



CITY OF MARSHFIELD

MEETING NOTICE

Plan Commission Agenda
City of Marshfield, Wisconsin
Tuesday, August 16, 2022
Council Chambers, City Hall, 207 West 6th Street
7:00 p.m.

1. Call to Order. – Lois TeStrake – Mayor.
2. Roll Call. – Secretary Barg.
3. Approval of Minutes – July 19, 2022 Meeting.
4. Identify potential conflicts of interest - Please be advised per City Policy 3.340, that any member of the body, shall declare a conflict if they have an interest, financial or otherwise, direct or indirect, or engage in a business or transaction or professional activity, or incur an obligation of any nature, that is in conflict with the proper discharge of the body's official duties.
5. Citizen Comments.
6. **Rezoning Request** by Benjamin Austin and Andrew Schutz to rezone the property located at 1901 S Central Avenue (parcel 33-03532C), from "CMU" Community Mixed Use to "CMU-PD" Community Mixed Use with a Planned Development Overlay.
Presenter: Steven Wiley, City Planner
Public Hearing Required
7. **Conditional Use Request** by Ronald and Mary Ann Machtan to subdivide a property within the "RH-35" Rural Holding Zoning District at a density of greater than one unit per 35 acres for property located at 2905 W McMillan Street (parcel 250-2602-363-9987) consisting of 6.220 acres.
Presenter: Steven Wiley, City Planner
Public Hearing Required
8. **Master Sign Plan Request** by the Marshfield Mall, located at 503 E Ives Street (Parcels 33-03216 and 33-03216BA) to update the master sign plan for the mall.
Presenter: Steven Wiley, City Planner
9. Staff Updates.
10. Items for Future Agendas.
11. Adjourn.

Workshops

Potential Group Development – Indoor Storage and Wholesaling and Single-family Residential (Frey Avenue)

Conditional Use Exception – Driveway/Parking Setback (2314 Wallonnie Drive)

Posted this 11th day of August, 2022 by 4:30 pm by Steven Wiley, City Planner.

For additional information regarding items on the agenda, please contact Steven Wiley City Planner at 715.486.2074. This meeting can be viewed "LIVE" on the City of Marshfield website at www.ci.marshfield.wi.us, over-the-top platforms; Roku-TV, Amazon Fire-TV, Apple-TV and on Charter Spectrum Cable Channel 991. The meeting is also archived on the City of Marshfield's YouTube Channel located at the bottom of the City website at www.ci.marshfield.wi.us and replayed the following day and throughout the week on Charter Spectrum Cable Channel 991 and on the over-the-top platforms. For questions regarding the filming of this meeting please contact Communications Director Tom Loucks at 715-486-2070.

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 the Development Services Department at 207 West 6th Street or by calling (715) 486-2016.

CITY PLAN COMMISSION

July 19, 2022

PRESENT: Mayor Lois TeStrake, Alderperson Nick Poeschel, John Kaprelian, Alen Johnson, Chris Golden, Mary Besler

ABSENT: Kim Fredrick

OTHERS: Steven Wiley, City Planner and others

Mayor TeStrake called the meeting to order at 7:00 p.m. in the City Hall Council Chambers.

PC22-20 Golden moved and Johnson seconded the motion to approve the minutes of the June 21, 2022 Plan Commission meeting as presented.

Motion carried.

Conflicts of interest: No one indicated that they had a conflict with anything on the agenda.

Citizen Comments: None.

PC22-21 Golden moved and Poeschel seconded to nominate Kaprelian as Vice Chair.

All ayes.

Motion carried.

PUBLIC HEARING – Conditional Use Request by Tammy Treutel for an exception to the accessory structure area maximum for a garage addition for the property located at 810 Western Street (parcel 33-02066), zoned “SR-6” Single Family Residential.

Public Comments: Mr. Wiley provided for the record a comment from Ruth Nehring who lives adjacent to the subject parcel to the west. Ms. Nehring was concerned about the potential for a garage addition to encroach on her property to the west of the subject parcel. Wiley explained that the proposed addition would run immediately to the south of the existing detached garage at 810 Western and not encroach any further towards the east or west property lines than the existing garage.

Discussion: Poeschel lives nearby and explained there is already precedent for larger garages in the neighborhood. There is a three-car garage to the east so people would hardly know it is there. Kaprelian stated that the subject site is a deep lot and did not see issues.

PC22-21 Kaprelian moved and Poeschel seconded the motion to approve the Conditional Use Permit Request by Tammy Treutel for an exception to the accessory structure area maximum for a garage addition for the property located at 810 Western Street (parcel 33-02066), zoned “SR-6” Single Family Residential with the following conditions:

1. Minor site plan changes may be administratively approved as long as the changes do not result in the development becoming non-compliant with this conditional use permit and/or other code requirements.
2. Conditional Use Permit exception to allow the 576 square foot addition as proposed to the existing detached garage for a total of 1,344 square feet of area for the detached garage.
3. Existing detached shed may remain. Applicant shall not add any additional accessory structure area to the property without Plan Commission and Common Council review and approval.

4. Applicant shall obtain all required approvals and permits for any additional driveway/parking area extended to the new garage addition.
5. The garage shall not be used as a dwelling unit unless future amendments to the zoning ordinance allow for it.

All ayes.

Motion carried.

PUBLIC HEARING - Conditional Use Permit Request by Ann Sommer to allow for an exception to the height requirements for a fence within the rear yard for the property located at 517 Magee Street (parcel 33-01794), zoned “SR-6” Single-Family Residential.

Public Comments: None.

PC22-22 Poeschel moved and Golden seconded the motion to approve the Conditional Use Permit Request by Ann Sommer to allow for an exception to the height requirements for a fence within the rear yard for the property located at 517 Magee Street (parcel 33-01794), zoned “SR-6” Single-Family Residential, with the following conditions/exceptions:

1. The applicant is permitted to have an 8-foot privacy fence located in the rear yard along the west and north property lines according to the map submitted.
2. The extension/installation of 8-foot fencing beyond what is shown in the site plan or with materials other than what was submitted by the applicant will require additional Plan Commission and Council review.
3. Minor adjustments to the site plan may be approved administratively provided no other exceptions are required.

All ayes.

Motion carried.

PUBLIC HEARING – Rezoning Request by James and Judi Benson to rezone the property located at 1401 So. Apple Avenue (parcel 33-03674), from “SR-4” Single-Family Residential to “TR-6” Two-Family Residential.

Public Comments: Mr. Wiley provided for the record a comment one of the adjacent property owners gave him prior to the meeting. A property owner abutting the parcel to the east had concerns with the proposed zoning change largely due to not knowing who would occupy the potential dwelling(s) and due to the potential for a duplex to take up most of the lot’s width. Wiley explained that any structure constructed on the parcel would require staff review and need to meet the required setbacks from all lot lines.

James Benson is the owner and bought it as two parcels and combined it as one for tax purposes. He and his wife have owned it and maintained a garden. Kids moved off and they decided it was time to sell. When potential buyers found out it was zoned single-family they were turned off. This is why he would like to have it changed so he can sell to an owner that can take it over.

Discussion: None.

PC22-23 Johnson moved and Kaprelian seconded the motion to approve the Rezoning Request by James and Judi Benson to rezone the property located at 1401 S Apple Avenue (parcel 33-

03674), from “SR-4” Single-Family Residential to “TR-6” Two-Family Residential and direct staff to prepare an ordinance for Common Council consideration.

PUBLIC HEARING – Conditional Use Request by Shannon Eldridge of Halifax Development for commercial group development, outdoor commercial entertainment, and exception to the paved area setback for the property located at 1600 No. Central Avenue (parcel 33-03208) in the “CMU” Community Mixed Use Zoning District.

Public Comments: Shannon Eldridge of Halifax thanked us and wanted to comment on the drive-thru. The window is set up for online ordering, global app, etc. Does not see Chestnut being a major ingress or egress. Kaprelian asked about traffic flow. Eldridge explained shared access with House of Heating. Same with Culvers, most traffic for restaurant will come in off Chestnut and enter drive-thru.

Mr. Wiley provided for the record a comment from Marissa Kornack of the Norwood Health Center located at 1600 No. Chestnut Avenue to the west of the subject site. Her concern was with the potential traffic, especially at lunchtime with the existing Culver’s drive-thru and the proposed new restaurant. Wiley explained that though the entrance to the proposed drive-thru was near the Chestnut Avenue access, the exit was near Central Avenue. Eldridge added that he anticipated much of the traffic using Central to exit the site.

Discussion: Besler asked about the site layout. Mr. Eldridge answered that there is congestion today with Rose Bowl but with the redevelopment there will be a 3’ separation and curb between the subject parcel and the adjacent sites except for the shared access drives.

Johnson stated that for the ordering window we are talking mobile app. Where will people park their cars? Eldridge answered that north of the ADA stall on the eastern side of the restaurant will be two dedicated stalls for drive up use.

Kaprelian asked if a person could go into the restaurant. Eldridge replied affirmatively. Johnson asked how far would the Chestnut entrance move up. Eldridge stated the entrance would move up probably 100 feet from the existing one.

Kaprelian explained that for him traffic was the biggest concern. If City staff could ensure traffic would not be an issue he did not have other concerns with the development.

PC22-24 Johnson moved and Poeschel seconded the motion to approve the Conditional Use Permit Request by Shannon Eldridge of Halifax Development for a commercial group development, outdoor commercial entertainment, and exception to the paved area setback for the property located at 1600 No. Central Avenue (parcel 33-03208) in the “CMU” Community Mixed Use Zoning District with the following exceptions/conditions:

1. Conditional Use Permit to allow the sites to function as a group development and for the proposed outdoor patio as Outdoor Commercial Entertainment on the southern parcel.
2. Minor site plan changes may be administratively approved provided no other exceptions are required.
3. Land division to occur via Certified Survey Map (CSM) and reviewed by staff through an administrative review.

4. Applicant shall submit a Traffic Impact Analysis (TIA) to the City's Engineering Division for review and approval by the City Engineer as part of the Site Plan Review Process.
5. Conditional Use Exception to allow paved areas to extend to the property line between the proposed north and south sites.
6. Applicant shall update the site plan and show code-compliant setback dimensions between the paved areas and rights-of way.
7. Cross access agreements shall be submitted to City staff for review and approval prior to final recording with the Wood County Register of Deeds.
8. Applicant shall submit a code-compliant photometric plan for Development Services staff review as part of the Site Plan Review process.
9. Applicant shall submit a code-compliant signage package for Development Services staff review and obtain required permits prior to installing any signage on-site.
10. Applicant shall submit stormwater management and utilities plans for review by Department of Public Works and Marshfield Utilities staff as part of the Site Plan Review process.

Staff Updates

Wiley explained that the hiring process for a Development Services Director was ongoing.

Items for Future Agendas:

No one had any items at this time.

Adjourn

Kaprelian moved and Golden seconded a motion to adjourn. Without objection, Mayor TeStrake declared the meeting adjourned at 7:39 p.m.

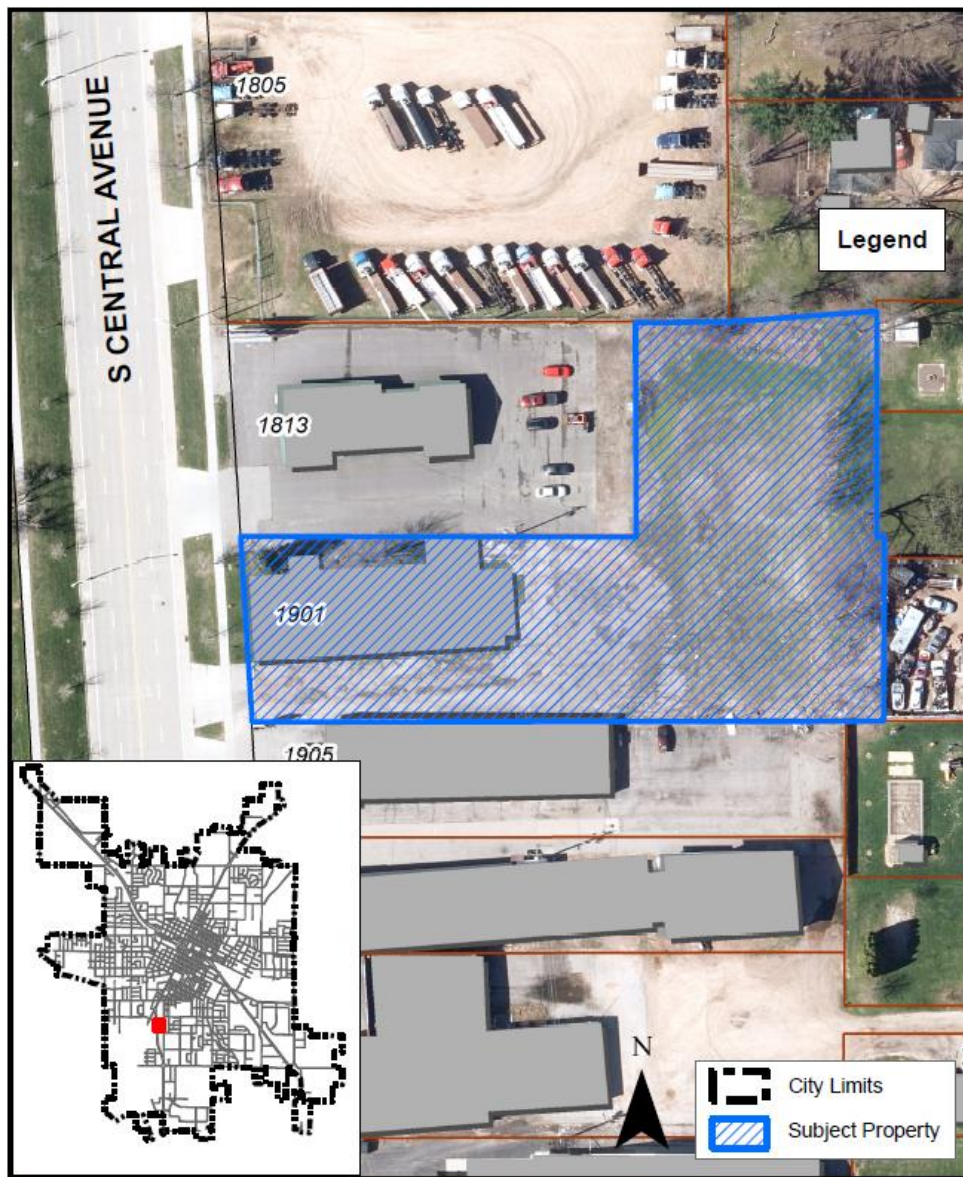
Respectfully submitted,

Steven Wiley, City Planner
CITY PLAN COMMISSION

TO: Plan Commission
FROM: Steven D. Wiley, AICP, City Planner
DATE: August 16, 2022

RE: Rezoning Request by Benjamin Austin and Andrew Schutz to rezone the property located at 1901 S Central Avenue (parcel 33-03532C), from “CMU” Community Mixed Use to “CMU-PD” Community Mixed Use – Planned Development.

Background



The subject property is located towards the center portion of the city on the east side of S Central Avenue. The property is currently zoned Community Mixed Use (CMU) and is 50,500 square feet (1.159 acres) in area. It is currently a vacant parcel and has remained vacant since 2015 when the former commercial structure was demolished. The surrounding properties consist of single and two-family residential uses to the north and east, mixed commercial uses to the north and south, and the Vandehey Aquatic Center across Central Avenue to the west. The immediately surrounding parcels are zoned SR-6 residential and Community Mixed Use. The applicants are interested in allowing more flexibility for the lot than what the base zoning standards permit. They believe this flexibility will allow them to develop the lot. Staff advised them that a Planned Development overlay can allow them flexibility in some areas. In exchange the City can require that the applicants exceed the zoning standards in other ways. They therefore request a zone change from the current CMU zoning to CMU-PD zoning to make the property more attractive to potential buyers.

<i>Existing Land Use</i>	<i>Zoning</i>
Vacant – former commercial	Community Mixed Use (CMU)

Adjacent Land Use and Zoning

<i>Existing Uses</i>		<i>Zoning</i>
North	Commercial, Single-family Residential	Single Family Residential-6 (SR-6), Community Mixed Use (CMU)
South	Commercial, Single-family Residential	Community Mixed Use (CMU)
East	Single-family Residential, Two-family Residential	Single Family Residential-6 (SR-6)
West	Active Outdoor Recreation - Wandehey Aquatic Center	Community Mixed Use (CMU)

Comprehensive Plan

<i>Land Use Recommendation</i>	<i>Land Use</i>
Future Land Use Map Recommendation	Transitional Mixed Use

Analysis

According to the City of Marshfield 2017-2037 Comprehensive Plan Future Land Use Map, the subject property is located in the Transitional Mixed Use district. The ideal land uses in the Transitional Mixed Use district include a mixture of medium to high density residential uses or mixed use development. The Transitional Mixed Use district is found along Central Avenue along with other nodes that transition from a residential area to a non-residential area. The “CMU” zoning district is intended to permit a wide range of large and small scale office, retail, service, and lodging uses that are compatible with the desired community character. Prior to the 2013 citywide rezoning, the subject property was zoned “B4” General Commercial district. Single-family, commercial, and recreational land uses are located immediately adjacent to the subject parcel. The Future Land Use Map recommends Transitional Mixed Use for the area and the Planned Development would simply serve as an overlay for this specific parcel. The Planned Development designation enables the Plan Commission and Common Council to apply conditions they find appropriate for this property. Therefore, the zone change from CMU to CMU-PD is appropriate.

The “CMU” zoning district allows for a wide range of land uses. The applicants would like to develop the parcel as a mini-golf course. The permitted uses include active outdoor recreation which would include mini-golf courses. The parcel is an “L” shaped lot that is rather narrow for the portion abutting Central Avenue with the eastern part of the parcel containing much of the developable portion. In order to meet the base zoning standards, the applicants would lose much of the parcel’s developable area. This is why the applicants request the zone change.

