of Natural Resources requirements, and request an ordinance be drafted for Common Council consideration.

Motion Carried

Zoning Administrator Schroeder discussed garage sale uses. Penker stated that garage sales tend to be self-limiting overall and not really too many problems, but would like to see a firm time line set – say 7:00 AM to 7:00 PM for example and three consecutive day limit with 20 days minimum between sales. Beck thinks we have enough regulations. Wood has not noticed many continuous garage sales and doesn't see a big problem now, but could create enforcement issues for the future. Wagner suggests staff draft an ordinance based on Penker's proposal.

PC14-67 Motion by Beck, second by Wood to recommend moving forward with the current regulations regarding garage sales with the understanding that this type of use is seasonal/temporary.

Beck & Wood voted 'Aye', Wagner, Mazzini, Reinart & Penker voted 'No' Motion Failed

PC14-68 Motion by Penker, second by Reinart to recommend regulating garage sales on a complaint basis and add additional regulations to temporary garage sale uses in the City of Marshfield Municipal Zoning Code pertaining to a specific duration and/or a specific limit in a given timeframe, with staff following standard violation procedures to enforce the use based on complaints received.

Wagner, Penker & Reinart voted 'Aye', Mazzini, Beck & Wood voted 'No' Motion Failed

Planning & Economic Development Director Angell suggested that staff could work on a draft ordinance change to add some small regulations to garage sales and bring back to the City Plan Commission at the next meeting.

PC14-69 Motion by Penker, second by Beck to recommend tabling Garage Sale Uses pending development of an ordinance change by staff.

Motion Carried

City Planner Miller informed the City Plan Commission of the Notice of Comprehensive Outdoor Recreation Plan available and a presentation on Tuesday, September 16, 2014.

City Planner Miller informed the City Plan Commission of the Downtown Master Plan Public Meeting on Wednesday, September 17, 2014.

Motion by Mazzini, second by Reinart that the meeting be adjourned at 9:00 PM.

Motion Carried

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



City of Marshfield Memorandum

TO: Plan Commission
FROM: Josh Miller, City Planner
DATE: September 16, 2014

RE: Rezoning request by Josh Gluege, representing the property owners Lonnie and Paulette Peterson, to change the zoning of two vacant parcels located at 401 and 407 East 21st Street (parcels numbers 33-06268 and 33-06269), from “SR-3” Single Family Residential to “TR-6” Two-Family Residential District.

Background

Josh Gluege, is interested in purchasing two vacant lots, located at 401 and 407 East 21st Street and is requesting to rezone two parcels to “TR-6” Two-Family Residential district. The present zoning is “SR-3”, which would allow primarily single family residential uses. In addition to single family, the “TR-6” zoning district would allow two-flats (top and bottom unit duplex), twin homes, and duplexes.

Analysis

According to the 2007 City of Marshfield 20 year Comprehensive Plan, this area is identified as “Existing City Residential (6-10 units per acre).” The proposed zoning district for the property is “TR-6” Two-Family Residential, which would allow a density of up to 7 units per acres as it’s currently subdivided, in line with the Future Land Use designation. The minimum lot size for newly platted duplex lots in the “TR-6” district is 12,000 square feet. Both lots are slightly smaller than that (11,628 square feet each), but they could accommodate duplexes because they were in existence at the time the latest zoning code was adopted.

The property to the north is existing single family residential (zoned “SR-3”). The property to the east and west are also single family (zoned “SR-3”). The property to the south is a mix of duplexes (zoned “TR-6”), access to the mobile home court (zoned “MH-8”), and single family (zoned “SR-3”).

Based on the neighborhood context and the surrounding land uses, it is reasonable to consider a rezoning of this property to “TR-6.”

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 Administration (WisDNR) and the Federal Emergency Management Agency (FEMA).

The request meets the purpose and intent of Section 18-03 of implementing the goals and objectives of the Comprehensive Plan as the rezoning would allow these parcels to be redeveloped at a density shown on the Future Land Use Map.

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

The request is consistent with the Future Land Use map and will allow for infill development where we have existing infrastructure and utilities.

