CITY PLAN COMMISSION
MARSHFIELD, WISCONSIN
Minutes of September 20, 2011

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

PRESENT: Mayor Meyer**,** Dan Knoeck, Dave Korth, John Beck, Karen Woodford, Chris Jockheck & Ed Wagner
EXCUSED: None
ALSO PRESENT: City Administrator Barg; Planning and Economic Development Director Angell**;** Planner/Zoning Administrator Miller; Scott Larson – MACCI; Dan Drexler – Stratford Sign Company; and others.

PC11-74 Motion by Jockheck, second by Wagner to recommend approval of the minutes of the August 16, 2011 City Plan Commission meeting.
All 'Ayes' Motion Carried

PUBLIC HEARING – Review of Extraterritorial Preliminary Plat of Winterberry North 1st Addition, an 11-lot subdivision addition to Winterberry North, located west of County Road E, and north of Coachlight Avenue. Legally described as: Part of the SE ¼ SE ¼ and SW ¼ SE ¼, Section 20, Township 26 North, Range 3 East, Town of McMillan, Marathon County, Wisconsin.
COMMENTS: None

PC11-75 Motion by Jockheck, second by Beck to recommend approval of the Extraterritorial Preliminary Plat of Winterberry North 1st Addition, an 11-lot subdivision addition to Winterberry North, located west of County Road E, and north of Coachlight Avenue - legally described as: Part of the SE ¼ SE ¼ and SW ¼ SE ¼, Section 20, Township 26 North, Range 3 East, Town of McMillan, Marathon County, Wisconsin as presented.
All 'Ayes' Motion Carried

PC11-76 Motion by Korth, second by Wagner to recommend approval of the Master Sign Plan Amendment for Boston Inc., for 'Ashley Furniture HomeStore' and 'Furniture & ApplianceMart', in the 'Shoppes at Wood Ridge' at 503 East Ives Street, with an exception to allow an individual tenant to exceed the 200 square foot allowance per façade by 13.7 square feet as presented, with the following condition:

- Future restaurant wall signs are limited to 75 square feet in area and limited to the locations identified in the 2008 Master Sign Plan Amendment.

All 'Ayes' Motion Carried

PC11-77 Motion by Beck, second by Jockheck to recommend approval of the request by Prevention Genetics for a Master Sign Plan for property located at 3616 – 3700 Downwind Drive and to grant an exception to allow for two informational driveway signs that exceed the height and size requirements for informational signs as presented.
All 'Ayes' Motion Carried

Planner/Zoning Administrator Miller presented the request by Northern Music for an alternate sign permit, including an electronic message board. Jockheck raised a concern with the message board in such a congested area with multiple driveways and many existing signs. He is concerned about the safety implications of a distracting message board. Wagner had similar concerns but pointed out that several other message boards have been approved in this area on North Central Avenue and the Plan Commission needs to maintain consistency and fairness. Jockheck asked to have staff do some research to look at the issue of electronic message boards to see if they create a safety hazard, how effective they really are and if the City should be looking at some changes to our code as a result.

PC11-78 Motion by Wagner, second by Woodford to recommend approval of the request by Northern Music for an Alternative Sign Permit for the proposed wall sign at 115 West Upham Street, allowing the sign in the existing location with a 4.5 foot exception to the front yard setback requirement and 3.5 foot exception to the side yard setback requirement for a pole sign.
Korth, Woodford, Wagner, Meyer & Knoeck voted 'Aye', Jockheck & Beck voted 'No'
Motion Carried

Motion by Beck, second by Wagner that the meeting be adjourned at 7:35 PM.

Daniel G. Knoeck, Secretary
CITY PLAN COMMISSION