The following land uses are permitted by right in the “CMU” zoning district:

- Mixed Use Dwelling Unit(s)
- Community Garden
- Small Scale Indoor Institutional
- Large Scale Indoor Institutional
- Outdoor Open Space Institutional
- Passive Outdoor Recreation
- Active Outdoor Recreation
- Essential Services
- Small Scale Public Services and Utilities
- Community Living Arrangement (1-8 residents)
- Outdoor Display
- Indoor Commercial Entertainment
- In-Vehicle Sales or Service
- Bed and Breakfast
- Commercial Indoor Lodging
- Vehicle Sales
- Vehicle Service
- Vehicle Repair
- Office
- Personal or Professional Service
- Artisan Studio
- Indoor Sales or Service
- Indoor Maintenance Service
- Communication Antenna
- Low Intensity Production

The following land uses are permitted by conditional use in the “CMU” zoning district:

- Townhouse (3-8 units per building)
- Multiplex (3-8 units per building)
- Apartment (3-24+ units per building)
- Market Garden
- Intensive Outdoor Recreation
- Institutional Residential
- Community Living Arrangement (9-19+ residents)
- Outdoor Commercial Entertainment
- Boarding House
- Group Daycare Center
- Light Industrial
- Transit Center
- Off-Site Parking
- Communication Tower
- Personal Storage Facility

The property is approximately 50,500 square feet in size, or 1.159 acres, with street frontage along S Central Avenue. The applicants believe that a zone change from CMU zoning to CMU-PD would allow them the flexibility needed to develop the site. Rezoning the parcel to CMU-PD simply establishes a Planned Development overlay on the site. The applicants would then come back with a General Development Plan (GDP) and Specific Implementation Plan (SIP) to establish a use and specific design for the site. The GDP and SIP would both require Plan Commission and Common Council review. The applicants could ask for relief from the zoning ordinance (for example a reduced rear setback) in exchange for some site design that exceeds ordinance requirements (for example heightened bufferyard landscaping above and beyond ordinance minimums).

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, Wisconsin Department of Natural Resources, and the Federal Emergency Management Agency (FEMA).

The request does not adversely affect the purpose and intent of Section 18-03. The City is aware that the applicants would like to develop the parcel. The active outdoor recreation land use (mini-golf course) proposed by the applicants is a permitted use; however, the “L” shaped parcel configuration significantly reduces the amount of developable area. Any use established on the parcel would have to meet base zoning code or specific standards deemed appropriate by the Plan Commission and Common Council. The City does not anticipate any issues with the zoning ordinance or applicable state or federal standards.

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

The Future Land Use Map in the Comprehensive Plan identifies the subject property as Transitional Mixed Use. The ideal land uses in this district consist of medium to high density residential or mixed use development. This allows for a range of potential uses. Rezoning to the “CMU-PD” district would be consistent with the Future Land Use Map recommendation. The uses permitted in the CMU district fit within the Transitional Mixed Use land use, which would be consistent with the recommendations of the Comprehensive Plan. Rezoning to CMU-PD would allow flexibility in allowing development on this particular site and staff would recommend requiring that any use proposed would need to be consistent with the Future Land Use Map.

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

The CMU-PD zoning and permitted land uses would be consistent with the surrounding land uses and intensities. Many of the parcels to the north, south, and west are already zoned CMU. The subject parcel meets the required lot dimensions and area for a CMU parcel. However, the flag-shaped or “L” configuration can create challenges for some development. The zone change would allow the applicants flexibility in developing the site while affording the City a greater degree of control over aspects of site design that what is permitted by base code. Staff believes the proposed zoning fits with the surrounding zoning in the existing neighborhood.

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.

The applicants are interested in acquiring and developing the parcel. The current CMU zoning allows for the active outdoor recreation land use the applicants want to establish. However, a Planned Development would allow the applicants more flexibility in exchange for heightened site design. Any developments proposed for the site would require Plan Commission and Common Council review.

Plan Commission Options

The Plan Commission can make the following recommendations:

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

Recommendation

APPROVE the Rezoning Request by Benjamin Austin and Andrew Schutz to rezone the property located at 1901 S Central Avenue (parcel 33-03532C), from “CMU” Community Mixed Use to “CMU-PD” Community Mixed Use Planned Development and direct staff to prepare an ordinance for Common Council consideration.

Attachments

1. Location Map
2. Zoning Map
3. Rezoning Report
4. Future Land Use Map

S CENTRAL AVENUE


1805


1813

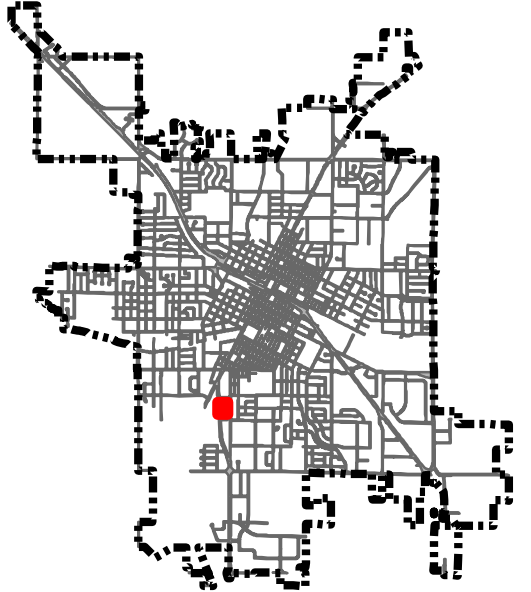
1901

1905

N

 City Limits

 Subject Property



0 35 70 140 Feet



Location Map:
1901 S Central Avenue




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.

S CENTRAL AVENUE

Legend

Zoning

Zone

	SR-6
	CMU
	GI

1805

CMU

1813

CMU

1901

1905

CMU

CMU

CMU

N



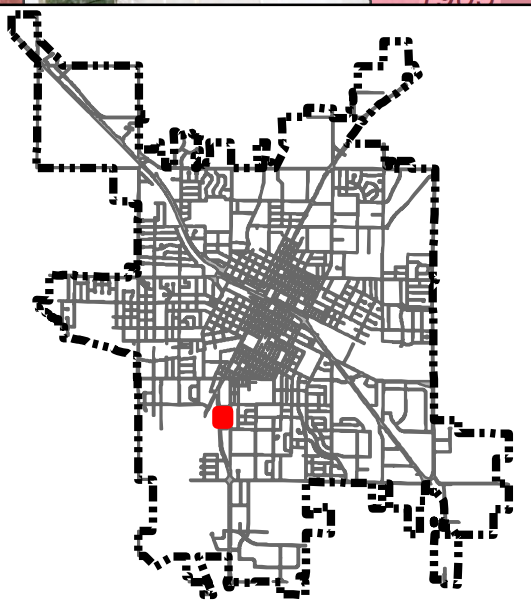
City Limits



Subject Property

0 35 70 140 Feet

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Zoning Map: 1901 S Central Avenue



City of Marshfield Planning Commission Rezoning Report

Agenda Date: 08/16/22
Applicant: Benjamin Austin and Andrew Schutz
Owner(s): James Melbinger

Parcel Numbers: 33-03532C
Jurisdiction: Aldermanic District 6
Location: East of S Central Avenue, south of 17th Street, west of S Maple Avenue.
Approx. Size of Tract: 50,500 square feet or 1.159 acres
Land Use Plan: Transitional Mixed Use
Accessibility: Yes.
Utilities: Storm sewer, sanitary sewer, water, and electric available.

Present Zoning: "CMU" Community Mixed Use
Zoning Requested: "CMU-PD" Community Mixed Use – Planned Development
Existing Land Use: Former Commercial - vacant
Proposed Use: Active Outdoor Recreation – Mini-golf course
Extension of Zone: Maintaining CMU zoning but adding a Planned Development overlay.
History of Zoning: Prior to the 2013 City-wide rezoning the property was zoned "B4" General Commercial District. Since the 2013 City-wide rezoning, the property became "CMU" Community Mixed Use.
Surrounding Land Use and Zoning: North: Commercial – Zoned "CMU" | Residential – Zoned "SR-6"
East: Single-family, Two-family – Zoned "SR-6"
South: Commercial – Zoned "CMU" | Residential – Zoned "SR-6"
West: Vandehey Aquatic Center – Zoned "CMU"
Neighborhood Context: The subject property is located on South Central Avenue with commercial properties to the north and south. Single and two-family properties abut the subject site on the east. The Vandehey Aquatic Center is located across South Central Avenue to the west.

S CENTRAL AVENUE

1805

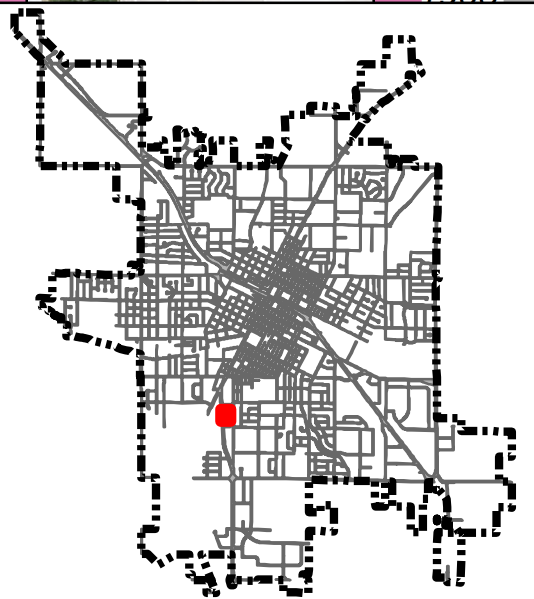
Legend

Transitional Mixed Use

1813

1901

1905



N



City Limits



Subject Property

0 35 70 140 Feet

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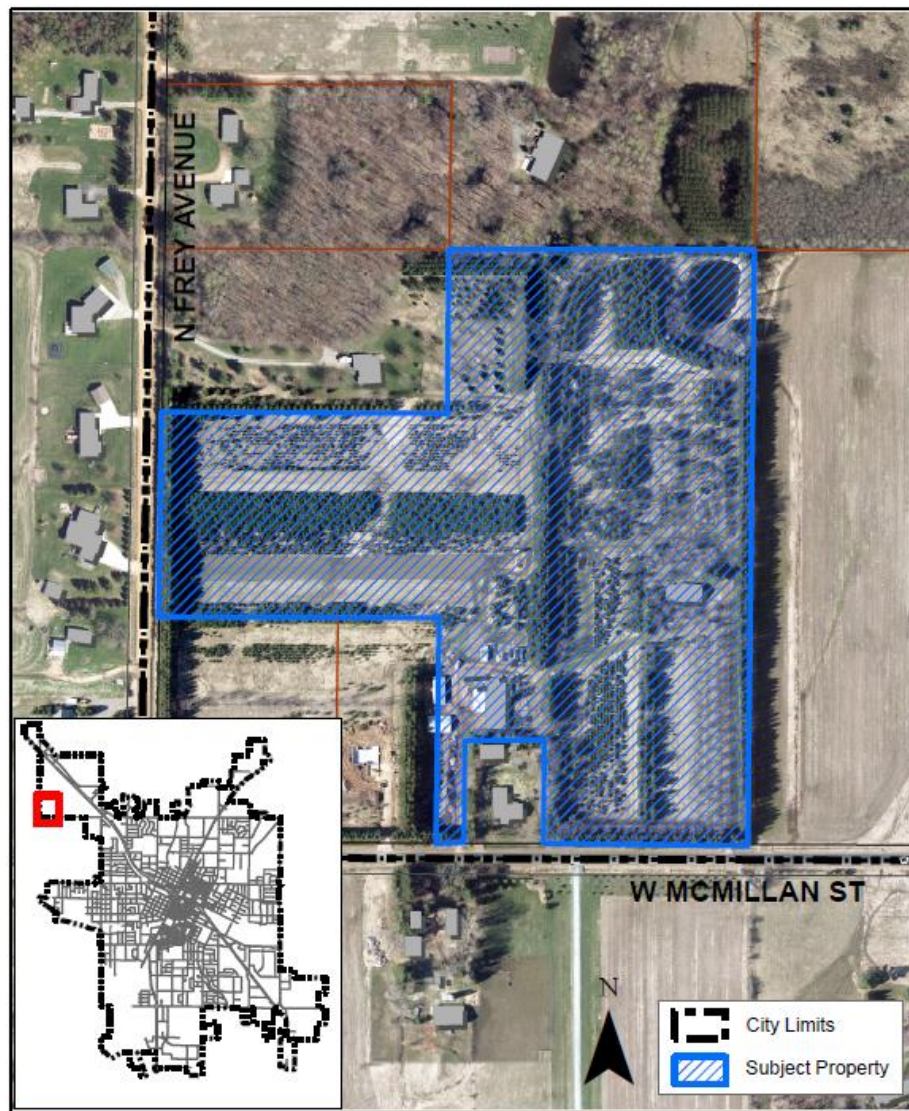


Future Land Use Map: 1901 S Central Avenue

TO: Plan Commission
FROM: Steven D. Wiley, AICP, City Planner
DATE: August 16, 2022

RE: Conditional Use Permit Request by Ronald and Mary Ann Machtan to subdivide a property within the Rural Holding Zoning District (RH-35) at a density of greater than one unit per 35 acres for property located at 2905 W McMillan Street (parcel 250-2602-363-9987)

Subject Site



<i>Existing Land Use</i>	<i>Zoning</i>
Residential: Single-family, Vacant	Rural Holding Zoning District (RH-35)

Adjacent Land Use and Zoning

<i>Existing Uses</i>		<i>Zoning</i>
North	Agricultural, Single-family Residential	Rural Holding Zoning District (RH-35)
South	Single-family Residential	City of Marshfield - Single Family Residential-2 (SR-2), Rural Holding Zoning District (RH-35) Town of Lincoln – Wood County Zoning – Residential District (R-1)
East	Vacant	Rural Holding Zoning District (RH-35)
West	Single-family Residential	Town of Spencer – Marathon County Zoning – General Agricultural (G-A), Rural Residential (R-R), Low Density Residential (L-D-R)

Comprehensive Plan

<i>Land Use Recommendation</i>	<i>Land Use</i>
Future Land Use Map Recommendation	New Neighborhood Mixed Use

Background

The subject property is an irregularly-shaped parcel located on the north side of W McMillan Street and on the east side of N Frey Avenue on the northwest side of the city. It is 25.05 acres (approximately 1,091,178 square feet) in area. It is surrounded by a mixture of residential and agricultural properties in the Town of Spencer to the west, and residential properties in the City of Marshfield and Town of Lincoln to the south. Single-family residential, vacant, and wooded properties within the City of Marshfield are located to the north and vacant property is located to the east of the subject site. The Wood-Marathon County line is to the immediate south of the subject site (properties to the north of W McMillan Street are in Marathon County and properties to the south are in Wood County). The sizes and scales of the surrounding properties and structures vary. The subject property is zoned Rural Holding Zoning District (RH-35). It currently contains a 1,488 square foot single-family residence with a 720 square foot attached garage built in 1998 on its eastern portion. A 4,000 square foot pole building constructed in 1980 is located on the southern portion of the property. The owners wish to maintain their single-family residence and sell the western portion of the property. In order to do so, they have created a Certified Survey Map (CSM) to allow the required lot split to occur. The CSM split would result in a 6.220 acre (270,950 square foot) parcel to be sold, and approximately 18.83 acres (820,235 square feet) would remain. The owners informed staff of their desire to split the existing parcel. Since the property is zoned RH-35 and the proposed 6.220 and 18.83-acre parcels are less than the required 35-acre minimum parcel size, Plan Commission and Common Council review and approval of a Conditional Use Permit are required.

Analysis

Applicable Sections of the Municipal Code

- Section 18-25(1) states that the intent of the RH-35 District is to “permit agricultural land uses and very low density single-family detached residential development at a density of no more than one dwelling unit for every 35 gross acres. This district acts as a “holding zone” to preserve productive agricultural lands until ready for urban development.”
- Section 18-25(3) Principal Uses Permitted as Conditional Use.
 - (a) Single Family (40,000 square foot lot)

By code the RH-35 zoning permits by right single-family parcels of at least 35 acres in area. The district permits as conditional uses single-family residential if the parcels are at least 40,000 square feet in area. The subject property is already less than the 35 acres required and the proposed CSM would result in two smaller parcels. The applicant proposes a 6.220 acre (270,950 square foot) parcel which is greater than the 40,000 square foot minimum permitted as a conditional use but less than the required 35 acres permitted by right. Therefore, the applicant has applied for a Conditional Use Permit to allow for a lot split and two separate parcels of less than 35 acres in area.

The City of Marshfield 2017-2037 Comprehensive Plan Future Land Use Map recommends the New Neighborhood Mixed Use land use for the subject property. A portion of the property has served as a single-family residence since at least 1998 when the current home was built. It predates the current zoning ordinance and Comprehensive Plan. The single-family land use is consistent with the New Neighborhood Mixed Use land use recommended in the comprehensive plan. Therefore, staff is supportive of allowing the applicant to obtain a Conditional Use Permit and split the parcel. This would allow the single-family use to remain while creating a vacant parcel that would allow for development. The RH-35 zoning would permit a number of land uses for the resulting 6.220-acre parcel. Staff and if necessary, the Plan Commission, would vet any potential zone changes or development proposals for either of the two parcels resulting from the CSM. This will ensure that zone changes and development proposals are consistent and compatible with the City’s Comprehensive Plan and/or zoning ordinance.

Conditional Use Decision Criteria of 18-161(6)(c):

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

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

As mentioned above, the existing single-family land use predates the current zoning and Comprehensive Plan. The applicant would like to subdivide the parcel and sell a portion of it. Staff supports allowing a Conditional Use Permit and lot split to allow an existing single-family use to remain while allowing for development of the other portion. This request is only for the Conditional Use Permit to allow the lot division. Any future development or zone changes would require staff and/or Plan Commission review and need to be compatible with the zoning ordinance and/or comprehensive plan.