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

The request allows for a mix of single family residential and two family residential in the same neighborhood. Given the current makeup of the nearby housing stock and density shown in the Comprehensive Plan, the proposed zoning district would fit this location.

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 has been a strong demand for new duplexes in the community and finding a suitable location for the "TR-6" district has been challenging. The proposed district would help to meet some of the demand for new duplexes.

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 Josh Gluege, representing the property owners Lonnie and Paulette Peterson, to change the zoning of two vacant parcels located at 401 and 407 East 21st Street (parcels numbers 33-06268 and 33-06269), from "SR-3" Single Family Residential to "TR-6" Two-Family Residential District, based on findings that rezoning is consistent with the Comprehensive Plan, and direct staff to prepare an ordinance for Common Council consideration.

Attachments

1. Application
2. Rezoning Report
3. Location Map
4. List of Permitted Uses

Concurrence:



Jason Angell
Planning and Economic Development Director



Steve Barg
City Administrator



MARSHFIELD
The City in the Center

Revised: 04/25/14

Department of Planning & Economic Development

City of Marshfield

P.O. Box 727

630 S Central Ave, 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: _____

OFFICE USE ONLY

Date Received: <i>8/20/14</i>	Fee Receipt Number: <i>45502</i>	Zoning District: SR-3	Parcel #: 330-6268 & 330-6269
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SITE INFORMATION

Site Address: 407 and 401 E 21st Street		Lot #: 5 & 6	Block #:	Subdivision: Meissner Addition
Section: 17	Township: 25	Range: 3E	Present Land Use: Vacant Residential	
Legal Description:				

APPLICANT INFORMATION

Applicant Name: Lonnie and Paulette Peterson	Phone #: 715-339-6740	Email Address:
Address, City, State, Zip: N8597 Jandacek Ln, Phillips, WI 54555		
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): Each property has 114' of frontage along East 21st Street	
Depth: Each lot is 102' deep	Area: Each lot is 11,628 sq. ft. or 0.267 acres
Public Utilities Available: <input type="checkbox"/> Sanitary <input type="checkbox"/> Water <input type="checkbox"/> Storm <input type="checkbox"/> Electric <input type="checkbox"/> Other:	

DETAIL OF ZONING CHANGE REQUEST

Requested Zoning District: "TR-6" Two-Family Residential	Proposed Land Use: Residential Duplexes
Reason for Request:	Applicant is proposing to purchase the property with the intention of constructing duplexes on each lot.

DOCUMENTATION SUBMITTED

Site Plan Proof of Ownership Area Map Survey Photographs Other:

Required documentation must be submitted to the Planning & Economic Development Department in order for the application to be placed on the Plan Commission meeting agenda. Although attendance by applicants at the Plan Commission meeting is optional, it is STRONGLY ADVISED that applicants make every effort to attend. Failure to attend can result in the denial or delay of an application due to incomplete information.

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: _____

*Lonnie Peterson by P.P.
Paulette Peterson*

Date: 8-13-14

Purchaser:

Josh Gluege

715-389-2769

josh.gluege@gmail.com

243 S Central Ave

MWC Properties LLC



City of Marshfield Planning Commission Rezoning Report

Agenda Date: 09/16/14
Applicant: Josh Gluege
Owner(s): Lonnie and Paulette Peterson

