



OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department Committee, Agency, Corporation, Quasi-Municipal Corporation, or Sub-unit thereof.

Meeting: PLAN COMMISSION
Members: Tipple (C), Rosenberg, Valitchka, Oberbeck, Bohlken, Gisselman
Location: Common Council Chambers, 407 Grant Street.
Date/Time: Tuesday, March 17, 2015 at 5:00 p.m.

1. Approve the minutes of the February 17, 2015 meeting
2. **PUBLIC HEARING:** Rezone 221-229 South 28th Avenue from IB, Interchange Business District to R2, Single Family Residence District. (St. Matthew Parish)
3. Discuss various zoning text amendments and authorize public hearing.
4. Discuss signage regulations and make possible recommendation to staff.
5. Next meeting date and future agenda items for consideration.

Adjourn

COMMITTEE CHAIRPERSON: MAYOR JAMES E. TIPPLE

Questions regarding this agenda may be directed to the City Planning Office @ (715) 261-6760.

This Notice was posted at City Hall and faxed to the *Wausau Daily Herald* newsroom on March 12, 2015 at 2:00 p.m.

It is possible that members of, and possibly a quorum of members of, other committees of the Common Council of the City of Wausau may be in attendance at the above-mentioned meeting to gather information. No action will be taken by any such group(s) at the above-mentioned meeting other than the committee specifically referred to in this notice.

Distribution: *Wausau Daily Herald*, *City Pages*, Common Council, Department Heads, Plan Commission, Hebert, Lenz, DeSantis, Parks Dept., County Planning, Gehin, St. Matthew Parish

Please note that upon reasonable notice efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For information or to request this service, please contact the City Clerk, 407 Grant Street, Wausau WI 54403, phone 715-261-6620.

PLAN COMMISSION

Time and Date: The Plan Commission met on February 17, 2015, at 5:00 p.m. in the Common Council Chambers of Wausau City Hall.

Members Present: Oberbeck, Gisselman, Bohlken, Rosenberg

Others Present: Lenz, DeSantis, Chmiel, Gehin, Burt

In compliance with Chapter 19, Wisconsin Statutes, notice of this meeting was posted and transmitted to the *Wausau Daily Herald* in the proper manner.

In the absence of Mayor Tipple, Brad Lenz called the meeting to order at approximately 5:00 p.m. noting that a quorum was present.

Item #1 Approve the minutes of the January 20, 2015 meeting.

Bohlken motioned to approve the minutes of the January 20, 2015 meeting. Rosenberg seconded, and the motion carried unanimously 4-0.

Item #2 PUBLIC HEARING: Approve a conditional use at 915 Woods Place to allow for a part-time medical clinic in an existing hangar, in an R2, Single Family Residence District.

The public hearing was opened by Lenz.

Dr. Glenn Burt, 9033 N. 28th Avenue, Merrill, WI (the petition) asked that this item be approved so he can utilize the hangar to conduct flight physicals for pilots.

John Chmiel, Manager of the Airport indicated that this issue passed at the Airport Committee with one dissenting vote. At approval, one request came from members that hangar tenants have the opportunity to be informed and attend this Public Hearing. Some of the tenants are here today. Chmiel said the Airport Committee meets the 2nd Wednesday of the Month and he would like to know if this vote whether it passes or not could be contingent on how the Airport Committee feels about it at their next meeting. Rosenberg said he doesn't believe a contingent approval can be done. Rosenberg asked if by viewing the hangar would the public know that this private hangar is different from the others. Dr. Burt said there would be a small sign outside the hangar.

Sydney Cohen, 705 Kent Street, is a hangar tenant and is in favor of this conditional use. This would be very convenient for pilots to have a physician on the field and bring in other pilots to the airport.

Rick Cole, Marathon, is in favor of this conditional use. All physicals for pilots are necessary and he supports this 100%.

Robert Star, Weston, is an active pilot and tenant, and he agrees that Dr. Burt should be able to do this. It would bring in revenue for the Airport and this would be a great asset to the Airport and the community.

John Chmiel is concerned about how parking would be handled and how Dr. Burt's customers would gain access to his hangar since it is located in a secure area. There is a pedestrian gate directly behind Dr. Burt's hangar. Parking could be done in the parking area of the airport. He is not in favor of allowing all customers have an access code as it defeats the purpose of the secured area. He would suggest that Dr. Burt give temporary access to customers on a one-on-one basis through the pedestrian gate.