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

Allowing this Conditional Use Permit will not have an adverse impact on the surrounding neighborhood. The single-family home is an existing, long-standing structure that has existed on the property since 1998 and would remain. The proposal is to split the parcel into two lots to maintain the single-family property and sell off 6.220 acres to a buyer that may develop it. Any future development on either parcel would trigger appropriate review processes to ensure that no adverse impacts would occur.

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

If the property is split into two parcels this would allow for the land use intensities to change from the existing since both resulting parcels would be smaller than the previous single parcel and development could occur on both. However, the consistency of land uses, land use intensities, and land use impacts would have to remain consistent with the future land use recommendation detailed in the Comprehensive Plan and requirements laid out in the zoning ordinance.

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

The lot division and maintaining the single-family property as proposed will not have an impact on utilities. Currently electric and gas service exist for the subject site. Water service does not exist there and would require extension.

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

The purpose of the RH-35 zoning district is to serve as a holding zone and preserve low density agricultural and residential land uses until they are ready for development. The current single-family home has been on the property since 1998 and staff supports allowing it to remain under RH-35 zoning. The applicant seeks to split the parcel and sell the westernmost portion. The applicant would like to keep the single-family home and pole shed. Staff is supportive of the Conditional Use Permit request as proposed.

Plan Commission Options

The Plan Commission can make the following recommendations:

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

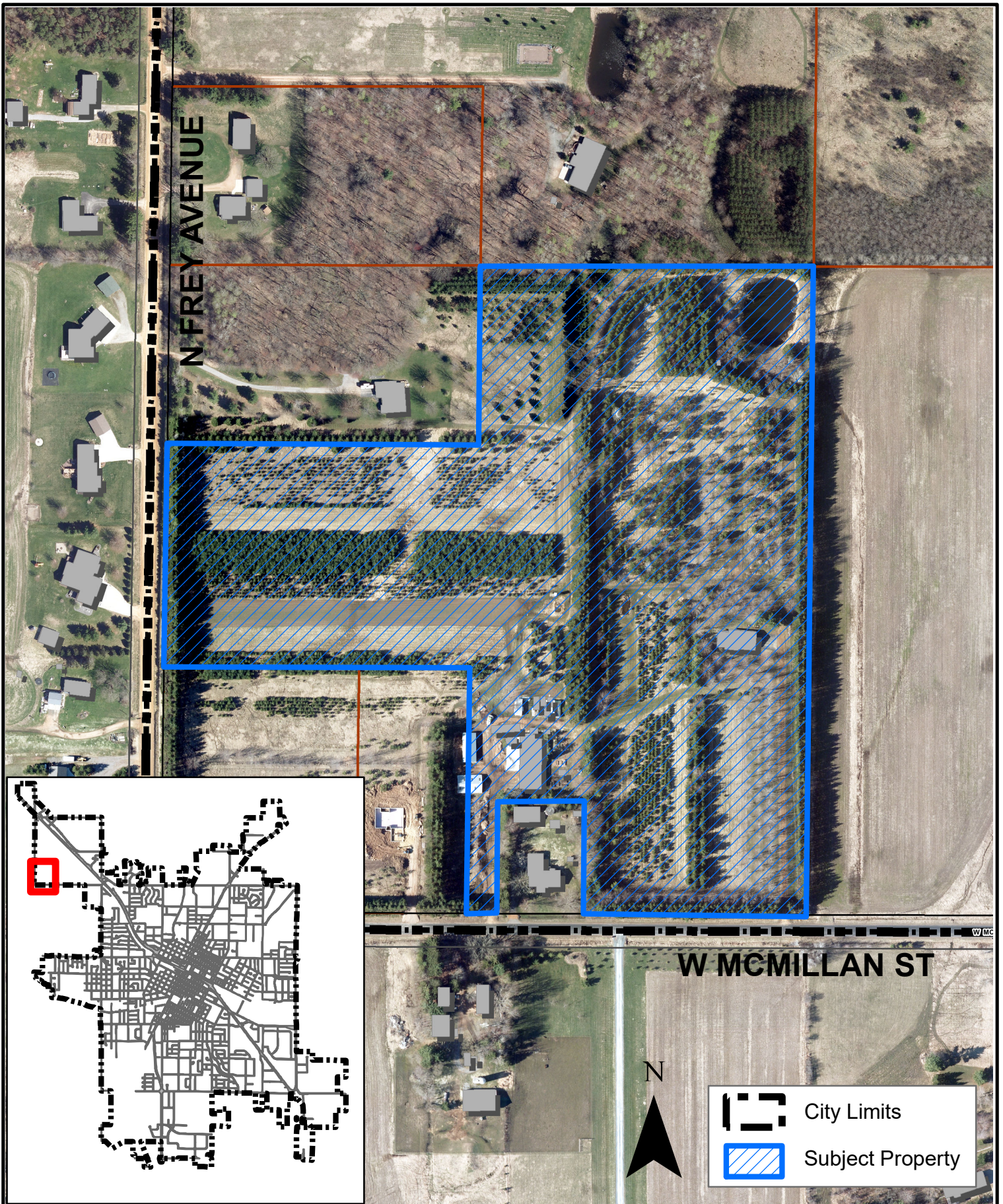
Recommendation

APPROVE the Conditional Use Permit Request by Ronald and Mary Ann Machtan to subdivide a property within the Rural Holding Zoning District (RH-35 District) at a density of greater than one unit per 35 acres for property located at 2905 W McMillan Street (parcel 250-2602-363-9987), with the following conditions/exceptions:

1. Any further subdivisions of either resultant parcel shall require Plan Commission and Common Council review and Conditional Use Permits.

Attachments

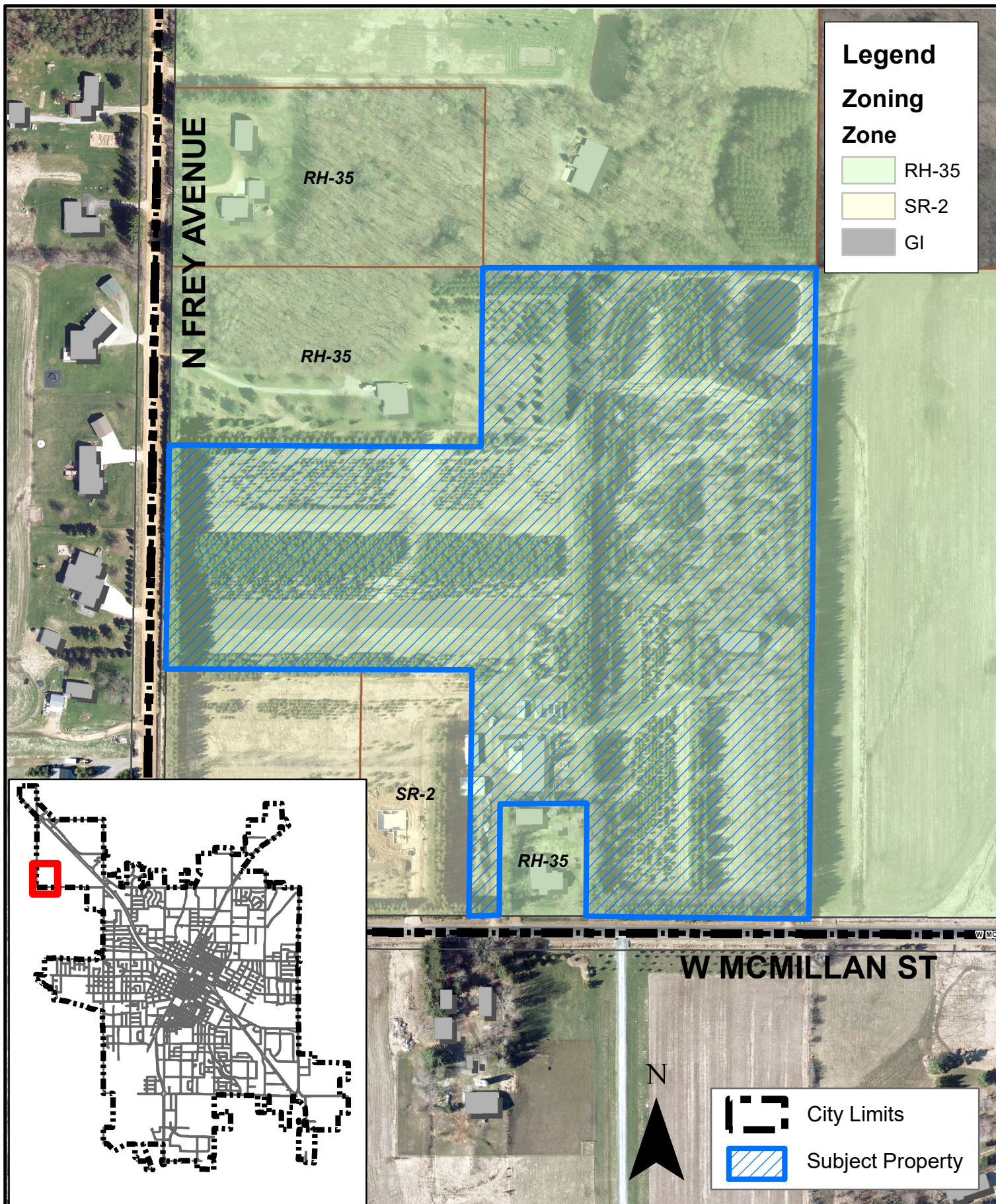
1. Location Map
2. Zoning Map
3. Certified Survey Map
4. Future Land Use Map



**Location Map:
2905 W McMillan Street**

0 130 260 520 Feet

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.



Zoning Map: 2905 W McMillan Street

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.

CERTIFIED SURVEY MAP
MARATHON COUNTY NO. _____

PART OF THE SOUTHWEST 1/4 OF THE SOUTHWEST 1/4
OF SECTION 36, TOWNSHIP 26 NORTH, RANGE 2 EAST,
CITY OF MARSHFIELD, MARATHON COUNTY, WISCONSIN.

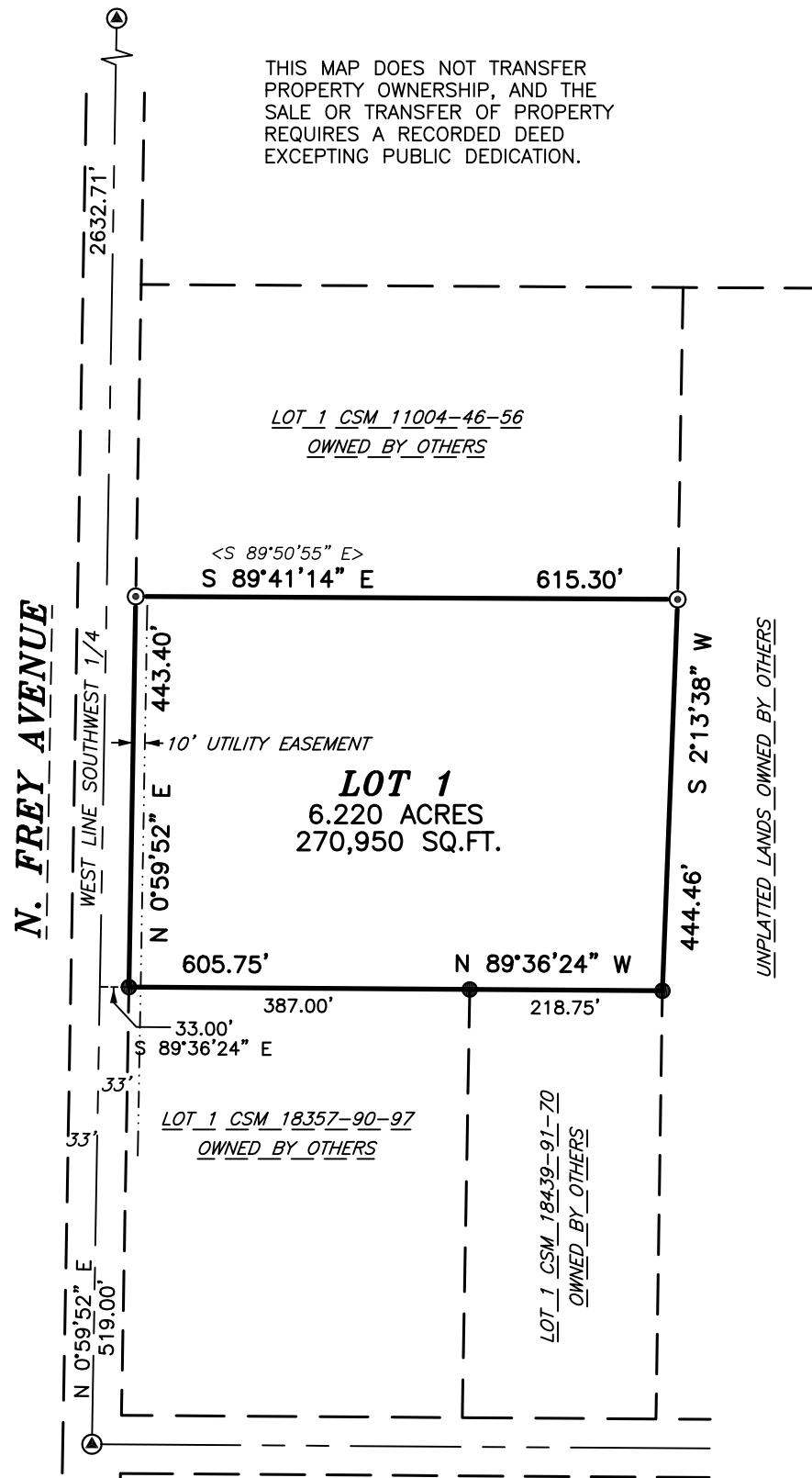
VREELAND ASSOCIATES, INC.
LAND SURVEYORS & ENGINEERS
6103 DAWN STREET WESTON, WI. 54476
PH (715) 241-0947 tim@vreelandassociates.us

PREPARED FOR: **RON MACHTAN**

FILE #: 22-0332 MACHTAN

DRAFTED AND DRAWN BY: TIMOTHY G. VREELAND

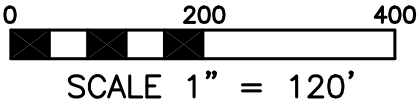
WEST 1/4 CORNER
SECTION 36-26-2 EAST
SPIKE FOUND



SOUTHWEST CORNER
SECTION 36-26-2 EAST
SMP SPIKE FOUND

W. MCMILLAN STREET

BEARINGS REFERENCED TO THE
WEST LINE OF THE SOUTHWEST 1/4
BEARING N 0°59'52" E PER
WISCONSIN COUNTY COORDINATE SYSTEM
(MARATHON) NAD83 (2011)



LEGEND

- ⊙ = GOVERNMENT CORNER LOCATION
PER COUNTY SURVEY RECORDS
- = 1.315" OUTSIDE DIAMETER IRON
PIPE FOUND IN PLACE
- ⊙ = 0.75" REBAR FOUND IN PLACE
- < > = PREVIOUSLY RECORDED AS
CSM = CERTIFIED SURVEY MAP

CERTIFIED SURVEY MAP
MARATHON COUNTY NO. _____

PART OF THE SOUTHWEST 1/4 OF THE SOUTHWEST 1/4 OF SECTION 36, TOWNSHIP
26 NORTH, RANGE 2 EAST, CITY OF MARSHFIELD, MARATHON COUNTY, WISCONSIN.

SHEET 2 OF 2 SHEETS

SURVEYORS CERTIFICATE

I, TIMOTHY G. VREELAND, PROFESSIONAL LAND SURVEYOR, DO HEREBY CERTIFY THAT AT THE DIRECTION
OF RON MACHTAN, I SURVEYED, MAPPED AND DIVIDED THAT PART OF THE SOUTHWEST 1/4 OF THE
SOUTHWEST 1/4 OF SECTION 36, TOWNSHIP 26 NORTH, RANGE 2 EAST, CITY OF MARSHFIELD, MARATHON
COUNTY, WISCONSIN, DESCRIBED AS FOLLOWS:

COMMENCING AT THE SOUTHWEST CORNER OF SAID SECTION 36; THENCE N 0°59'52" E ALONG THE
WEST LINE OF THE SOUTHWEST 1/4 519.00 FEET; THENCE S 89°36'24" E 33.00 FEET TO THE EAST LINE OF
N. FREY AVENUE AND TO THE POINT OF BEGINNING; THENCE N 0°59'52" E ALONG THE EAST LINE OF N. FREY
AVENUE 443.40 FEET; THENCE S 89°41'14" E ALONG THE SOUTH LINE OF LOT 1 OF CERTIFIED SURVEY MAP
NUMBER 11004 615.30 FEET; THENCE S 2°13'38" W 444.46 FEET; THENCE N 89°36'24" W ALONG THE NORTH
LINE OF LOT 1 OF CERTIFIED SURVEY MAP NUMBER 18439 AND LOT 1 OF CERTIFIED SURVEY MAP NUMBER
18357 605.75 FEET TO THE POINT OF BEGINNING. SUBJECT TO ALL EASEMENTS, RESTRICTIONS AND RIGHTS
OF WAY OF RECORD AND USE.

THAT SUCH MAP IS A CORRECT REPRESENTATION OF ALL EXTERIOR BOUNDARIES OF THE LAND
SURVEYED AND THE DIVISION AND THE CERTIFIED SURVEY MAP THEREOF MADE.

THAT I HAVE FULLY COMPLIED WITH SECTION 236.34 OF THE WISCONSIN STATUTES IN SURVEYING,
MAPPING AND DIVIDING THE LANDS, CHAPTER A-E 7 OF THE WISCONSIN ADMINISTRATIVE CODE AND THE LAND
DIVISION ORDINANCE OF THE CITY OF MARSHFIELD, ALL TO THE BEST OF MY KNOWLEDGE AND BELIEF IN
SURVEYING, DIVIDING AND MAPPING THE SAME.