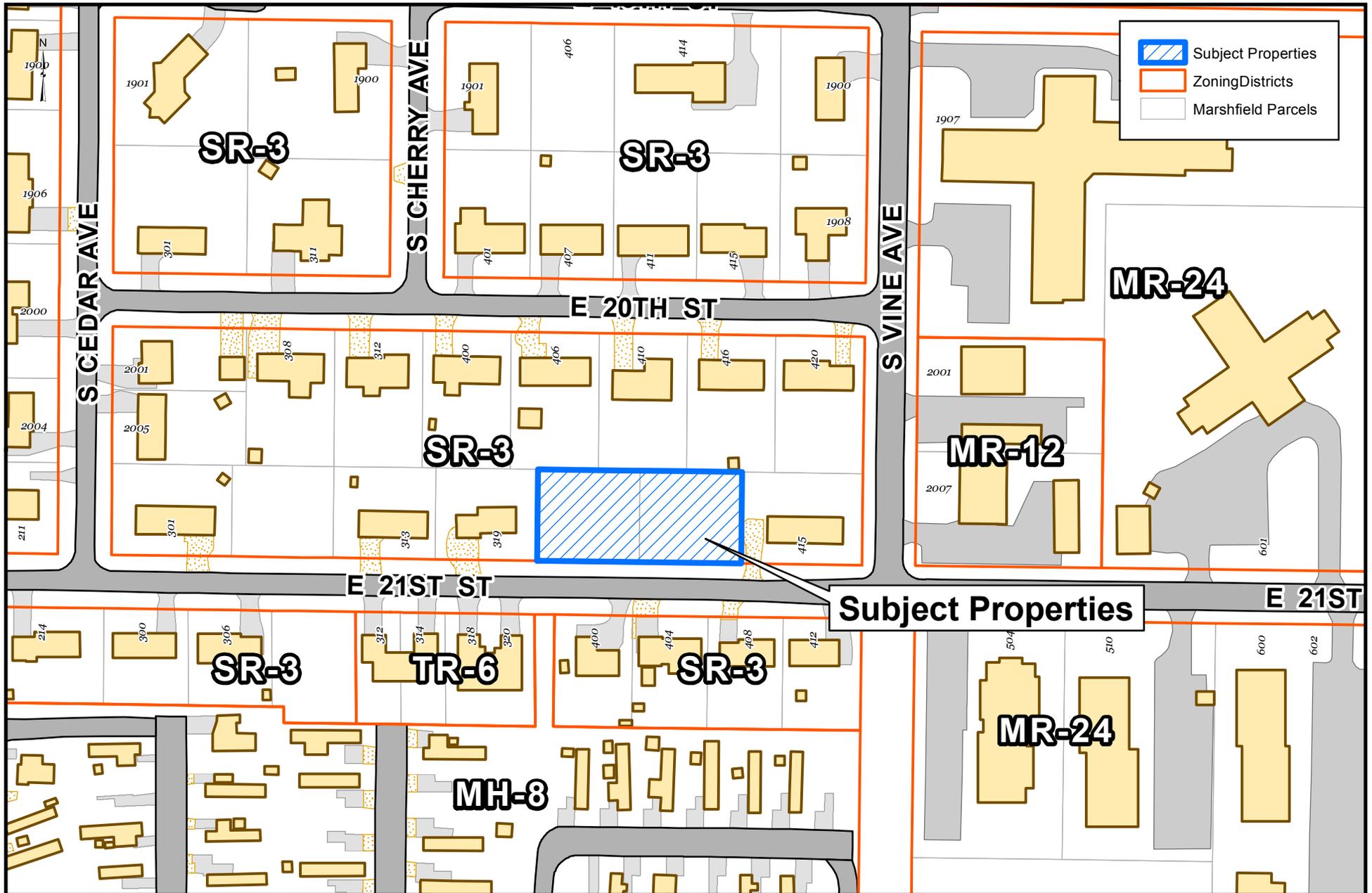
Parcel Number: 33-06268 and 33-06269
Jurisdiction: Aldermanic District 6
Location: 401 and 407 E 21st St
Approx. Size of Tract: 23,256 Square Feet – 0.53 Acres
Land Use Plan: Existing City Residential – 6-10 units per acre
Accessibility: 21st St
Utilities: Yes

Present Zoning: “SR-3” Single Family Residential District
Zoning Requested: “TR-6” Urban Mixed Use District
Existing Land Use: Undeveloped – Single Family Residential
Proposed use: Two-Family Residential
Extension of Zone: Yes, from the southwest.

History of Zoning: The property was zoned “R-3” Standard Single Family Residential prior to 2013. It was then rezoned to “SR-3” Single Family Residential as part of the City-wide rezoning took place on January 1, 2013.