No one else wished to speak to this issue, therefore the public hearing was closed.

Lenz clarified that the petition this evening is to allow a conditional use which is a zoning issue within the city. Public notices went out to neighbors and being that the Airport is one property, they received one notice, even though there are multiple hangars on the property. There were no objections to the proposed use from neighboring properties. Lenz said that zoning is mainly concerned about effects to surrounding

property and the general public, including potential for future development. This conditional use doesn't look to be problematic from a zoning viewpoint and he recommends that it be approved. He said if there are other issues that need to be discussed internal to the airport, he thinks that is outside the purview of this commission.

DeSantis asked if an architect has been hired due to a change in use of this hangar. Burt said that no architect has been hired because the tenant lease doesn't require it. DeSantis stated that anytime you make a modification of a commercial building you need to submit plans for approval. The plans would need a complete review to make sure they meet the requirements of a hangar and a medical facility. Detailed plans should be submitted to the Inspections Department. Discussion followed.

A motion to approve the conditional use was made by Rosenberg and seconded by Oberbeck. Motion carried, 4-0.

Chmiel said the next Airport Committee Meeting is scheduled in March and they would need to discuss the minimum standard ordinance they have in place. Lenz said this would go to the full Common Council for a vote at the March 24, 2015 meeting.

Item #3 PUBLIC HEARING: Approve a conditional use at 602 E. Kent Street to allow for signs, including sponsorship signs, for the Marathon County Sports Complex, in an R3, Two Family Residence District.

Lenz opened the public hearing. The petitioner is Peter Knotek and he is not in attendance however Lenz spoke with him today. No one else wished to speak to this issue, therefore Lenz closed the public hearing.

Lenz said this sign is designed to be minimally intrusive but necessary to get people around the property. It is not a lit sign and it allows a company to place their name on the board to sponsor the fields. The site is buffered by a cemetery, railroad tracks, and industrial property, so they are not likely to be visible from any occupied property, except for maybe one residential property. He said the main signs contain a sponsorship sign, so we should take those into consideration. The City can allow them by conditional use. Staff recommends approval of the signs as they are proposed.

A motion was made by Gisselman and seconded by Bohlken. Motion carried 4-0. This will go to council on March 10, 2015.

Item #4 Discussion and authorization of public hearing for a zoning text amendment regarding educational institutions on parcels 25,000 square feet or larger.

Lenz said that currently the zoning code is somewhat restrictive on where schools can go, even though they are permitted in residential districts. He said the code requires that educational institutions locate on parcels 40,000 square feet or larger, which is almost an acre. He thought this was written for traditional schools that would have a lot of students and a large campus. Currently, if a smaller, non-traditional school wishes to locate in a residential area it is difficult for them to find suitable properties. An option would be to allow educational institutions the opportunity to look for parcels on something less than 40,000 square feet. He said a minimum of 25,000 square feet of property would still be at least twice the size of a minimum lot allowed in a residential neighborhood. He said by making it a conditional use, the school would need to go through plan commission and council and we'd be able to determine whether a particular spot would be a good location or not. Staff's recommendation is to authorize a public hearing for this zoning text amendment. Discussion followed.

Oberbeck asked what is driving this request. He said 25,000 square feet is a typical lot on the outer edges

of the city. He said that with a building, parking lot, and buffer to the neighbors, it may be a challenge to build a school on this sized lot.

Lenz said that this arose because at least one school was looking to rent existing properties in the city – former religious and institutional buildings that are already there. He said in the central part of the city, the lots are smaller and some properties seem like they would be appropriate for a small school, but the lot sizes don't meet the 40,000 square foot minimum.

Oberbeck asked if we would be limiting this to existing buildings. Lenz said it wasn't initially thought of that way, but language could be added. Oberbeck said he could see this ordinance applying to existing conditions in the central part of the city, but maybe not going outward on a new lot. Lenz said the intent of setting this up as a conditional use was to give the city the ability to review the schools on a case-by-case basis, not to try to permit schools automatically where they may not be a good fit.

Gisselman said this action would be just to set up a public hearing. He thought we may want to hear from the players who want this change. He said he is dubious himself, but if they can make the case he is willing to listen. He said we can still say this isn't a good thing after the public hearing. Lenz agreed, and said he could make invitations, and that the ordinance could be tweaked or scrapped altogether after a public hearing.