DATED THIS 19TH DAY OF JULY, 2022
SURVEY PERFORMED JULY 14TH, 2022

TIMOTHY G. VREELAND P.L.S. 2291

OWNERS CERTIFICATE OF DEDICATION

AS OWNERS, WE HEREBY CERTIFY THAT WE CAUSED THE LAND DESCRIBED ON THIS MAP TO BE
SURVEYED, DIVIDED, MAPPED AND DEDICATED AS REPRESENTED ON THE MAP. WE ALSO CERTIFY
THAT THIS MAP IS REQUIRED BY s.236.10 OR s.236.12 TO BE SUBMITTED TO THE FOLLOWING FOR
APPROVAL OR OBJECTION: CITY OF MARSHFIELD

RONALD MACHTAN

MARY ANN MACHTAN

STATE OF WISCONSIN)
COUNTY) SS

PERSONALLY CAME BEFORE ME THIS _____ DAY OF _____, 2022, THE ABOVE NAMED
RONALD MACHTAN AND MARY ANN MACHTAN TO ME KNOWN TO BE THE SAME PERSONS WHO
EXECUTED THE FOREGOING INSTRUMENT AND ACKNOWLEDGED THE SAME.

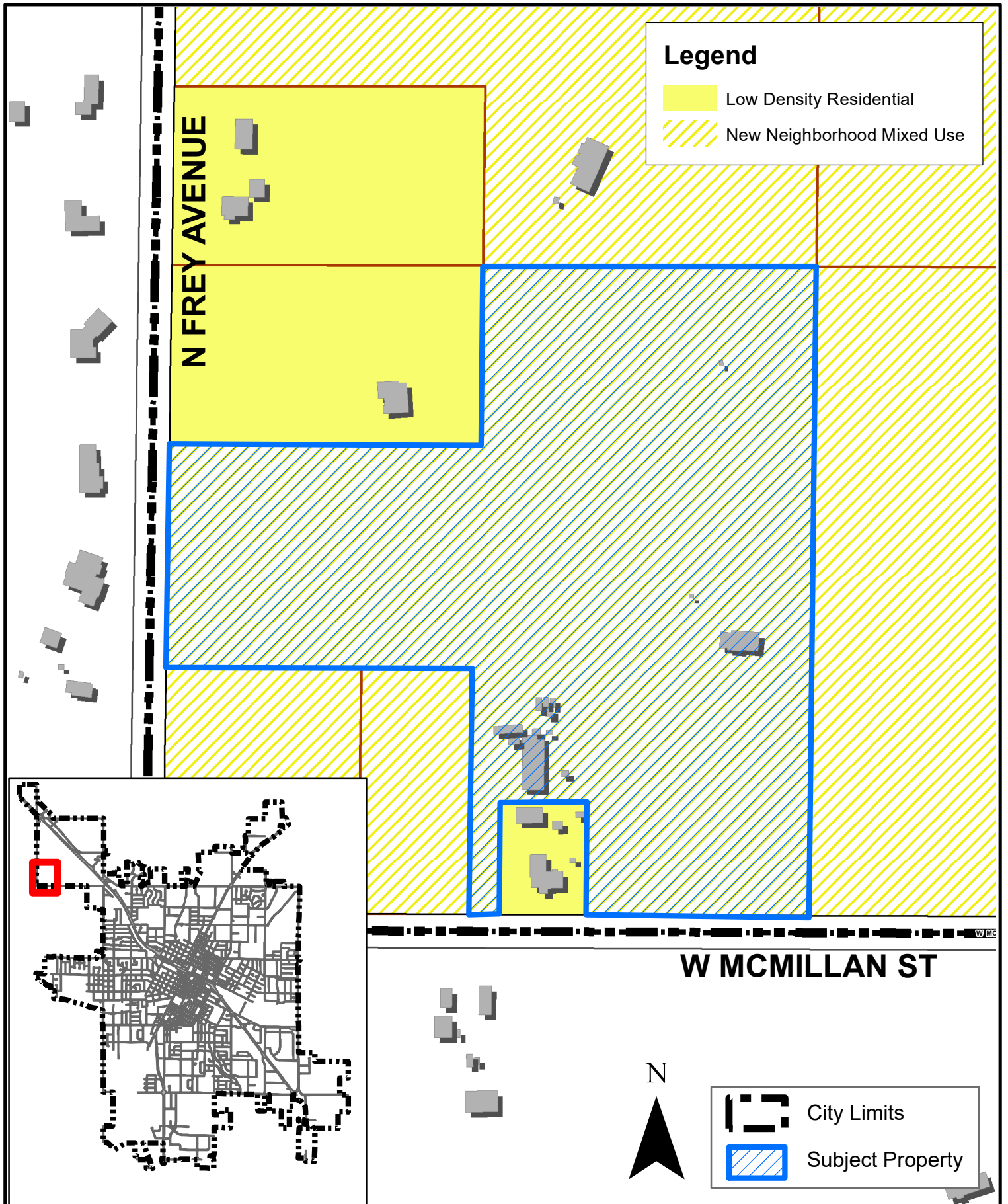
NOTARY PUBLIC, _____ COUNTY, WISCONSIN

MY COMMISSION EXPIRES _____

THIS CERTIFIED SURVEY MAP IS APPROVED IN
ACCORDANCE WITH CHAPTER 19-61(3) OF THE
MUNICIPAL CODE.

DATE

CITY OF MARSHFIELD ENGINEER



TO: Plan Commission
FROM: Steven D. Wiley, AICP, City Planner
DATE: August 16, 2022

RE: Master Sign Plan Request by the Marshfield Mall, located at 503 E Ives Street (parcels 33-03216 and 33-03216BA), to update the Master Sign Plan for the site and allow updates to the site signage.

Subject Site

<i>Existing Land Use</i>	<i>Zoning</i>
Commercial – Marshfield Mall	Community Mixed Use (CMU)

Adjacent Land Use and Zoning

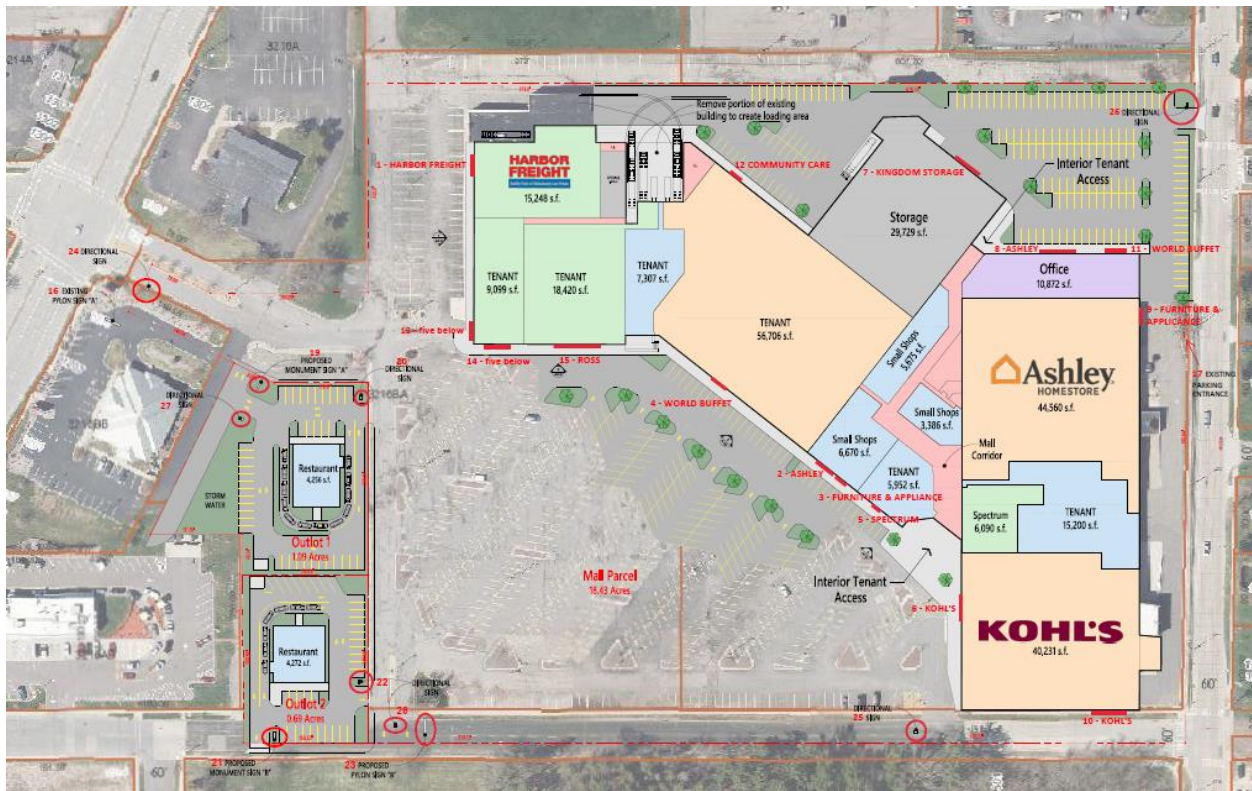
<i>Existing Uses</i>		<i>Zoning</i>
North	Commercial – Central City Credit Union, Central City Plaza, Hotel	Community Mixed Use (CMU)
South	Braem Park	Single family Residential-3 (SR-3)
East	Single-family Residential, Two-family Residential	Two Family Residential-6 (TR-6),
West	Commercial – McDonald’s, office building, bank	Community Mixed Use (CMU)

Comprehensive Plan

<i>Land Use Recommendation</i>	<i>Land Use</i>
Future Land Use Map Recommendation	General Commercial

Background

The subject property is the Marshfield Mall which occupies two large parcels. In July 2016, a master sign plan was approved for the Marshfield Mall for new signage. The 2016 plan allowed for a single freestanding monument sign, a number of proposed wall signs, and future wall signage. Since the original approval, the owners of the Mall have indicated their desire to renovate the mall to a configuration where tenants have direct exterior access. In early 2022, one of the Mall owners approached City staff and explained his intentions to renovate the mall. The Mall owner’s sign consultant later approached staff about updating the mall’s signage. The upgrades include removal of some existing signs, replacement of existing signs, and installation of new signs. The changes are intended to upgrade the mall signage and accommodate signage needs for the renovated mall and new tenants. This request is a comprehensive update to the Marshfield Mall’s Master Sign Plan.



The above map shows the locations of signs included in the Master Sign Plan and Mall site.

Analysis

The master sign plan analysis will include four items: allowable signage, existing signage, proposed signage, and future signage.

Applicable Sections of the Municipal Code

- Section 24-10 includes the regulations governing Master Sign Plans.
- Section 24-10(2) states that a master sign plan shall be required in the following circumstances:
 - (a) Two or more signs are installed that do not meet all of the individual sign standards;
 - (b) Two or more signs are proposed for a Campus District or nonresidential Group or Large Development
 - (c) Signs in a Campus District or Group or Large Development that exceed 50 square feet in area;
 - (d) An amendment to an existing master sign plan is being proposed when the proposed signage does not comply with the existing master sign plan or the individual sign standards currently in place, whichever is less restrictive;
 - (e) The Zoning Administrator determines that a master sign plan is needed because of project characteristics such as:
 1. Size and number of proposed signs,
 2. Limited site visibility, or
 3. Site location relative to major transportation routes.

Based on the proposed signage all of the above would apply. Section 24-04 limits the total amount of signage for each lot to 2 square feet of signage per linear foot of street frontage. The

Marshfield Mall has worked with Poblocki on the updated Master Sign Plan. The applicant provided square footages for the total existing and proposed signage.

Table A: Existing and Proposed Signage

MARSHFIELD MALL SIGNAGE							
Sign Type	Location/façade	Height	Size (Area)	Setback	Sign Display/Copy	Notes	Approval
Freestanding Existing							
Monument Sign	North Central Avenue	25	220 (sign copy)	22	Marshfield Mall w/Multiple Tenants	To be removed/replaced	
Directional Sign	North Peach Avenue		19	20	Parking Entrance		
Total Existing Freestanding Sign Area - 239 square feet							
Freestanding Proposed							
Sign Type	Location/façade	Height	Size (Area)	Setback	Sign Display/Copy	Notes	Approval
Monument Sign	North Central Avenue	25	205 (sign copy)	22	Marshfield Towne Center w/eight (8) tenant panels	Replace existing monument sign - 18	
Monument Sign 'A'	Outlot 1	5	10	TBD	TBD	New Sign 19	
Directional Sign	Outlot 1 North side	4	8	TBD	TBD	New Sign 20	
Monument Sign 'B'	Outlot 2	5	10	TBD	TBD	New Sign 21	
Directional Sign	Outlot 2 East side	4	8	TBD	TBD	New Sign 22	
Pylon Sign 'B'	E Ives Street	25	205 (sign copy)	22	TBD	New Sign 23	
Directional Sign	North Central Avenue	4	6	TBD	TBD	New Sign 24	
Directional Sign	East Ives Street	4	6	TBD	TBD	New Sign 25	
Directional Sign	Peach Avenue	4	6	TBD	TBD	New Sign 26	
Directional Sign	Outlot 1 West side	4	8	TBD	TBD	New Sign 27	
Directional Sign	East Ives Street	4	8	TBD	TBD	New Sign 28	
Total Proposed Freestanding Sign Area - 480 square feet							
Wall Signage							
Sign Type	Location/façade	Height	Size (Area)	Setback	Sign Display/Copy	Notes	Approval
Wall Signage	West Façade	5' 1 1/4"	142		Harbor Freight	Existing Sign 1	
Wall Signage	South Façade		136		Ashley Home Store	Existing Sign 2	110929
Wall Signage	South Façade		78		Furniture & Appliance Mart	Existing Sign 3	110929
Wall Signage	South Façade		75		World Buffet	To be relocated or removed at a later date - Sign 4	120525
Wall Signage	South Façade		41		Charter Communications	Existing Sign 5	20151218
Wall Signage	South Façade	5'-0"	193		Kohl's	Existing Sign 6	
Wall Signage	South Façade	4'-0"	153		Kingdom Storage	Existing Sign 7	
Wall Signage	North Façade		45		Ashley Home Store	Existing Sign 8	110929
Wall Signage	East Façade		41		Furniture & Appliance Mart	Existing Sign 9	110929
Wall Signage	West Façade	3'-6"	94		Kohl's	Existing Sign 10	
Wall Signage	North Façade		75		World Buffet	To be relocated or removed at a later date - Sign 11	120525
Wall Signage	North Façade				Community Care	Existing Sign 12	121015
Total Existing Wall Signage Area - 1,073 square feet							
Wall Signage	West Façade		84.76		Five Below Hot Stuff	New Sign 13	
Wall Signage	South Façade		42.21		Five Below	New Sign 14	
Wall Signage	South Façade	18'-0"	230		Ross Dress for Less	New Sign 15	
Total Proposed Wall Signage Area - 1,429.97 square feet initially, 1,279.97 when World Buffet signs are removed							

The total existing and proposed signage areas for each street frontage are under the limit of allowable signage throughout the site with the exception of the N Central Avenue monument sign. The monument sign would replace the existing monument and is not increasing in dimensions. Many of the proposed new signs are interior to the site so will not add significantly to signage along the street frontages in several cases. The bulk of the additional street frontage signage would be along E Ives Street with a proposed monument sign for Outlot B, a proposed

pylon sign, and proposed directional signage.

Existing Signage

There are approximately 14 existing signs on the site included in the plan and the applicants will leave some of them as they are, remove two, and replace one. Currently the Marshfield Mall has 1,417 square feet of gross sign area. Note that this does not include small informational and directional signage (interior-oriented signs) as they do not require permits. Of the existing signs, the applicants plan to replace the freestanding sign on Central Avenue, remove 2 World Buffet signs, and leave 11 signs as they are.

Proposed Signage

There are 14 new signs proposed in the plan. Of these 1 (the monument sign on N Central Avenue) is a new sign that would replace the existing monument in the same location. The remainder include monument signs (one for each of the two outlots), a pylon sign for E Ives Street to match the proposed N Central Avenue pylon, seven (7) directional signs to be located at various locations on-site, and three (3) on-building signs for tenants. There are 13 entirely new signs proposed where no signs currently exist. These would all be entirely new signs rather than face changes. The site plan shows the proposed locations of all new signs.

The sign plan includes 10 existing wall signs where no changes are proposed. The plan includes a total of 28 signs mentioned and 3 to be removed (one to be replaced), for a total of 26 signs proposed. The largest signs are monument signs proposed at the N Central Avenue and E Ives Street entrances to the mall and wall signs for the facades of the largest tenants.

Future Signage

According to the applicants there is currently 1,417 square feet of gross sign area for installed permitted signs on the Marshfield Mall site. For wall signage the applicants have a maximum area of 3 square feet of signage per linear foot of tenant façade or 25% of the tenant façade area (whichever is more restrictive). This would exceed the code maximum of 10% of the façade area for wall signage. For freestanding signage the applicants request the ability to install an assortment of monument and directional signs around the site.

The applicants believe this would allow them to accommodate the 1,279.97 square feet (923 sq. ft. existing, 356.97 sq. ft. proposed) of proposed wall signage and potential future signage under the same style. Note that the 1,279.97 square feet does not include the 2 World Buffet signs that would be removed. The three square feet per linear foot of building frontage accounts for the fact that many parts of the Mall are set back significantly from the rights-of-way. In allowing the proposed 480 square feet of freestanding signage the applicants believe they can update the signage to match the renovated appearance of the Mall and ensure visibility for people approaching and traveling through the site.

Staff recommends that the Marshfield Mall be allowed to install the signs covered under this plan up until August 23, 2027 (5-year plan). This plan would remain in effect until the date passes or total signage proposed in this plan is installed. Afterwards, the mall may request to revisit the plan to extend it or to complete the necessary improvements, draft a new plan, or revert to following the code requirements that are in place at that time. Staff would recommend as a condition of approval a requirement that the Marshfield Mall submit annual reports to City staff indicating what signs and square footages were installed during the year.

Sign Permit Fee

The City charges a fee of \$150.00 for a Master Sign Plan and \$50 for each individual sign. The City does not charge for informational signs of 6 square feet in area or less or small interior oriented signs (which are located on the interior of a premises and not directed toward traffic or pedestrians in the public right-of-way. In many cases the average Master Sign Plan fee ranges from \$250 to \$300 and does not pay for the staff time to compile the information. In this case the applicants have put together most of the information. Given the scope of the project staff believes it makes sense to charge an overall fee based on the number of proposed signs. Below is a table breaking down the fee calculation proposed.