Surrounding Land Use and Zoning: North: “SR-3” Single Family Residential District – Single Family.
East: “SR-3” Single Family Residential District – Single Family.
South: Mix of “SR-4” Single Family Residential District, “MH-8” Mobile Home District, and “TR-6” Two Family Residential District – mix of single family, mobile home park access and duplexes.
West: “SR-3” Single Family Residential District – Single Family.

Neighborhood Context: The area is a transitional area between commercial uses to the west, single family uses to the north, mobile home and two family uses to the south and multifamily residential uses to the east.



Rezoning Request: 401 & 407 E 21st St - "SR-6" to "TR-6"
City of Marshfield - Plan Commission
Meeting Date: September 16, 2014

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.

Permitted Uses in SR-3	Permitted Uses in TR-6
Single Family	Single family
Community Garden	Two Flat
Small Scale Indoor Institutional	Twin House
Outdoor Open Space Institutional	Duplex
Passive Outdoor Recreation	Community Garden
Active Outdoor Recreation	Small Scale Indoor Institutional
Essential Services	Outdoor Open Space Institutional
Small Scale Public Services and Utilities	Passive Outdoor Recreation
Community Living Arrangement (1-8 residents) meeting the requirements of Section 18-57(10)	Active Outdoor Recreation
Communication Antenna	Essential Services
	Small Scale Public Services and Utilities
	Community Living Arrangement (1-8 residents) meeting the requirements of Section 18-57(10)
	Communication Antenna



City of Marshfield Memorandum

TO: Plan Commission
FROM: Sam Schroeder, Zoning Administrator
DATE: September 16, 2014

RE: Master Sign Plan Amendment Application - Stratford Sign, on behalf of Marshfield Mall, with an exception to allow a new internally lit wall sign to face residentially zoned property to the south and to exceed the 200 square foot size allowance per façade, located at the Marshfield Mall at 503 East Ives Street, zoned "CMU" Community Mixed Use District.

Background

The original master sign plan for the Marshfield Mall was approved on May 16, 2006. This plan was approved with the following conditions: all future anchor tenant signs on the mall building not to exceed 100 square feet for consistency in size, a landscape area shall be provided around the base of all freestanding signs, and the base of all freestanding signs shall be constructed utilizing the materials of the primary building on the site or other compatible materials. The original plan consisted of 14 signs for a total area of 1,192 square feet.

The master sign plan was revised on August 15, 2006 to allow for a new anchor tenant to exceed the maximum 100 square feet of area. On July 15, 2008 the master sign plan was again amended to allow for five wall signs at the presented locations with the conditions that the signs are limited to 75 square feet and the fifth sign must be facing East Ives Street rather than as presented facing North Peach Avenue. The latest amendment on September 20, 2011 was to allow an individual anchor tenant, Ashley Furniture HomeStore and Furniture and ApplianceMart to exceed the 200 square foot allowance per façade.

Charter Communications is now proposing to add a new wall sign to exceed the 200 square feet allowance per façade and allow a new internally lit wall sign to face residentially zoned property located above the south east entrance of the mall just east of the Ashley Furniture HomeStore and Furniture and ApplianceMart signs that were approved in the 2011 master sign amendment.

Analysis

A multitenant property is defined as a development consisting of two or more separate uses or tenancies that share either the same lot or structure and use common access and/or parking facilities. Sign area for a multitenant property is permitted up to 10 percent of the building façade with a maximum of 200 square feet of sign area plus 25 square feet per additional tenant provided the building façade is of a sufficient size to permit the full 200 square feet of signage.

Normally a façade is defined by elevation in the Municipal Sign Code. Elevation meaning the view of any building or other structure from any one of four sides regardless of the configuration or orientation of a building, where no building shall be treated as having more than four building elevations – each elevation will generally be identified as a north, south, east, or west building elevation. Because of the unique circumstance and the very large group development, the Marshfield Mall has been viewed as having more than 4 elevations.