Oberbeck agreed with Gisselman to investigate this because some of our neighborhoods and way we develop are changing.

A motion to authorize the public hearing was made by Oberbeck. Seconded by Rosenberg. Motion carried 4-0. An ordinance will be drafted and a public hearing will be held at a future meeting.

Item #5 Vacating and discontinuing a portion of the existing Curling Way cul-de-sac.

Lenz said CISM held a public hearing on this item at their last meeting. He referenced a map in the packet showing the area of the cul-de-sac to be vacated. He said this portion is no longer needed with the street extension, and that it would go back to the Curling Club. He didn't see a reason why the city would need to hold onto it, so staff recommends approving the vacation. Motion was made by Bohlken and seconded by Oberbeck. Motion carried unanimously, 4-0. It will go to Common Council on March 10th, 2015.

Item #6 Discussion and possible action on an Amendment to the Official City Map to establish the new exterior lines of the realignment of Bridge Street from Westwood Drive to 28th Avenue and Pine Ridge Boulevard from Plaza Drive to Bridge Street.

Lenz said this item was at CISM last week, and has been at CISM on numerous occasions. It had been tabled a number of times as details between property owners could be discussed. He said the City has been planning the realignment and widening of this street, as well as Pine Ridge Boulevard, as shown on the map in the packet. CISM has considered this before with Connexus and Aspirus. Those discussions did not turn out to be as fruitful as hoped by some parties, but they are all in agreement to move it forward at this time. He said the action is to place the alignment on the official city map – so we would just be reserving the corridor at this time, with the specific design of the street to be finalized later. He said CISM ultimately recommended the mapping, with consent by Connexus. He said staff recommends mapping this alignment.

Rosenberg asked about the large box at the intersection of the two streets. Lenz said that is right-of-way, but would be for a stormwater management facility, not for the street. He said the new street would go through the stormwater pond that is out there now, on the north side of Bridge Street. Rosenberg still

didn't know why the City would be constructing this instead of the private property owner. Discussion followed. Motion made by Gisselman and seconded by Bohlken. Motion carried, 4-0. This will go to Council on March 10th, 2015.

Item #7 Discussion and possible action on the dedication of a portion of 730 Crocker Street for road right-of-way for Crocker Street.

Lenz said the City is looking at reconstructing the streets shown on the attached map. He said the City is still working out the details with property owners, but that the right-of-way shown would be needed to bring the streets up to current design standards. He said this item went to CISM to start the conversations about obtaining the property for right-of-way. Staff is looking for approval to proceed with the dedication of this land.

Oberbeck asked why the street is moving outside of the right-of-way, and said it looks like more property will be needed to the north. Lenz said that the majority of land needed is at the corner to improve the turning radius, but didn't know exactly why it was drawn with a jog at the north end, perhaps to make the surveying easier or for grading the land outside the curb. He said he could verify with our engineers and surveyor why it is shown this way.

Motion made by Gisselman, and seconded by Oberbeck. Motion carried, 4-0.

Item #8 Discussion and possible action on the dedication of a portion of 729 South 24th Avenue for road right-of-way for 22nd Avenue.

Lenz said engineering is looking at reconstruction of 22nd Avenue. What is shown on the map is right-of-way needed for proper reconstruction. He said staff has talked to property owners who are initially in favor of dedicating the land, and staff will continue those discussions. CISM approved this unanimously at their last meeting. Motion was made by Gisselman and seconded by Bohlken. Motion carried, 4-0.

Item #9 Discussion and possible action on the Transportation Project Plat for STH 52, Project ID 6999-03-28

Lenz provided background that the city is working with the DOT and CBS Squared (the consultant) for the resurfacing from 17th Ave to 1st Street (Stewart Avenue). These maps are difficult to read but all the property acquisitions are on there. This project is basically a resurfacing but a few minor improvements will be made at some intersections to make them accessible. Along the south-side near Marathon Park there will be some temporary easements to widen the streets for bicycle accommodations. The other improvements are for the intersection of 1st and 3rd Avenue that will be getting new signals with pedestrian crossings - this will require some real-estate acquisition. Those are the small real estate needs for this project. The City will be the real-estate agent but we will be working with the consultant to do the transactions and will be reimbursed by the DOT.

A motion to approve was made by Rosenberg, seconded by Oberbeck. No further discussion was held. Motion carried unanimously 4-0. This item will go to the City Common Council next week on 2/24/15 as the DOT needs this as soon as possible.