Table B: Cost Calculation (Standard Sign Permit)

Total Signs (Over 6 sq. ft.)	Standard Permit Fee	Sign Fee	Total Fee
11	\$50.00	11 signs x \$50 = \$550	\$150 + \$550 = \$700

Based on the standard calculation, the fee would equate to \$550 + \$150 for a total of \$700. Since the applicants have not proposed a specific amount of future square footage staff would recommend charging the standard fee which includes the \$150 already paid for the master sign plan application and the standard permit fee of \$50 per sign. Any future sign face changes or sign replacements would be charged standard permit fees. The fee does not include existing signs that will remain as they are as these were already permitted under the previous Master Sign Plan.

Applicability and Review Process

A master sign plan is a plot plan and accompanying documentation that identifies all existing and proposed on-premise signage of two or more signs where one or more of the individual sign standards are not met.

The application includes replacing the existing freestanding sign on N Central Avenue, installation of a new monument sign on E Ives Street, monument signs for each of the two outlots, new directional signage onsite, and installation of three (3) new wall signs. Many existing wall signs would remain.

Comparison of Total Sign Area

The applicants request the ability to install and retrofit signage on the Mall property under this Master Sign Plan update.

Table C: Marshfield Mall Allowable Signage

Marshfield Mall Allowable Signage					
Street Frontage	Direction	Linear Footage	Allowable Area	Existing Signage	Proposed Signage
N Central	West	63.26 linear feet	126.58 square feet	220 square feet	211 square feet
E Ives St	South	1,129.58 linear feet	2,258.74 square feet	94 square feet	323 square feet
Peach Ave	East	790.04 linear feet	1,580 square feet	60 square feet	66 square feet
	North				

The monument sign on the N Central Avenue frontage will remain similar in dimensions (height and area) to the existing. The applicants will maintain the existing sign structures for all wall signs except for two of the World Buffet signs which would be removed. Three new wall signs

(Five Below and Ross) are proposed. The bulk of the additional sign area would be the three new wall signs for tenants, the 2 proposed monument signs for the outlots, E Ives Street pylon sign, and directional signs. In the case of N Central Avenue, the proposed signage would exceed the amount of allowable signage. However, the overall sign area for N Central Avenue would decrease from before. In the case of E Ives Street and N Peach Avenue, the amount of sign area would increase from before but would remain well under the areas allowed by code (see Table C). Staff is supportive of the proposed signage because N Central Avenue is the busiest route and the applicants would remain well under the maximum sign area for freestanding signs permitted on the other two street frontages.

Requests for Exceptions or Consideration of Flexible Criteria

The applicants request exceptions to the individual sign standards for height, size, and setback. Exceptions include the following:

- Height of the proposed N Central Avenue and E Ives Street monument signs (25 feet rather than the 12-foot maximum permitted by code)
- Area of the proposed N Central Avenue and E Ives Street monument signs (205 square feet rather than the 100 square foot maximum permitted by code)
- Number of freestanding signs (one directional sign and one pylon sign on Parcel 33-03216BA) rather than one freestanding sign for the lot.
- Wall signage permitted (3 square feet of sign area per linear foot of tenant façade or 25% of the tenant façade area whichever is more restrictive) rather than 10% maximum of the façade area.

The main exception approved in 2016 was to allow the N Central Avenue freestanding sign to have a maximum height of 25 feet and area of 220 square feet. Staff anticipates that the freestanding signs can meet the required 5-foot setback. The required 5-foot setback could allow for exceptions in the case of hardships which would require staff review on a case-by-case basis. Since this is a master sign plan, the sign ordinance affords flexibility for the signage completed under the plan.

The Marshfield Mall is a unique site in that the setbacks from N Central Avenue and E Ives Street, scale, size, and the number of visitors trigger a need to have larger signs and enough signs to direct people onsite. The freestanding monument and directional signs around the periphery of the site are intended to attract attention or direct people arriving to the site while the wall signage is mostly intended for people who have arrived onsite. The Marshfield Mall is undergoing a major renovation with some tenants changing and a number of tenants desire larger signage than what was permitted under the 2016 Master Sign Plan. Therefore, staff believes that this update to the 2016 Master Sign Plan is appropriate.

Master Sign Plan Summary

The applicants request 480 square feet of freestanding signage and 1,279.97 square feet of wall signage for a total of 1,759.97 square feet of signage under this Master Sign Plan. Exceptions to the individual sign standards are requested for height, size, and setback. Staff recommends allowing these exceptions. The ordinance minimum 5-foot setback for all freestanding signs would remain under this Master Sign Plan update. Staff would recommend allowing an exception to allow a reduced setback where there is a hardship. Signs located within 5 feet of the right-of-way or within the vision triangles must be reviewed by staff on a case-by-case basis. The Marshfield Mall will be allowed to install the signs covered under this plan until August 23,

2027 (5-year plan) or until all signs proposed are accounted for, whichever comes first. Once the date has elapsed or all signage permitted under this plan is installed, the Marshfield Mall may request to revisit the plan to extend it or to complete the necessary improvements, draft a new plan, or revert to following the code requirements that are in place at that time. The total fee for the Master Sign Permit would be \$700 to be paid up front prior to the installation of any signs. The Marshfield Mall is still responsible to obtain any other required permits and pay the applicable fees (i.e. building or electrical permits).

Plan Commission Options

The Plan Commission can make the following recommendations:

1. Approval of the request with any exceptions, conditions, or modifications the Commission finds 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

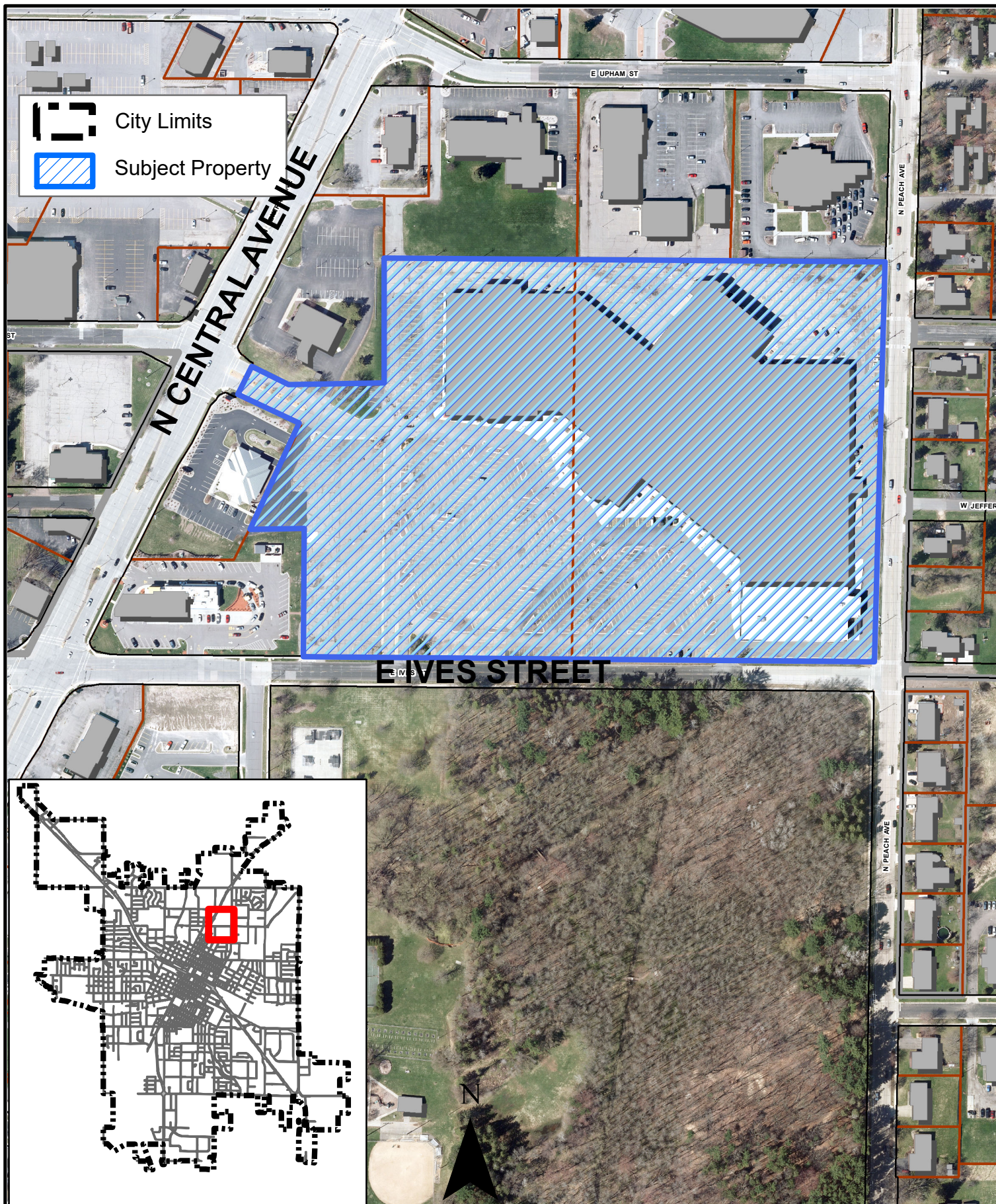
Staff recommends approval of the Master Sign Plan Request by the Marshfield Mall located at 703 E Ives Street (parcels 33-03216 and 33-03216BA), to allow for the replacement of 1 sign and the addition of 13 signs and for exceptions to the sign height, area, and placement requirements with the following conditions/exceptions:

1. After the issuance of sign permits under this updated Master Sign Plan, a master sign plan amendment must be reviewed and approved by Plan Commission prior to the issuance of any future permits for new signs on the Marshfield Mall properties zoned “CMU” Community Mixed Use District.
2. Master Sign Plan to be a five-year plan in effect until August 23, 2027 or until all signs proposed are accounted for, whichever comes first.
3. Face changes may be approved administratively.
4. The 13 new signs, replacement of 1 sign, removal of 2 signs, and locations of the signs are approved as presented.
5. Maximum of up to 3 square feet of sign area per linear foot of tenant façade or 25% of the tenant façade area (whichever is more restrictive) permitted per tenant wall sign with a 50 square foot minimum sign area permitted regardless of tenant façade area.
6. All new signs and changes to existing signs shall comply with the vision triangle/clearance requirements in Section 18-102 of the Municipal Code unless the City Engineer grants approval to allow such signs to encroach into a vision triangle.
7. Other than vision triangle/clearance requirements mentioned in #6 above, exceptions from the individual sign standards are granted for height, size, and setback for the signage as proposed in the package submitted by the applicant.
8. The 5-foot setback required by code between freestanding signage and the right-of-way shall remain in effect. Exception to allow a reduced setback where hardships exist shall require staff review on a case-by-case basis.
9. The total fee of \$700 for the Master Sign Permit shall be paid prior to the installation of any signs.
10. The Marshfield Mall is responsible to obtain any other required permits and pay the applicable fees (i.e. building or electrical permits).

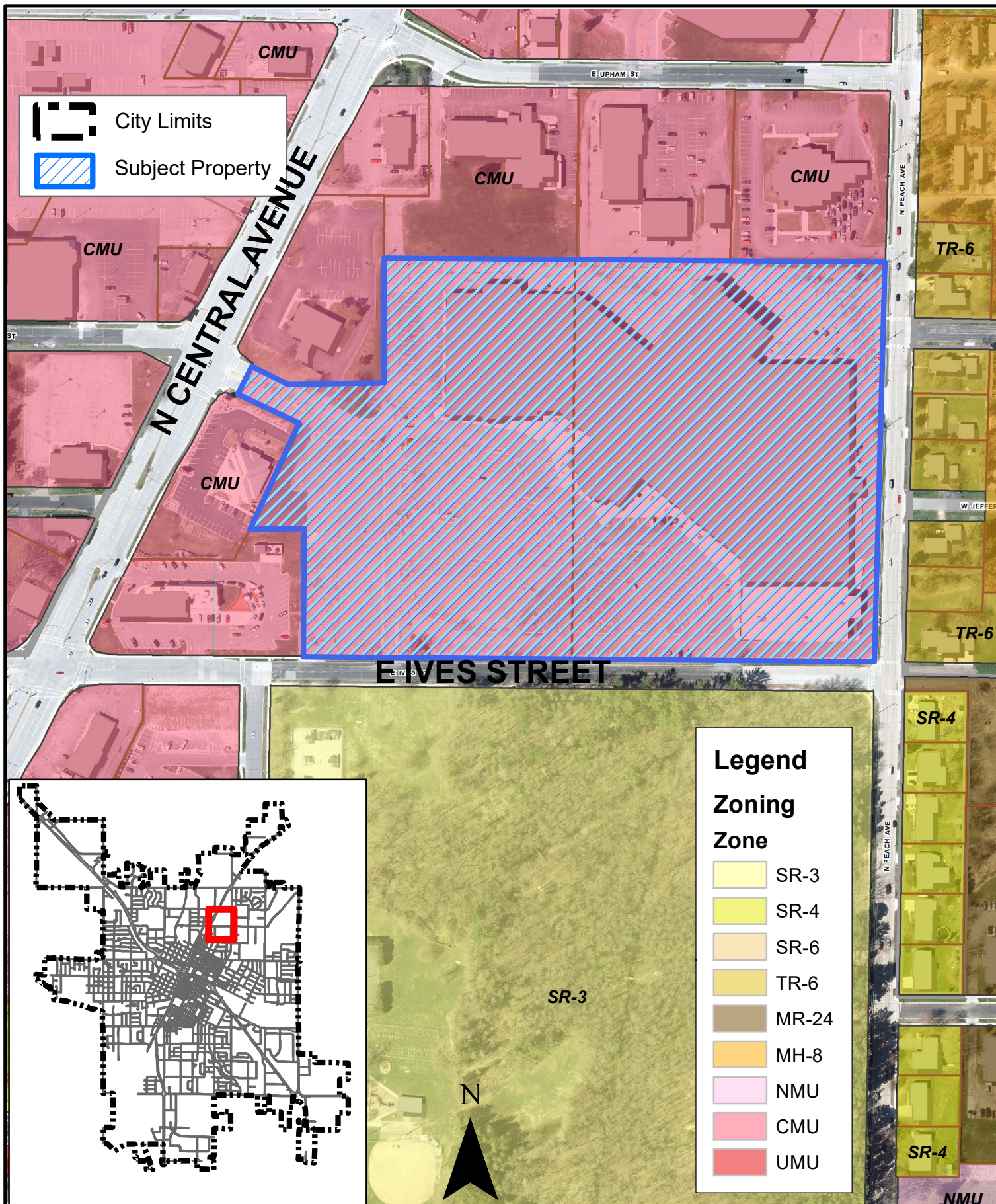
11. The Marshfield Mall to submit reports to City staff annually detailing what signs and square footage were installed during the year.

Attachments

1. Location Map
2. Zoning Map
3. Master Sign Application – Attachment (Revised 8/11/22)
4. Marshfield Mall Exterior Master Plan Site Plan (Existing and Proposed)
5. MON-01 – N Central Avenue and E Ives Street Proposed Monument Sign
6. MON-02 – Monument Sign Proof
7. PP-01 – Directional Sign Proof
8. PP-02 – Directional Sign Proof
9. Mall Elevations with Proposed Signage Locations
10. Five Below – Ross Proposed Signage
11. Marshfield Town Center Sign Criteria 2022
12. Resolution
13. Future Land Use Map



Location Map: 503 E Ives Street



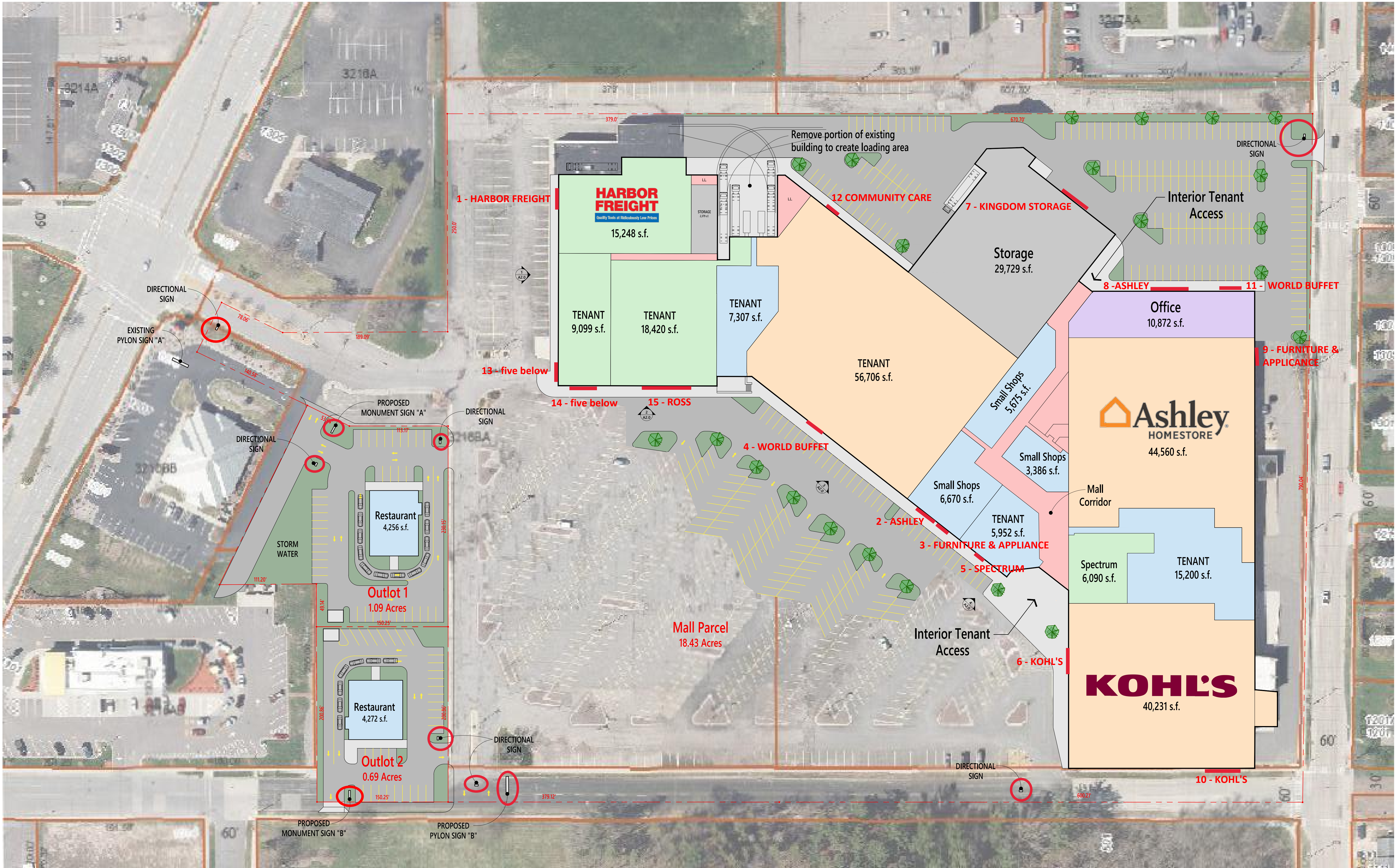
CITY OF MARSHFIELD
MASTER SIGN APPLICATION - ATTACHMENT (REVISED 8/10/22)