Below is a spreadsheet showing all existing signs on the Marshfield Mall premise. The Marshfield Mall currently consists of over 42 tenant spaces. Of the 42 tenant spaces only 7 have exterior wall signage. Currently a total of 655 square feet of wall signage is located on the south elevation. If the south elevation is broken into individual sections only the Ashley Furniture HomeStore and Furniture and ApplianceMart signs are located on that section for a total of 214 square feet of signage. The proposed 45 square foot Charter Communication sign would increase the south east façade/section to 259 square feet of signage.

Existing Wall Signage					
<u>Location</u>	<u>Type</u>	<u>Style</u>	<u>Size (sq.ft.)</u>	<u>Façade/Location</u>	<u>Display</u>
1	Existing	Wall	200	West	"Younkers"
2	Existing	Wall	200	South	"Younkers"
3	Existing	Wall	24	West	"LT Smokehouse"
4	Existing	Wall	9	South	"Smoothie Cafe"
5	Existing	Wall	52	South	"JC Penny"
6	Existing	Wall	75	South	"World Buffet"
7	Existing	Wall	136	South	"Ashley Furniture HomeStore"
8	Existing	Wall	78	South	"Furniture and ApplianceMart"
9	Existing	Wall	30	South	"Community Care"
10	Existing	Wall	75	South	"World Buffet"
11	Existing	Wall	41	East	"Furniture and ApplianceMart"
12	Existing	Wall	45	North	"Ashley Furniture HomeStore"
13	Existing	Wall	100	North	"Shoppes at Wood Ridge"
14	Existing	Wall	96	East	"JC Penny"
15	Existing	Wall	96	North	"JC Penny"
Total Existing Wall Signage:			1,257		

Existing Freestanding Signage					
Location	Type	Style	Size (sq.ft.)	Façade/Location	Display
1F	Existing	Monument	192	N Central Ave	"Shoppes at Wood Ridge"
2F	Existing	Directional	19	N Peach Ave	"Parking Entrance"
Total Exist Freestanding Signage:			211		
Total Existing Signage:			1,468		

The Municipal Sign Code also states that internally illuminated wall signs are not permitted when facing residentially zoned property. Directly across the street from the proposed sign location is Braem Park, zoned "SR-3" Single Family Residential. Typically, we would discourage the use of internally lit sign facing property zoned residential, however, since the proposed sign is a channel letter sign, the mall is a large development, and the property across the street is a park, staff feels an exception is warranted.

**Staff is presently working with Marshfield Mall to update their master sign plan for future signage needs that will be brought back to the Plan Commission at a later date. The Charter Communications sign is being reviewed now because there is a pressing need to provide the tenant with exterior signage. The Charter Communications sign will fit with the sign location, size, and style of the signage in the proposed master sign 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

Staff recommends approval of the Master Sign Plan Amendment request by Charter Communications as presented to allow an internally lit wall sign to face residential property (Braem Park) and to exceed the 200 square foot size allowance per façade, as presented, located at the Marshfield Mall at 503 East Ives Street, zoned "CMU" Community Mixed Use District.

Attachments

1. Application
2. Location Map
3. Renderings of Sign

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
 P.O. Box 727
 630 South Central Avenue
 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

Date: Jul 25, 2014

Sign Location: Marshfield Mall-503 E Ives **Business Name:** Charter Communications
Business Contact Person: _____

Applicant/Owner: Applicant-Stratford Sign
 Mailing Address: PO Box 134 Stratford, WI 54484
 Phone: 715-687-3250 Email: dan@stratfordsign.com

Sign Contractor: Stratford Sign Company **Contact Person:** Kristi or Dan
 Mailing Address: 110 Connor Ave STRATFORD, WI 54484
 Phone: 715-687-3250 Email: kristi@stratfordsign.com
 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
_____	_____	_____	* 2 sq. ft. = _____
_____	_____	_____	* 2 sq. ft. = _____
_____	_____	_____	* 2 sq. ft. = _____
_____	_____	_____	* 2 sq. ft. = _____
Total Allowable Signage =			_____