Item #10 Future agenda items for consideration

Gisselman said the issue of Brokaw, its development and the City's role, is a topic that this Commission should take up. He said if it doesn't involve Planning, he's not sure what it does involve – this is where the conversation needs to take place. He said it involves a lot of different players and coordination as we go forward. He would at least like to start a conversation as to how the City moves forward.

Gehin, acting public works director, echoed Gisselman's comments – no one has talked about all of the infrastructure and how to deal with that, if we are a part of it or not. We need to pay close attention to what we would be getting, by doing our due diligence.

Jacobson, city attorney, said she has been in contact with the attorneys from the other communities. She has some correspondence from them to share with the Council. She said both the Economic Development and Finance committees have this on their agendas on a regular basis, and she agrees with Gisselman's comments, but she recommends getting the whole Council together before it appears on a third committee's agenda in open session.

Gisselman said the issue of Brokaw involves E.D. and Finance, but we're really talking about a future plan for this City, which really needs to come out of this commission. We're charged with larger issues about how this city is going to grow, and it really does belong within the parameters of the plan commission.

Jacobson agreed, but said she would like to get the whole body together first. Lenz said that the Mayor, as chairman of the plan commission, and as someone who is plugged into the other committees and council, will likely be the gatekeeper on the appropriate time to bring the discussion to plan commission.

Lenz said on a different topic, we received authorization from the Finance committee to go ahead with the regional planning commission to help us with our comprehensive plan. So that will be happening soon.

Oberbeck asked if we had an update on urban planning from Graef. Lenz said that there are two different projects – one is for citywide urban design standards, which staff recently received a draft of. The other is for a streetscaping plan for the Near West Side. He said that project was stalled until some of the contamination issues were worked out, but we should have final plans for that shortly.

Oberbeck said it would be beneficial to look at the urban design guidelines and the west side plan, because that area could be a test lab for new urban planning. Discussion followed.

Adjournment

Motion by Bohlken, second by Rosenberg to adjourn. Motion carried, 4-0. Meeting was adjourned at 6:06 p.m.



STAFF REPORT

TO: City of Wausau Plan Commission
FROM: Brad Lenz, City Planner
DATE: March 11, 2015

GENERAL INFORMATION

APPLICANT: Father Robert Thorn, St. Matthews Church

LOCATION: 221 – 229 S. 28th Avenue

EXISTING ZONING: IB, Interchange Business District

REQUESTED ZONING: R2, Single Family Residence District

PURPOSE: To allow for a building addition to the existing church. Under its current zoning district of IB, the church is a non-conforming use, which limits its ability to expand. The proposed residential zoning would allow the church to expand as it would be a permitted use in this district.

EXISTING LAND USE: Church and parish center

SIZE OF PARCEL: 4.6 acres

SURROUNDING ZONING AND LAND USE:

North: IB, Interchange business district; School
South: State Highway 52 right of way
East: IB; Vacant land
West: R1, Single Family Residence District; Single family homes

See attached Zoning Map

ANALYSIS

Per Wausau Municipal Code 23.78.060, the plan commission shall make a recommendation based upon the evidence presented in each of the following matters where applicable:

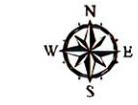
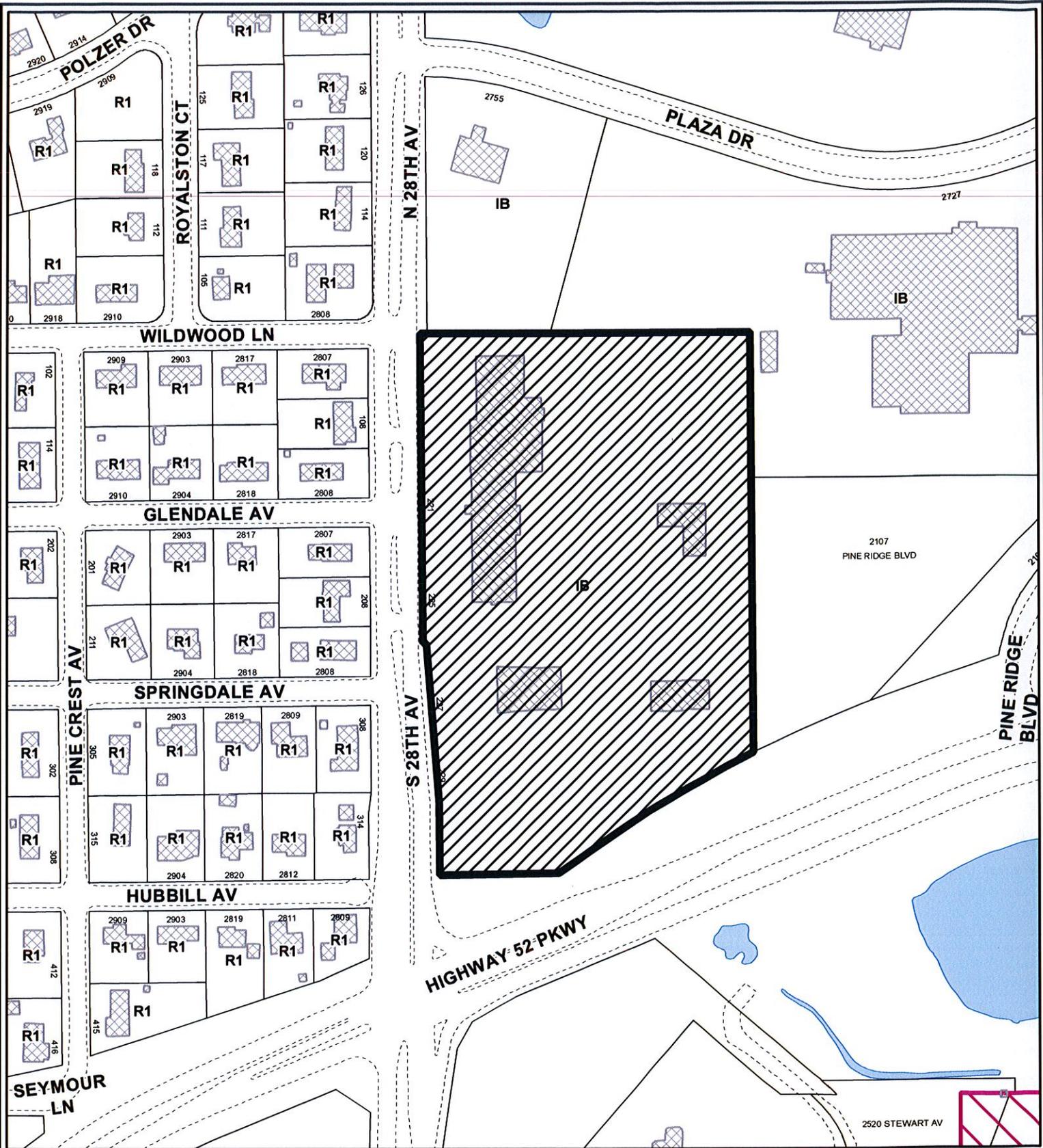
- (a) Existing use of property within the general area of the property in question and the effect the proposed rezoning is likely to have on these land uses;*
- (b) The compatibility of the land uses which would be permitted by the zone change with the existing or planned land uses within the general area of the property in question;*
- (c) The zoning classification of property within the general area of the property in question;*
- (d) The suitability of the property in question to the uses permitted under the existing zoning classification;*
- (e) The trend of development, if any, in the general area of the property in question, including changes, if any, which have taken place since the day the property in question was placed in its present zoning classification;*
- (f) Whether the proposed zone change is generally consistent with the goals, objectives and policies identified in the City of Wausau Comprehensive Plan*
- (g) The nature and extent of the input received at the public hearing regarding the proposed zone change;*
- (h) The precedence, if any, that approval of the requested zoning could have on similar requests made elsewhere in the city; and*
- (i) If the property was recently annexed, the zoning classification of the property prior to annexation.*

The portion of the existing property to be rezoned lies below the driveway between the church and school buildings. See the attached exhibit for reference. The northern portion of the property would remain zoned IB, thus making the property split-zoned until it is formally divided. The request for residential zoning is to accommodate a building addition on the west side of the existing church. The existing use of the property as a church is expected to continue indefinitely.

Residential zoning permits religious institutions, as well as other uses that are generally seen as compatible with single family homes. By comparison, the current zoning classification of IB allows a variety of highway service facilities and related uses, some of which may be viewed as incompatible with single-family neighborhoods. Examples of these uses include garages for service and repair of motor vehicles and warehousing/storage facilities..