FREESTANDING

	<i>Sign Type</i>	<i>Location/façade</i>	<i>Height</i>	<i>Size (Area)</i>	<i>Setback</i>	<i>Sign Display/Copy</i>	<i>Notes</i>	<i>Approval</i>
16	EXISTING	NORTH CENTRAL AVENUE	25	325	22	MARSHFIELD MALL W/TENANT PANELS	Remove and dispose of.	
17	EXISTING	NORTH PEACH AVENUE		19	20	PARKING ENTRANCE		
		TOTAL EXISTING		344				
18	PROPOSED	NORTH CENTRAL AVENUE	25	205	22	MARSHFIELD MALL W/TENANT PANELS	Replace existing DF Main Monument Sign	
19	PROPOSED	OUTLOT 1 NORTHWEST	5	10		COPY TO BE DETERMINED	Copy To Be Determined.	
20	PROPOSED	OUTLOT 1 NORTHEAST	4	8		P&P COPY TO BE DETERMINED	Copy To Be Determined.	
21	PROPOSED	OUTLOT 2 SOUTHWEST	5	10		COPY TO BE DETERMINED	Copy To Be Determined.	
22	PROPOSED	OUTLOT 2 SOUTHEAST	4	8		P&P COPY TO BE DETERMINED	Tenant copy To Be Determined.	
23	PROPOSED	EAST IVES STREET	25	205	22	MARSHFIELD MALL W/TENANT PANELS	New monument Tenants to be determinted.	
24	PROPOSED	NORTH CENTRAL AVENUE	4	6		WELCOME TO MARSHFIELD TOWNE CENTRE THANK YOU FOR VISITING	DF post & panel final copy To Be Determined.	
25	PROPOSED	EAST IVES STREET	4	6			DF post & panel final copy To Be Determined.	
26	PROPOSED	NORTH PEACH AVENUE	4	6			DF post & panel final copy To Be Determined.	
27	PROPOSED	OUTLOT 1 NORTHEAST	4	8		P&P COPY TO BE DETERMINED	Copy To Be Determined.	
28	PROPOSED	OUTLOT 1 NORTHEAST	4	8		P&P COPY TO BE DETERMINED	Copy To Be Determined.	
		TOTAL PROPOSED		480				

ON BUILDING

	<i>Sign Type</i>	<i>Location/façade</i>	<i>Height</i>	<i>Size (Area)</i>	<i>Setback</i>	<i>Sign Display/Copy</i>	<i>Notes</i>	<i>Approval</i>
1	EXISTING	WEST	5'1 1/4"	142	10	HARBOR FREIGHT		
2	EXISTING	SOUTH		136	32	ASHLEY HOME STORE		110929
3	EXISTING	SOUTH		78	32	FURNITURE & APPLIANCE MART		110929
4	EXISTING	SOUTH			32	WORLD BUFFET	To be removed at later date.	120525
5	EXISTING	SOUTH		41	32	SPECTRUM		20151218
6	EXISTING	SOUTH	5'-0"	193	5	KOHL'S		
7	EXISTING	SOUTH	4'-0"	153	12	KINGDOM STORAGE		
8	EXISTING	NORTH		45	15	ASHLEY HOME STORE		110929
9	EXISTING	EAST		41	6	FURNITURE & APPLIANCE MART		110929
10	EXISTING	WEST	3'-6"	94	17	KOHL'S		
11	EXISTING	NORTH		75	15	WORLD BUFFET	To be relocated at later date.	120525
12	EXISTING	NORTH			5	COMMUNITY CARE		121015
		TOTAL EXISTING		998				
13	PROPOSED	WEST		84.76	10	FIVE BELOW Hot Stuff. Cool....		
14	PROPOSED	SOUTH		42.21	32	FIVE BELOW		
15	PROPOSED	SOUTH	18'-0"	230	32	ROSS DRESS FOR LESS		
		TOTAL PROPOSED		356.97				



SIGN SPECIFICATIONS

[A] - CABINET

Lighting: Lit
Material: Aluminum
Face Color: Faux Wood finish to match elevations [TBD]
Cabinet Color: Faux Wood finish to match elevations [TBD]
Voltage: [TBD]
Installation: New Structure

[B] - GRAPHICS

Material: Push-thru depth [1/2" Proud of face]
Color: White

[C] - CABINET

Lighting: Lit
Material: Aluminum
Cabinet Color: Paint to match 3M 220-69 Duranodic
Voltage: [TBD]

[D] - GRAPHICS

Material: Vinyl
Color: 3M 220-69 Duranodic [Reverse Cut Copy]

[E] - REVEAL

Material: Aluminum
Color: Paint to match 3M 220-69 Duranodic

[F] - CAP

Material: Aluminum
Color: Paint Cream to match trim of elevations [TBD]

[G] - BASE

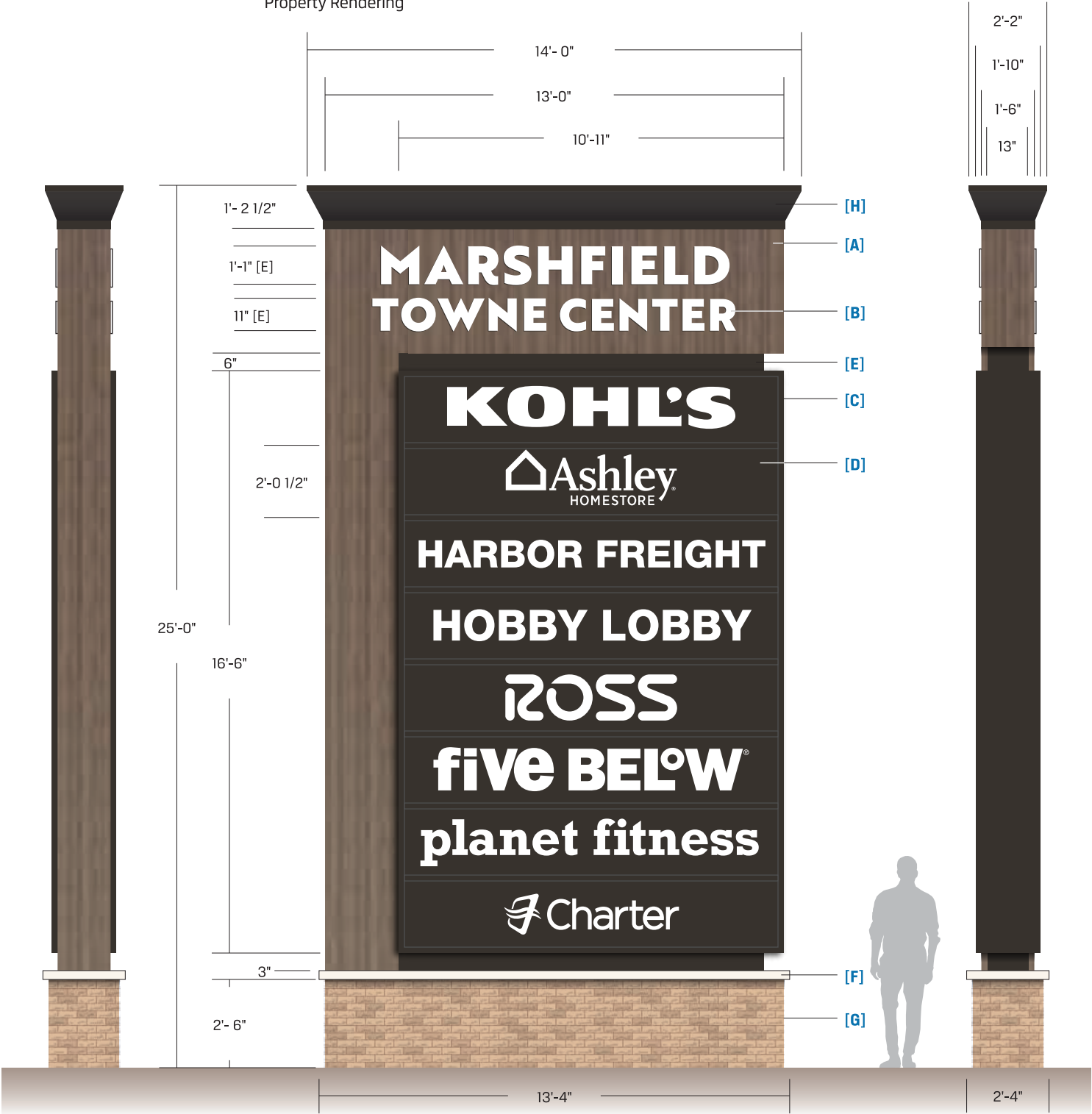
Material: Aluminum
Color: Brick veneer to match brick on elevations [TBD]

[H] - CAP

Material: Aluminum
Color: Paint Dark Brown to match caps on elevations [TBD]



Property Rendering



Existing Layout



Proposed Layout



922 S. 70th St., Milwaukee, WI 53214
414.453.4010 • www.poblocki.com

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Project

Marshfield Mall

Marshfield, WI

Scale: 1/4"=1'

Original Page Size: 11" x 17"

Notes

FAUX WOOD [TBD]

DARK BROWN [TBD]

CREAM [TBD]

Revisions

REV	DESCRIPTION	BY	DATE
01	Tenant config.	iH	03/1/22
02	Tenant config.	iH	03/3/22
03	Estimating specs	iH	03/4/22
04	Update tenants	iH	06/17/22
05	Update name & tenants	iH	06/20/22

Rep.: Blair Benes

Drawn By: Israel Hill

Orig. Date: 02/25/22

Sign Loc. No.

MON-01

D/F Monument

Sign. Type

93403

OPP - Project - Job No.

C01

Design

SIGN SPECIFICATIONS

[A] - CABINET

Lighting: Lit
Material: Aluminum
Face Color: Paint to match 3M 220-69 Duranodic
Cabinet Color: Paint to match 3M 220-69 Duranodic
Installation: New Structure

[B] - GRAPHICS

Material: Backed-up
Color: White Acrylic with translucent vinyl logos [TBD]

[C] - ACCENT

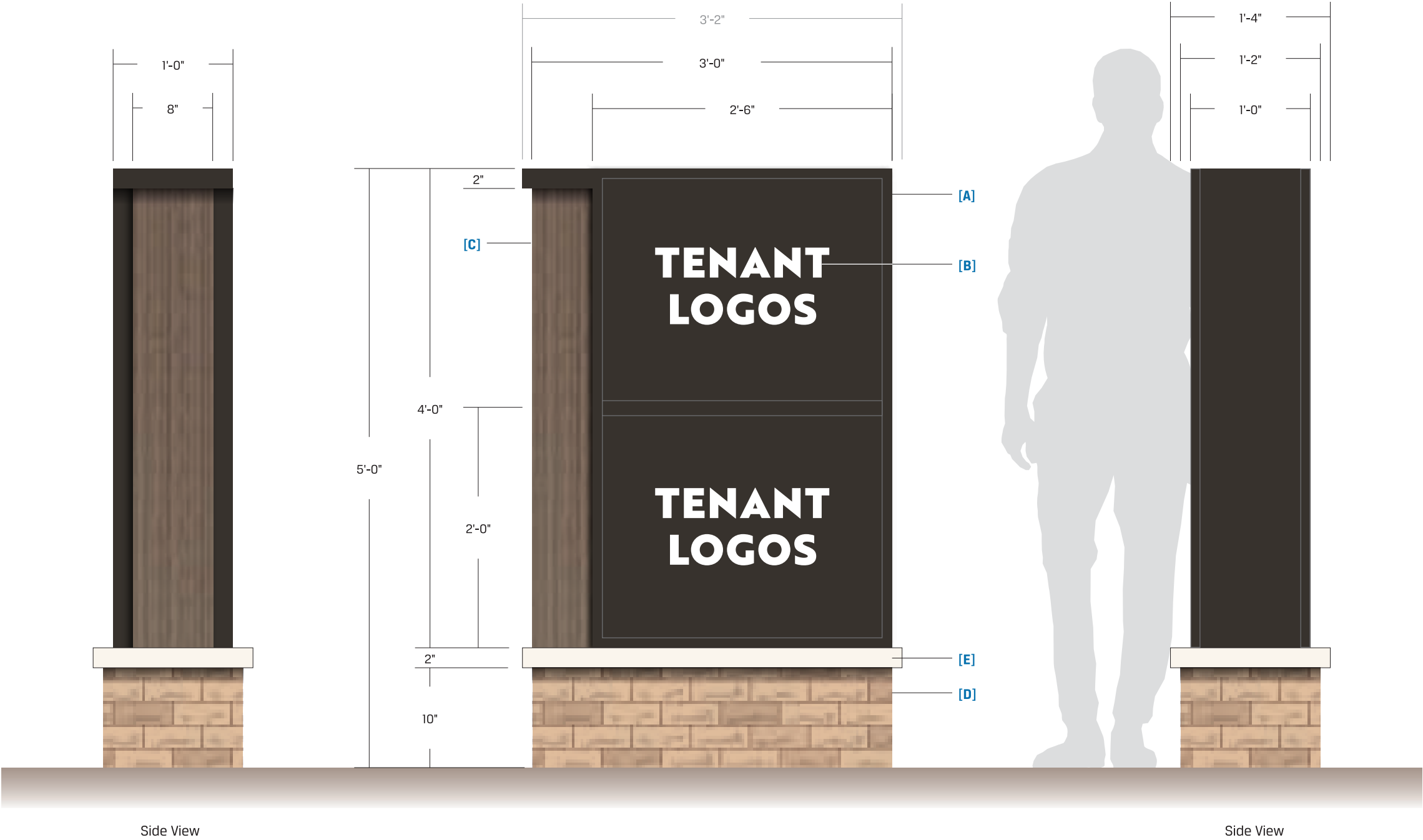
Material: Aluminum
Color: Faux Wood finish to match elevations/main pylon [TBD]

[D] - BASE

Material: Aluminum
Color: Brick veneer to match brick on elevations [TBD]

[E] - CAP

Material: Aluminum
Color: Paint Cream to match trim of elevations [TBD]



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Project
Marshfield Shopping Centre
Marshfield, WI

Scale: 1"=1'
Original Page Size: 11" x 17"

Notes
GRAPHICS [TBD]
COLORs [TBD]

Revisions			
REV	DESCRIPTION	BY	DATE
01	Remove tenants	IH	08.11.22

Rep.: **Blair Benes** Orig. Date: **08/09/22**
Drawn By: **Israel Hill**

Sign Loc. No. **Various**

MON-02
D/F Monument
Sign Type

93403 **C01**
OPP - Project - Job No. Design

SIGN SPECIFICATIONS

[A] - PANEL

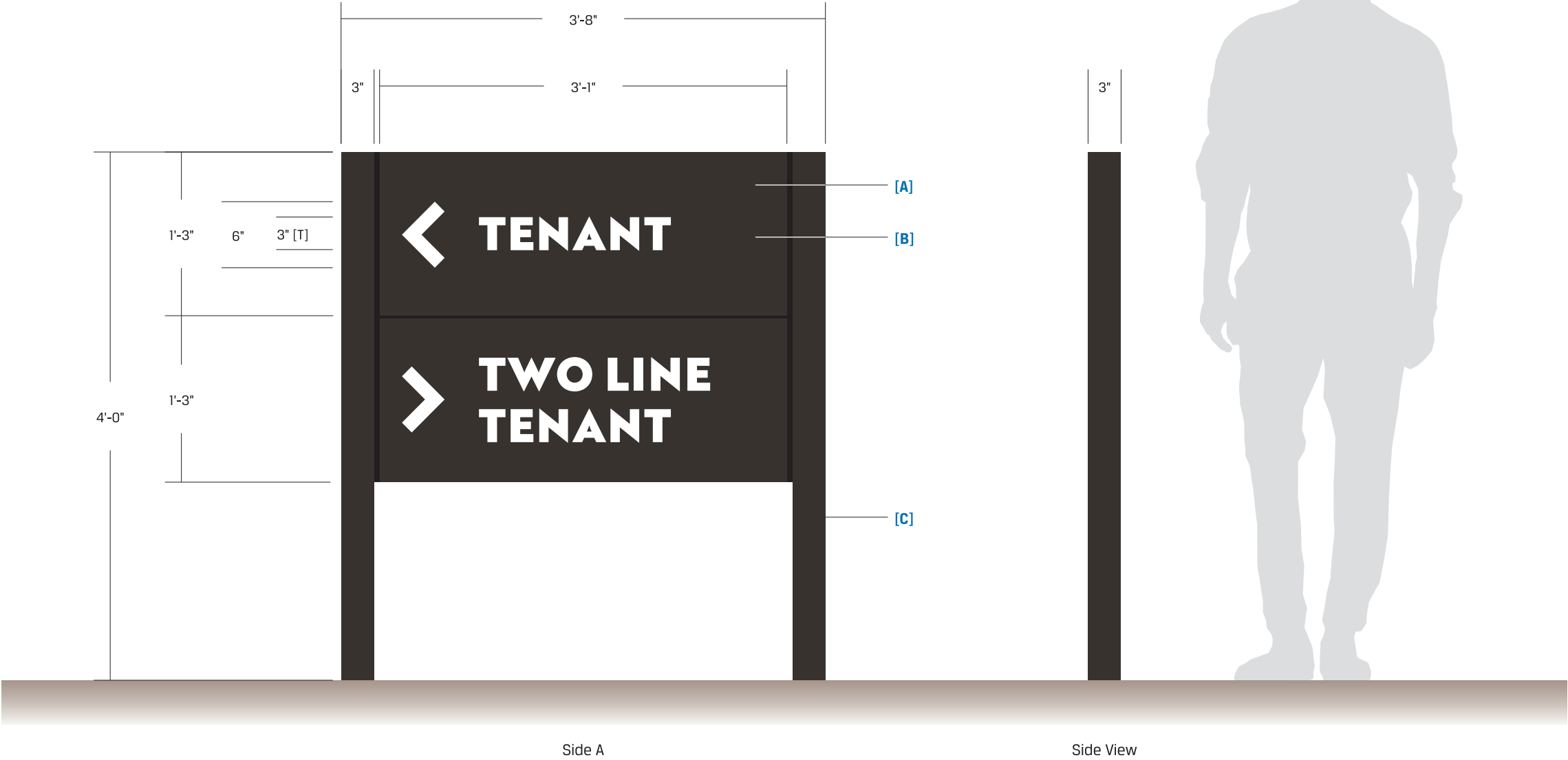
Material: Aluminum
Face Color: Paint to match 3M 220-69 Duranodic
Backside Color: Paint to match 3M 220-69 Duranodic