Office Use Only:
 Use: _____ Zoning District: _____ Downtown Design Corridor: Yes No
 Adjacent to a Residential Zoning District: Yes No Which facades: _____
 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: _____ 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	Central Ave-West	Existing	Monument	192			Shoppes at Woodridge-Multi
2							

Electronic Message Center: Yes No Area (sq. ft.)= _____ Changeable Copy Sign Yes No Area (sq. ft.)= _____

Building Sign(s) Facade 1:

Facade Direction: South 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	Wall	4'x12'9"	51.34	Yes	\$3000	15' min	Charter Communications
2	Existing	Wall		136				Ashley Furniture
3	Existing	wall		77.7				Furniture & Appliance mart
4								

TOTAL AREA FOR FACADE 1: 265.04

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	South Entrance	Existing	directional				Shoppes at Woodridge
2	East Entrance	Existing	directional				Shoppes at Woodridge
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.):	192	+ 265.04	+ _____	= 457.04

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: Kristi Ormond Date: July 25, 2014

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

ATTACHMENT A

Written Submittal Requirements (See Section 24-11)

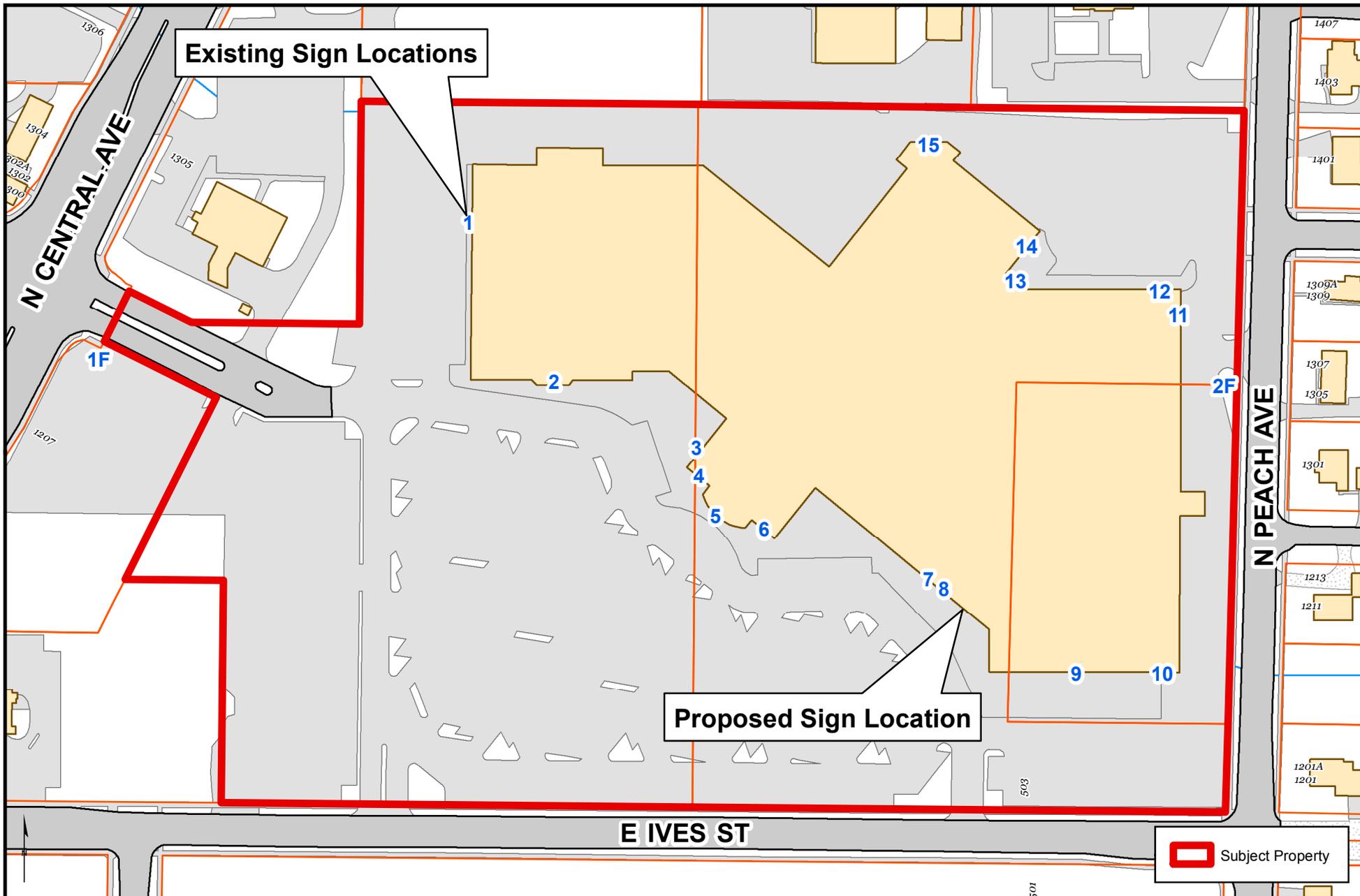
Signage proposed as part of a Master Sign Plan may deviate from the sign standards if there are unusual site factors, which preclude an allowed sign from being visible to the street immediately in front of the site, an adjustment may be granted to achieve visibility standards. Site difficulties may include 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).