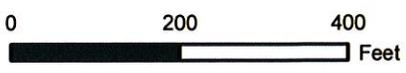
Although located at the busy intersection of 28th Avenue (County Highway R) and State Highway 52, there is nothing specific in the *City of Wausau Comprehensive Plan* to indicate that this area should remain zoned for commercial use, in the event that the church use someday expires. The future land use map in the comprehensive plan shows this area remaining public/quasi-public.

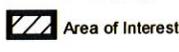
Staff recommends rezoning the southern portion of the existing property to R2, while leaving the northern portion zoned IB, as shown in the attached exhibit. Staff recommends the petitioners formally split the overall parcel into two parcels according to the new zoning boundaries.



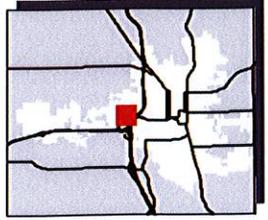
Map Date: March 3, 2015

City of Wausau
Marathon County Wisconsin



-  Building
-  Surrounding Municipality
-  Area of Interest

Map Location



ST. MATTHEWS PARISH ZONING EXHIBIT MAP

Of part of a parcel of land described in Document No. 1488862 located in the Southwest 1/4 of the Southwest 1/4 of Section 27, Township 29 North, Range 7 East, City of Wausau, Marathon County, Wisconsin.



WEST 1/4 CORNER
SEC 27, T29N, R7E
FOUND S.M.P.

UNPLATTED LANDS,
OWNED BY OTHERS
ZONED IB

LOT 1
CSM NO. 16914
ZONED IB



BEARINGS ARE REFERENCED TO THE WEST LINE OF THE SOUTHWEST 1/4 OF SECTION 27, TOWNSHIP 29 NORTH, RANGE 7 EAST, MEASURED TO BEAR S00°32'47"E

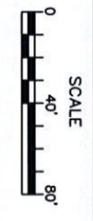
LEGEND

- FOUND 1" IRON BAR
- FOUND 1-1/4" O.D. IRON PIPE
- ▲ FOUND MAG NAIL IN ASPHALT



330 Fourth Street · PO Box 8000
Wausau, WI · 54402-8000
715.845.8000 · Fax 715.845.8008
becherhoppe.com

PROJECT NO. 2010.055
DATE: 2/27/15



LOCATION:
229 28th Avenue
Wausau, Wisconsin

SHEET TITLE:
St. Matthews Parish Zoning Exhibit Map
Sheet 1 of 2



Memorandum

From: Bill Hebert, Chief Inspector/Zoning Administrator
To: Plan Commission
Date: 03/11/2015
Re: Recommended Updates of Zoning Code

Purpose: To obtain your approval for holding a public hearing on text amendments to WMC Title 23, Zoning Code.

Facts OR Considerations:

1. Background: WMC 23.80.020(i) states that the director of inspections and electrical systems shall initiate, direct, and review, from time to time, a study of the provisions of this title and make reports of its recommendations to the city plan commission. Staff has made smaller recommendations often throughout the year. We have proposed a more thorough review this year that entails mostly housekeeping items.
2. Rationale: Over the last several years organizational restructuring has changed some of the responsibilities and job titles. We are correcting some of those changes. We have proposed various changes to definitions so we can better align with state statutes, removing some language that is in conflict with state and/or federal law, and modifying some language to better reflect today's standard in design.

Recommendation: Your approval is requested for the following changes:

1. 23.02.057 Brew pub. "Brew pub" means an establishment which brews beer and sells it for consumption on premises, and which can sell wholesale and/or retail up to 500 10,000 barrels of beer per year. (Ord. 61-5330 '1(part), 2007, File No. 07-0404.)
2. 23.02.326.5 Microbrewery. "Microbrewery" means an establishment which brews beer and sells less than 8,000 barrels (250,000 gallons) of beer per year to the public through wholesalers or retailers or directly to the consumer through carry-outs and/or on-site sales. (Ord. 61-5330 '1(part), 2007, File No. 07-0404.) Possibly eliminate this definition and use throughout the zoning code.