[B] - GRAPHICS

Material: Vinyl
Color: 3M 7725-10 White

[C] - POST

Material: Aluminum
Shape: Square
Size: 3" x 3"
Color: Paint to match 3M 220-69 Duranodic
Installation: Direct Bury



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Project

Marshfield Shopping Centre

Marshfield, WI

Scale: 1"=1'

Original Page Size: 11" x 17"

Notes

COPY [TBD]

Revisions

REV	DESCRIPTION	BY	DATE
01	Remove tenants	IH	08.11.22

Rep.: Blair Benes Orig. Date: 08/09/22

Drawn By: Israel Hill

Sign Loc. No. Various

PP-01

D/F Post & Panel

Sign Type

93403 **C01**

OPP - Project - Job No. Design

SIGN SPECIFICATIONS

[A] - PANEL

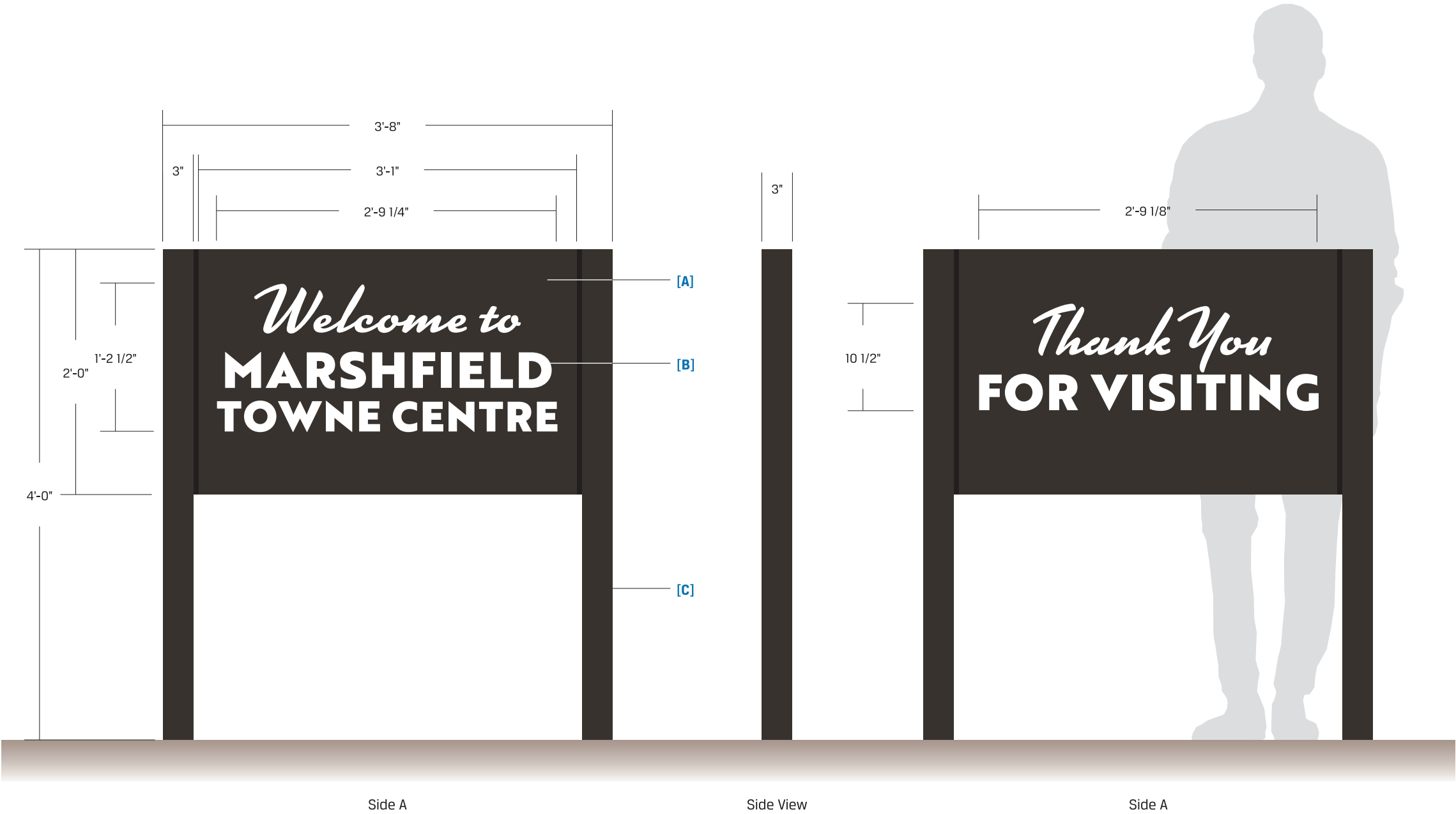
Material: Aluminum
Face Color: Paint to match 3M 220-69 Duranodic
Backside Color: Paint to match 3M 220-69 Duranodic

[B] - GRAPHICS

Material: Vinyl
Color: 3M 7725-10 White

[C] - POST

Material: Aluminum
Shape: Square
Size: 3" x 3"
Color: Paint to match 3M 220-69 Duranodic
Installation: Direct Bury



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Project

Marshfield Shopping Centre

Marshfield, WI

Scale: 1"=1'
Original Page Size: 11" x 17"

Notes
COPY [TBD]

Revisions			
REV	DESCRIPTION	BY	DATE
.			

Rep.: **Blair Benes** Orig. Date: **08/09/22**
Drawn By: **Israel Hill**

Sign Loc. No. **Various**

PP-02

D/F Post & Panel
Sign Type

93403

OPP - Project - Job No.

C01

Design



ELEVATION 1



ELEVATION 2



ELEVATION 3



ELEVATION 4



VISION
ARCHITECTURE, LLC

P.O. Box 224
Neenah, WI 54956
920-904-4300
www.vision-architecture.net

Proposed Renovation For:

MIDLAND MANAGEMENT

Marshfield, Wisconsin

Issue Date: 7/19/2022
Revisions:

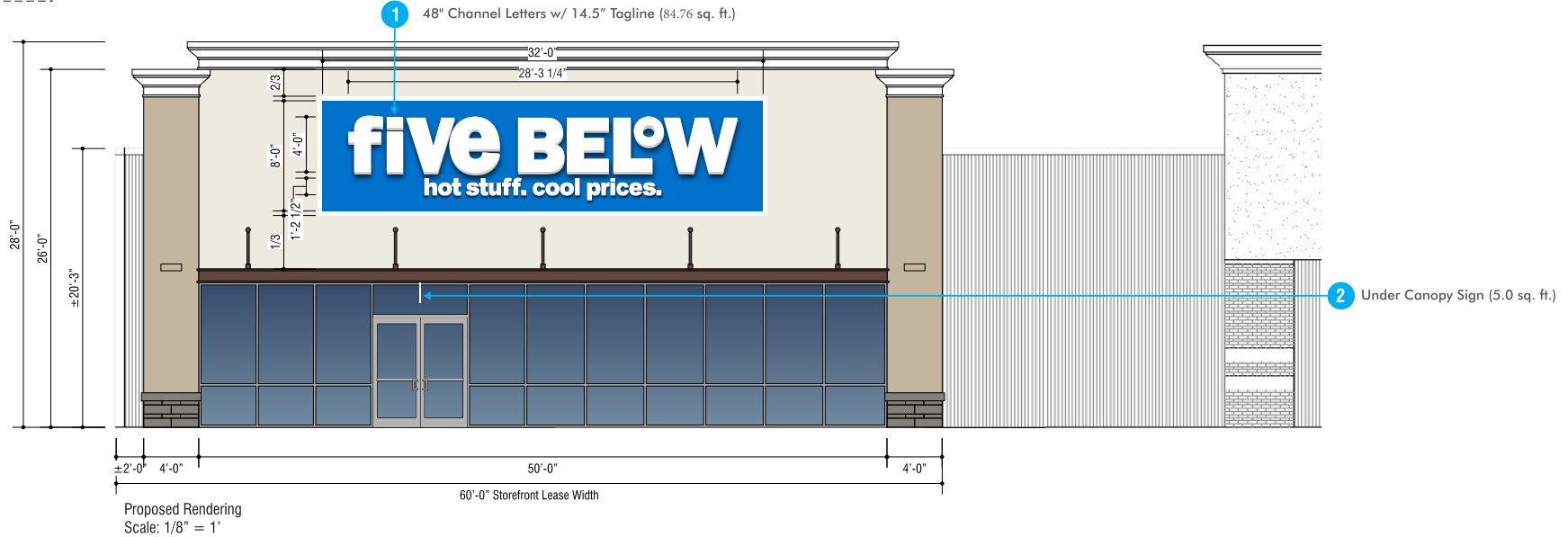
A2.0

partial elevation

Photo Renderings Are Estimated & May Not Be Accurate. All Proportions, Dimensions And Mounting Details Must Be Verified Via Technical Survey And/Or Architectural Drawings.



CENTER SIGN IN AVAILABLE AREA



LANDLORD NOTES

Facade:

- LL to engineer and build up parapet, height to be 28'-0".
- LL to engineer new storefront glass, 10'-6" high, 4'-0" min panel width, no upper mullions.
- LL to locate 8' tall storefront doors per tenant's final plans.
- LL to install walkway lighting, 6'-0" min O.C., with additional door light.
- LL to install decorative sconces per Five Below plans.
- LL to install HILTI eyebolts in facade for temporary banners, see A40 for loc.
- LL to procure and install hard canopy, Mapes baked enamel bronze 5'-0" proj.
- LL to provide curb cut within 30' of storefront entry.
- LL to provide unobstructed permanent access to sign mountable/electrical connection area.
- LL to provide electrical to center of all applicable sign mountable areas.

Signage:

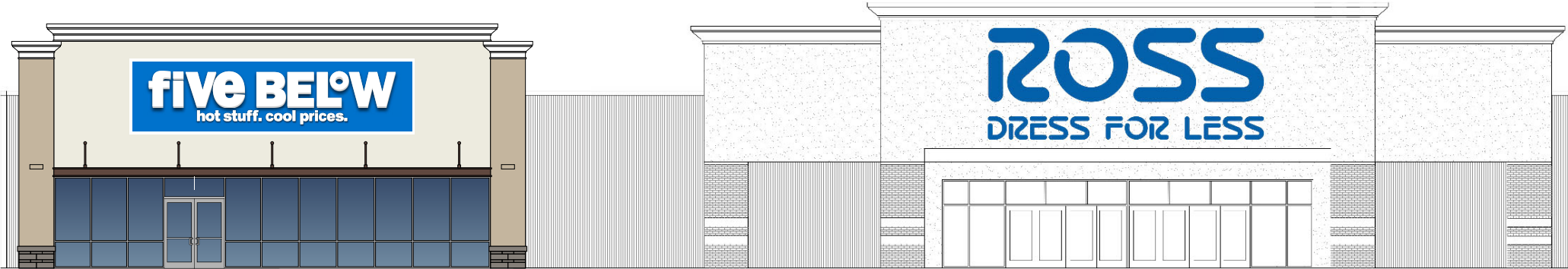
- Primary Sign: 48" internally illuminated channel letters w/ 14.5" tagline
- Side Sign: 36" internally illuminated channel letters
- Temp Post and Panel: Construction sign placed near entrance
- Walkway sign: 5'-0" x 1'-0" UC Sign
- Pylon Panel: Panel below Ross

Finishes by LL:

- Facade: 3" Dryvit 456 Oyster Shell
- Signage EIFS: 1" Dryvit FIBE-101021S (to match PMS 285 C)
- Frame EIFS: 4" wide Dryvit 310 China White
- Cornice EIFS: 1" 310 China White
- Pilasters: 2" Dryvit 113 Amarillo White

full elevation

Photo Renderings Are Estimated & May Not Be Accurate. All Proportions, Dimensions And Mounting Details Must Be Verified Via Technical Survey And/Or Architectural Drawings.



Proposed Rendering
Scale: 3/32" = 1'-0"



Cima Network Inc.
121 New Britain Blvd.
Chalfont, PA 18914
office: 267.308.0575
fax: 267.308.0577
www.cimanetwork.com

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Client: Five Below
Designer: KG PM: LL

Job#: 20447
Address: 503 E Ives St., Marshfield, WI 54449

DATE 6.22.22 REVISION 0

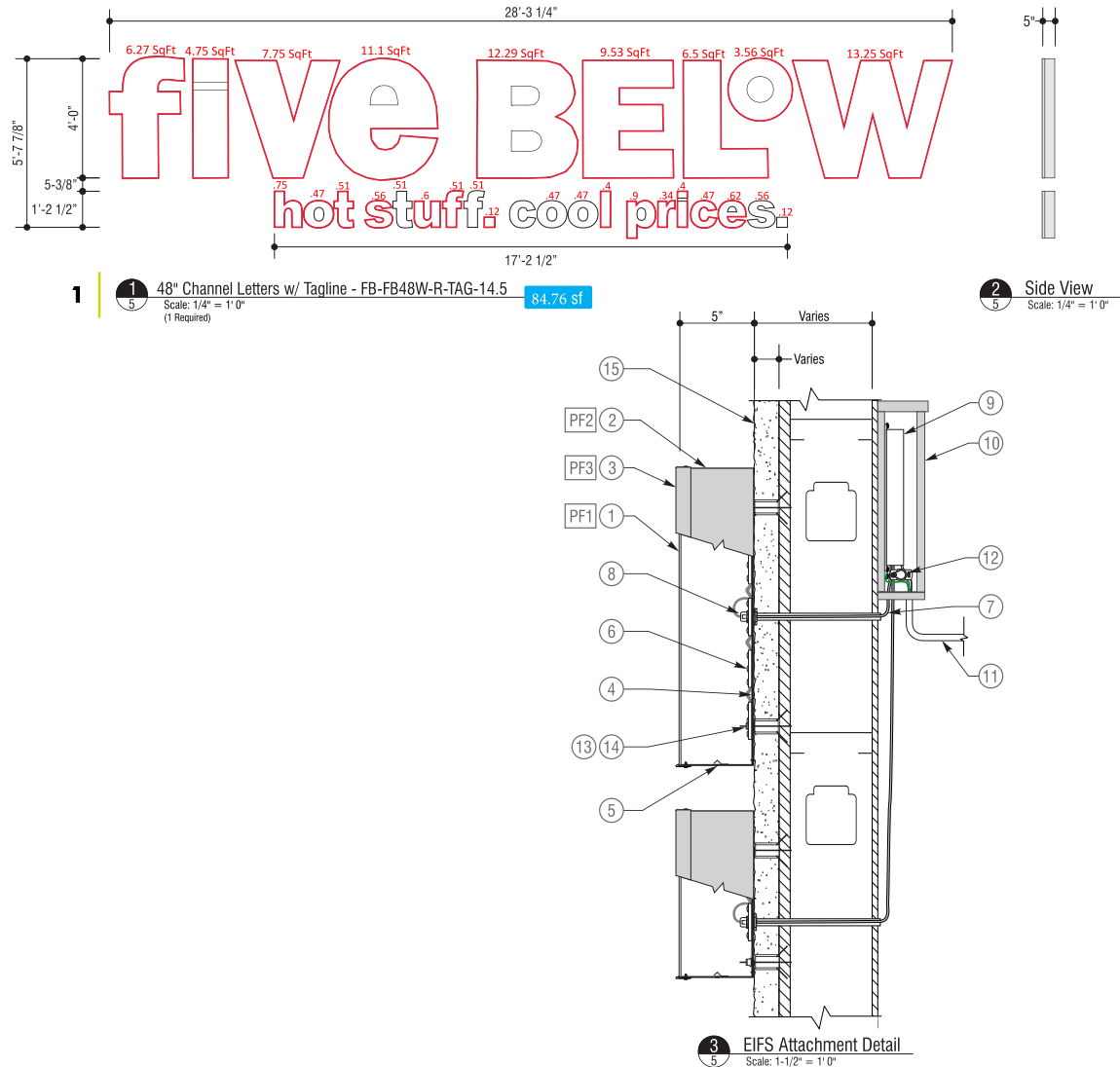


side elevation

Photo Renderings Are Estimated & May Not Be Accurate. All Proportions, Dimensions And Mounting Details Must Be Verified Via Technical Survey And/Or Architectural Drawings.



sign 1



specifications

Exterior Fabricated Face Lit LED Channel Letters w/ Trimcap Mounted To EIFS Wall System

EST WEIGHT: 340 lbs
EST ELECT LOAD: (9.9) Amps @120 Volt
ELECT REQUIREMENTS: (9) 20 Amp/120 Volt Circuits

ULTIMATE WIND SPEED: 119 MPH
NOMINAL WIND SPEED: 106 MPH
RISK CATEGORY: II (3 Sec Peak Gust MPH)
WIND IMPORTANCE FACTOR: I = 1
WIND EXPOSURE: C

COLORS & FINISHES

Interior Of All Letters To Be Finished White
PF1. **FACE:** #7328 White
PF2. **RETURNS:** Pre-finished Silver Metallic
PF3. **TRIM CAP:** To Match Returns
PF4. **BACKS:** Pre-finished White

SIGN CONSTRUCTION

1. **FACES:** .177" Thick Acrylic
2. **RETURNS:** .040" Aluminum Returns Stapled To Backs
3. **TRIM CAP:** 1" Wide w/#8 x 1/2" Lg Pan Head Screws Painted To Match. Trim Cap Chem Bonded To Faces.
4. **BACKS:** 3MM Routed ACM Stapled To Returns. Seal w/ VOC Compliant White Latex Caulk
5. **DRAIN HOLES:** 1/4"Ø With Light Cover. (2) Per Letter.