Exceed the 200 square foot allowance and have an internally lit wall sign face residential property.

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 - Marshfield Mall - 503 E Ives St
City of Marshfield - Plan Commission
Meeting Date: September 16, 2014

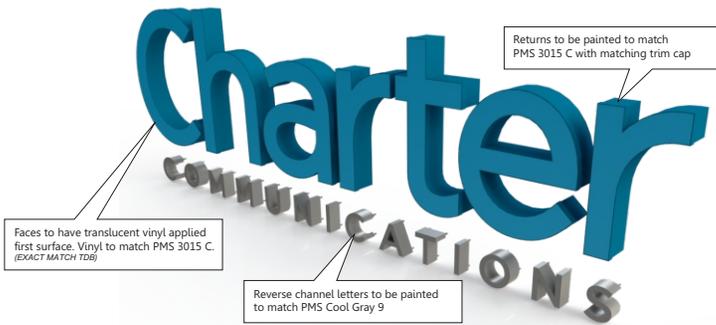
Map Not To Scale
 For Reference Only

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.

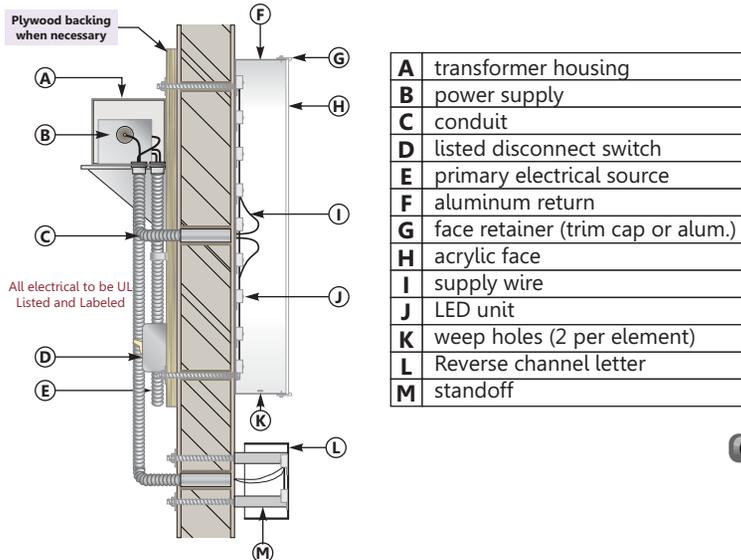


S1 Remote Wired Letterset

Illuminated letterset to have 3/16" translucent white acrylic faces with vinyl applied first surface. Returns to be painted to match faces with matching trim cap. Tagline to be reverse channel halo illuminated letters mounted on standoffs.