3. ~~23.12.055 Home satellite communication dishes and outdoor radio and television antennas and towers.~~ Remove section entirely. We have never required a permit.
4. 23.12.110 Size of parking spaces. Each required off-street parking space shall be at least **eight nine** feet ~~six inches~~ in width and at least ~~nineteen~~ **eighteen** feet in length, exclusive of access drives or aisles, ramps, columns, or office or work areas. Such space....
5. 23.26.120 Size of parking spaces. A required off-street parking space shall be at least **eight nine** feet ~~six inches~~ in width and at least ~~nineteen~~ **eighteen** feet in length, exclusive of access drives or aisles, ramps, columns, or office or work areas. A space shall....
6. 23.30.070 (a) (1) Area. The gross area in square feet of all signs on a zoning lot shall not exceed five times the lineal feet of frontage of the zoning lot. However, the gross area of all ~~flashing~~ **illuminated** signs shall not exceed two times the lineal feet of frontage of the zoning lot.
7. 23.38.100 Size of parking spaces. A required off-street parking space shall be at least **eight nine** feet ~~six inches~~ in width and at least ~~nineteen~~ **eighteen** feet in length, exclusive of access drives or aisles, ramps, columns, or office or work areas. A space shall....
8. 23.58.010 Statutory authorization – Verify Statutes
9. Replace “director of electrical systems” with “zoning administrator” (several occurrences within zoning code) 23.08.030, 23.58.060(a), 23.58.060(b)(2), 23.58.060(c)(1), 23.58.060(c)(2), 23.58.060(c)(3), 23.58.060(d)(1), 23.58.060(e), 23.58.060(g)(2), 23.58.080, 23.76.010, 23.76.020, 23.76.030, 23.80.010, 23.80.020, 23.86.010, 23.88.010, 23.88.020, 23.88.030

Impact:

1. These changes will better align the zoning code with state statutes, design standards for parking, and update responsibilities with current job titles.



Memorandum

From: Brad Lenz
To: Plan Commission
Date: March 11, 2015
Subject: Regulating signage in the city – Recommendations for improvement

Purpose

To discuss and possibly direct staff to work on regulations for signage in the city, including zoning, permitting, inspection, and enforcement.

Background

Planning and Zoning staff have been working with sign regulations from the Wausau Municipal Code that are sometimes ambiguous, outdated, and/or incomplete. Staff has discussed improving the code to make it easier for decision-makers (including staff, committees, and council), sign companies, developers, property-owners, and others to interpret the regulations and make the overall administration easier for everyone. Improving the overall regulation of signage can also help the overall visual impact that signs have on the community.

There are many different types of signs as well as different aspects of their regulation. This is reflected in our municipal code, where references to signs can be found in several different titles, including Title 15 (Building and Construction), and many individual chapters in Title 23 (Zoning). The majority of these regulations pertain to on-premises signs for businesses, but other types of signs exist in the city, including signs for way-finding, sponsorship, and advertising. Signs most often exist on private property, but can be allowed in city right-of-way under certain instances. Staff feels regulations could be improved for all different types of signs.

Pertaining only to on-premises business signs, staff feels sign regulations could be enhanced in the following areas:

- Digital signs (including electronic message centers). Address issues of brightness, color, content, graphics, timing (of dimming and/or turning off completely), locations, etc.
- Historic districts. Ensure context-sensitive signs that complement their surroundings.
- Urban design. Integrate with urban design standards to promote higher-quality signage.
- Miscellaneous zoning issues. Clarify zoning issues such as:
 - Height of building signs versus free-standing signs
 - Parking area signs versus business signs

- Acceptable materials of construction
 - Total number of signs per property
 - Appropriate use of temporary signs
 - Review, permitting, and enforcement. Ensure a smooth administrative process for applicants, while still allowing the City to protect the public interest.
-

Discussion and Recommendation

Staff feels that the regulations pertaining to signs could be improved to make them clearer, more user-friendly, and effective. An overhaul of our sign regulations is a large undertaking that staff feels can be done by breaking it down into smaller chunks and enlisting some outside help. Staff recommends hiring a summer intern, perhaps in conjunction with other City departments, who could undertake the following preliminary tasks:

- Research other communities in terms of zoning ordinances, application review, permitting, and enforcement.
 - Recommend best practices from other communities
- Inventory signs in Wausau
 - Summarize different types of signs, violations of ordinances, examples of good and bad signs
- Work with a sub-committee comprised of various stakeholders (e.g., sign companies, developers, Main Street Inc.) to formalize a recommendation to improve sign regulation.

From the preliminary investigation, staff would propose changes to existing ordinances that would go through a public hearing at Plan Commission and a final vote at the Common Council.