ELECTRICAL (SIGN TO BE UL LISTED)

6. **LEDS:** Principal True White Qwik Mod 2 & 3 Modules
7. **WIRE:** Secondary Low Voltage Led Wire
8. **PASS THRU:** Paige Wallbuster Or Approved Equal.
9. **POWER SUPPLY:** Principal 60 Watt 12VDC Class 2 Power Supply Inside Enclosure.
10. **ENCLOSURE:** Paige Box Or Approved Equal
11. **PRIMARY:** 1/2" Conduit To Disconnect Switch Secure To Wall w/Straps By Others
12. **SERVICE SWITCH:** Located On Side Of Enclosure

INSTALLATION HARDWARE

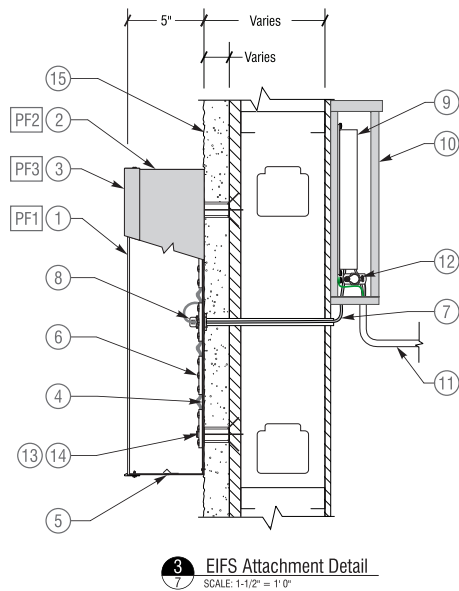
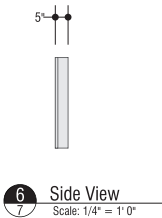
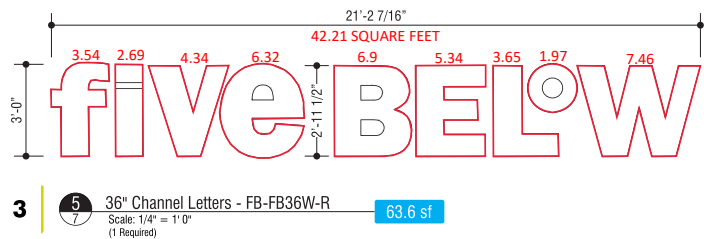
- Threaded Rod Will Be Provided Standard (1ft Per Mounting Point). Pipe Spacers Provided Standard. All Other Hardware Is to Be Provided By Installer As Required.
13. **RIV-NUTS:** 1/4-20. Minimum (3) Per Individual Letter
 14. **HARDWARE:** Minimum 1/4"Ø Non-corrosive Hardware. Minimum (3) Per Individual Letter. Anti-Crush Spacers As Req'd. Cut To Length In Field

BUILDING & FASCIA CONDITIONS

15. **WALL SURFACE:** Eifs Over Plywood On Metal Studs.

CHANNEL LETTER INSTALLATION NOTES:

1. Sufficient Primary Dedicated Circuit Within 5' Of Center Of Sign By Others.
2. Final Primary Hook-up By Sign Installer Where Allowed By Local Codes.
3. All Visible Wiring & Conduit To Be Run In Straight Lines & 90° Bends.
4. Seal All Building Penetrations.
5. Mounting Hardware By Sign Installer Unless Otherwise Noted.



specifications

- Exterior Fabricated Face Lit LED Channel Letters w/ Trimcap Mounted To EFIS Wall System
- EST WEIGHT:** 155 lbs
EST ELECT LOAD: (4.4) Amps @120 Volt
ELECT REQUIREMENTS: (4) 20 Amp/120 Volt Circuits
- ULTIMATE WIND SPEED:** 119 MPH
NOMINAL WIND SPEED: 106 MPH
RISK CATEGORY: II (3 Sec Peak Gust MPH)
WIND IMPORTANCE FACTOR: I = 1
WIND EXPOSURE: C
- COLORS & FINISHES**
Interior Of All Letters To Be Finished White
PF1. **FACE:** #7328 White
PF2. **RETURNS:** Pre-finished Silver Metallic
PF3. **TRIM CAP:** To Match Returns
PF4. **BACKS:** Pre-finished White
- SIGN CONSTRUCTION**
1. **FACES:** .177" Thick Acrylic
2. **RETURNS:** .040" Aluminum Returns Stapled To Backs
3. **TRIM CAP:** 1" Wide w/#8 x 1/2" Lg Pan Head Screws Painted To Match. Trim Cap Chem Bonded To Faces.
4. **BACKS:** 3MM Routed ACM Stapled To Returns. Seal w/ VOC Compliant White Latex Caulk
5. **DRAIN HOLES:** 1/4"Ø With Light Cover. (2) Per Letter.
- ELECTRICAL (SIGN TO BE UL LISTED)**
6. **LEDS:** Principal True White Qwik Mod 2 Modules
7. **WIRE:** Secondary Low Voltage Led Wire
8. **PASS THRU:** Paige Wallbuster Or Approved Equal.
9. **POWER SUPPLY:** Principal 60 Watt 12VDC Class 2 Power Supply Inside Enclosure.
10. **ENCLOSURE:** Paige Box Or Approved Equal
11. **PRIMARY:** 1/2" Conduit To Disconnect Switch Secure To Wall w/Straps By Others
12. **SERVICE SWITCH:** Located On Side Of Enclosure
- INSTALLATION HARDWARE**
Threaded Rod Will Be Provided Standard (1ft Per Mounting Point). Pipe Spacers Provided Standard. All Other Hardware Is to Be Provided By Installer As Required.
13. **RIV-NUTS:** 1/4-20. Minimum (3) Per Individual Letter
14. **HARDWARE:** Minimum 1/4"Ø Non-corrosive Hardware. Minimum (3) Per Individual Letter. Anti-Crush Spacers As Req'd. Cut To Length In Field
- BUILDING & FASCIA CONDITIONS**
15. **WALL SURFACE:** Eifs Over Plywood On Metal Studs.
- CHANNEL LETTER INSTALLATION NOTES:**
1. Sufficient Primary Dedicated Circuit Within 5' Of Center Of Sign By Others.
2. Final Primary Hook-up By Sign Installer Where Allowed By Local Codes.
3. All Visible Wiring & Conduit To Be Run In Straight Lines & 90° Bends.
4. Seal All Building Penetrations.
5. Mounting Hardware By Sign Installer Unless Otherwise Noted.



MARSHFIELD TOWNE CENTER

Proposed Master Sign Plan

MARSHFIELD TOWNE CENTER

Master Sign Plan 2022

This Sign Criteria shall govern the design, fabrication and installation of all signs to be installed. If there are any questions of interpretation of this Sign Criteria, Landlord shall make the final and controlling determinations.

EXTERIOR SIGNS

Building Mounted Identification Signs

Individual tenant signage mounted above or near tenant storefronts. *Secondary signage will be considered on an individual basis.*

Content of identification signs shall be limited to business name. Any use of a crest, shield, logo or other established corporate insignia customarily displayed or associated with the store name shall be permitted, solely subject to landlord's written approval.

Stamps, decals or other identifying marks on the raceway or the letters cannot be visible to the naked eye at any time. This restriction shall not extend to any markings required by municipal or state authorities.

Business name or business shield, logo or corporate insignia is not allowed, displayed, or otherwise permitted in a sign box format. Any such item shall be required to exist within any allowable sign area.

All exterior signs must conform to the following:

1. Letters shall be individual, lighted channel letters preferably pin mounted to the storefront facade or alternatively, individually lit and mounted to a raceway that is in turn mounted to the fascia. All raceways must be the same color as the fascia it is mounted on. Box signs are not allowed.
2. Signs shall be mounted on the fascia such that a margin of at least 6" exists at the top and bottom of the fascia.
3. Letter height restricted by the governing municipalities.
4. UL labeling required for all installations.
5. Sign shall be centered across storefront front footage and length shall not exceed 80% of Tenant storefront width.
6. For each tenant space with exterior frontage the maximum sign area permitted would be up to 25 percent maximum of the tenant façade or 3 square feet of signage per linear foot of tenant façade, whichever is more restrictive. Regardless of the building façade width, the minimum sign area permitted would be 50 square feet.
7. Each tenant is required to display at least one exterior sign stating the tenants trade name to be lit, at a minimum, for the hours tenant is open for business and maintained by a time clock. Tenant's sign must be installed and operational prior to Tenant opening to the public for business.

Out Parcel Identification Signs

With the future development of out parcels, tenants will be permitted two building mounted wall signs. One sign will face Ives Street and the second, the main building as labeled "B" on the attached property map)

Future outparcels will be permitted one internally lit directional signage per vehicular entrance and exit. Signs are limited to 5 feet in height and 15 square feet in area. Each sign must meet city requirements outside of what is stated herein.

Pylon Sign

Up to two (2) signs are permitted for the development. Each sign is 25' in height with 250 square feet of total signage area. Each sign must meet all city ordinance requirements outside of what is stated herein.

Use of space on the existing or future pylon signs will be considered by Landlord on a case-by-case basis should availability exist. Color scheme will follow that of the existing sign and placement will be determined by the existing agreements in place and/or square footage of the signs if necessary.

Existing pylon labeled "C" on the attached property map

Directional Signage

Each access point is permitted one internally lit directional signage per vehicular entrance and exit. Signs are limited to 5 feet in height and 15 square feet in area. Each sign must meet city requirements outside of what is stated herein. Existing directional signs "D" on the attached property map.

Other Exterior Signs

Under canopy or blade signs will be considered by Landlord on a case-by-case basis.

Display of prototypical advertising signs, branded signs on the interior of the space seen through outside windows are restricted by municipal restrictions.

Tenants must install on their storefront the number for the street address in standard block lettering if required by municipal requirements

Any tenant with a non-customer door through which merchandised is received may uniformly apply a tenant name, address or other directional information with prior Landlord approval.

Interior Tenants Permitted Exterior Building Mounted Identification Signs

Major tenants exceeding 8,000 square feet leasing space on the interior of the mall, will be permitted one exterior building mounted sign per the specification included here in. Location of the sign to be on or near the interior entrance façade as shown on the enclosed attachment and labelled "E".

INTERIOR SIGNS

All tenants occupying space within the interior building is required to display at least one sign stating the tenants trade name and if lit, at a minimum, for the hours tenant is open for business and maintained by a time clock. Tenant's sign must be installed and operational prior to Tenant opening to the public for business.

Tenants are not permitted free standing, table mounted, kiosk or any other signage within the building common areas without Landlord written permission.

Any signs located on the interior of any store that can be seen from the building common area must be in good taste.

Lit signs must have disconnect switches, time clock control and installation must meet all governmental and municipal requirements.

Average height must not exceed 36"

Signs must be securely fastened to the background

Signs must not project beyond the sign surface more than 8"

Signs limited to store name.

Surface brightness shall be consistent in all letters and components of the sign.

No more than 80% of the storefront width and centered vertically within the sign area

Signs shall consist of individual letters mounted direct to the sign area

Surface mounted raceways are prohibited.

INTERIOR AND EXTERIOR SIGNAGE

Tenant must provide to Landlord detailed drawings of any requested signage for review and approval by Landlord, which shall not be unreasonably withheld, prior to erecting any sign on the property. Detailed drawings should include sign manufacturer's shop drawings showing construction and installation details, including mounting devices.

Tenant shall be responsible for obtaining all sign permits prior to commencing work and must provide a copy of such permits for the Landlords file. Tenant is solely responsible for complying with all government regulations and ordinances governing the installation and maintenance of signage in the City of Milwaukee, Wisconsin. Applications for permits and the payment of fees should be made directly to the city.

All costs associated with installation, permitting, utilities, maintenance, lighting, etc. of Tenant's signage is at Tenants sole cost and expense.

Tenant's signage shall be on the Tenants own electrical meter. Tenant is responsible for all utility costs associated with Tenant's signage.

Tenant is responsible for removal of all signage at the end of the lease term, interior, storefront, pylon direction, anything installed by Tenant or displaying Tenant information, fill all holes and repair all damage caused by the installation and removal of Tenant signs.

Signage construction and installation shall be completed by a licensed contractor and shall conform to the requirements of the National Electrical Code and any other governing codes and agencies. Tenant's contractor shall leave the Premises free of debris subsequent to the installation.

Tenants individual signs must be maintained in good condition and repair throughout the term of the lease. Any repairs necessary are the responsibility of the tenant.

No alteration to the existing exterior lighting system of the building shall be permitted without the prior approval of the Landlord.

All signage as of the date of the updated sign criteria are grandfathered for the duration of occupancy.

References in the municipal sign code to "residentially zoned properties" do not include Braem Park directly south of the mall.

Prohibited interior and exterior signs include:

- Neon, flashing, animated, audible, revolving, LED display signs or any signs that create the illusion of animation o
- Banners (including temporary banners), yard signs, blade signs or any other signs of a temporary manner
- Rooftop signs
- The use of building walls for the display of advertising or promotional materials
- Signs attached to a natural feature such as trees or rocks or situation in grassy areas, planted beds or asphalt, signs placed anywhere on the property or adjacent public right of way either temporary or permanent advertising individual stores, services, or products
- Hand lettered signs
- Signs or advertising material place in or atop any automobile, truck, trailer, or other form of conveyance parked on the premises for the purpose of advertising a business, product, service, event object location, organization, or the like.
- Inflatable / balloon forms of advertising, exposed bulb signs and both prohibited.
- No advertising mediums such as loud speakers or broadcasts.

RESOLUTION 2022-XX

APPROVAL OF THE MASTER SIGN PLAN UPDATE FOR THE MARSHFIELD MALL INCLUDING FUTURE SIGNAGE

WHEREAS, the Marshfield Mall is in the process of updating their signage throughout the property; and,

WHEREAS, the master sign plan approves the types of signs for a consistent sign theme for the Marshfield Mall and,

WHEREAS, due to the size and scale of the site, various site restrictions, and volume of traffic and visitors, it has been determined by the Plan Commission that the flexible criteria have been met, allowing larger signs that will provide more efficient movement of pedestrians and vehicular traffic within the site; and,

WHEREAS, after the issuance of sign permits under this updated Master Sign Plan, a master sign plan amendment must be reviewed and approved by the Plan Commission prior to the issuance of any future permits for new signs on the Marshfield Mall properties zoned “CMU” Community Mixed Use District; and,

WHEREAS, the Marshfield Mall will be allowed to install the signs covered under this plan until August 23, 2027 or until all signs proposed have been accounted for, whichever comes first; and,

WHEREAS, the Master Sign Plan will permit a maximum of up to 3 square feet of sign area per linear foot of tenant façade or 25% of the tenant façade area (whichever is more restrictive) per tenant wall sign with a 50 square foot minimum sign area permitted regardless of tenant façade area; and,

WHEREAS, all new signs and changes to existing signs shall comply with the vision triangle/clearance requirements in Section 18-102 of the Municipal Code unless the City Engineer grants approval to allow such signs to encroach into a vision triangle; and,

WHEREAS, signage within 5 feet of the right-of-way or within any vision triangle must be reviewed and approved by staff prior to installation; and,

WHEREAS, exceptions to some of the individual sign standards including height, size, and setbacks, have been reviewed and approved by the Plan Commission as part of the review of the overall master sign plan; and,

WHEREAS, all future signs that meet the standards and exceptions identified within the master sign plan may be administratively approved, however, the Marshfield Mall may appeal any decision by staff by going before the Plan Commission; and,

WHEREAS, due to the size of the master sign plan and the request for future consideration of signage, the Marshfield Mall is requesting one sign permit with a fee of \$700 to be paid upfront and prior to the installation of any of the approved signs; and,

WHEREAS, the Marshfield Mall would submit an annual report due by December 1st of each year that identifies the number of signs that have been/will be installed, the location and size of each, as well as running counts for the number of signs and total square footage; and,

WHEREAS, Resolution 2022-XX hereby takes the place of the necessary individual sign permits.

WHEREAS, the permit only covers sign permits required by the sign code and the Marshfield Mall is responsible for taking out any additional permits required by the electrical, building, or other applicable code.

NOW, THEREFORE BE IT RESOLVED that the Marshfield Common Council hereby approves the master sign plan for the Marshfield Mall.

Passed by the Common Council of the City of Marshfield this 23rd day of August, 2022.

ADOPTED _____

Lois TeStrake, Mayor

APPROVED _____

Jessica Schiferl, City Clerk