Remote Wired Letter Cross Section Detail



CH-BW-Custom

A	B	C	D	E	Sq. Ft.
4'-0 1/4"	12'-9 1/4"	3'-0"	6 3/4"	1 3/16"	51.34

Scale: 3/8"=1'



Revisions:	X
X	X
X	X
X	X

File Location:
ArtDept\CoreColors\Charter Comm

Date: 5-20-14

Designer: MM PM: JW

City/State: Marshfield WI

Address: 500 E. Ives Street

Drawing #

C40610-S1

Site Name

-

Memo

To: Plan Commission
From: Ed Englehart, Parks and Recreation Director
Date: September 9, 2014
Re: Comprehensive Outdoor Recreation Plan (CORP)

Background

In late 2013, the City of Marshfield contracted with Rettler Corporation to complete a new Comprehensive Outdoor Recreation Plan (CORP). The last plan was developed in 2006 by Schrieber/Anderson Associates, Inc. for the period of 2006-2010. The CORP serves as one of the key planning documents for the Parks and Recreation Department, and provides a means of identifying, analyzing, promoting, and responding to changes in society, both present and future. The document is also needed as a prerequisite for participation in outdoor recreation grant programs.

Analysis

Over the past eight months, Rettler Corporation staff has worked closely with the Parks and Recreation Department staff, other city staff and the Parks, Recreation and Forestry Committee to inventory the existing Parks and Recreation facilities, update maps, and gain public input regarding park and recreation facilities. A variety of methods were used to acquire public input. These included stakeholder surveys; discussions with Parks, Recreation and Forestry Committee members; public meeting/open house; on-line community survey; and questionnaires presented to middle school, high school and elementary school students.

The draft document has been available for public review since early August. Only a few comments have been submitted to-date. The Parks, Recreation, and Forestry Committee will be making a final review of the document at their meeting on September 11th and identifying any changes or additions that they would like to see made. A presentation of the proposed Comprehensive Outdoor Recreation Plan will be made by Jeff Bahling, from Rettler Corporation, at the September 15th Board of Public Works meeting at 5:30 p.m. in the Common Council Chambers. Plan Commission members are encouraged to attend this meeting to hear the presentation by Mr. Bahling.

City Planner, Josh Miller, will make a brief presentation to the Plan Commission at your meeting. John White, Jr., chairperson of the Parks, Recreation and Forestry Committee and Rich Reinert, member of the Plan Commission, and the Parks, Recreation and Forestry Committee, and participant in the development and presentations of the CORP, will be in attendance to hear comments and attempt to address any questions. It is hoped that any changes and modifications to the document can be made at one final time prior to it being presented to the Common Council for adoption.

Recommendation

I recommend the Plan Commission approve adoption of the Comprehensive Outdoor Recreation Plan by the Common Council at their October meeting.

Concurrence: _____



Steve Barg, City Administrator



City of Marshfield Memorandum

TO: Plan Commission
FROM: Sam Schroeder, Zoning Administrator
DATE: September 16, 2014

RE: Discussion on Garage Sale Uses

Background

Continue of garage sale discussion.

Analysis

Currently the only regulations that the City of Marshfield has in the Zoning Code pertaining to a temporary garage sale use, is that a sale may only operate during day lights hours and no permit is required.

If the Plan Commission feels it is best for the City to add additional regulations, staff suggests adding language similar to Wausau's Zoning Ordinance pertaining to the duration of individual sales and the number of sales in a given time.

Wausau permits "Rummage sales" in residential zoning districts, provided:

1. No sale shall exceed four (4) days in duration.
2. Not more than four (4) sales are held in any twelve (12) month period.
3. Not more than two (2) sales shall be held within 30 days of one another.

Per the digression of the Plan Commission, the regulations for temporary garage sale uses could read as follows: *Garage or Estate Sale (Auction). Garage or Estate sales include the sale or offering for sale of miscellaneous used items commonly associated with residential use.*

Regulations:

- (a) Permits are not required for Garage or Estate Sales.*
- (b) Sales shall occur only during daylight hours.*
- (c) No sale shall exceed 4 consecutive days in duration.*
- (d) Not more than 4 sales shall be held within one calendar year.*
- (e) Not more than 2 sales shall be held within 30 days of one another.*

Recommendation

Provide staff with direction on regulating garage sale uses.