

## PLAN COMMISSION

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Time and Date: The Plan Commission met on Tuesday, November 15, 2016, at 5:00 p.m. in the Common Council Chambers of Wausau City Hall.

Members Present: Mayor Mielke, Gisselman, Bohlken, Peckham, Lindman, Zahrt, Brueggeman

Others Present: Lenz, Hebert, DeSantis, Chmiel, Wills, Solheim, Kilinski, Betzner, Neal, Rasmussen, Wagner, Lawrence

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

Mayor Mielke called the meeting to order at approximately 5:00 p.m. noting that a quorum was present.

### **Approve the minutes of the October 18, 2016 meeting.**

Bohlken motioned to approve the minutes of the October 18, 2016 meeting. Gisselman seconded, and the motion carried unanimously 7-0.

### **PUBLIC HEARING: Discussion and possible action on approving a conditional use request at 725 Woods Place to allow for the East Hangar Development Area, which will allow private individuals to lease airport property to build private hangars, in a R2, Single Family Residence District.**

Lenz said that a description of the proposed conditional use is in the packet that was put together by the Airport Manager. This would be for a “blanket conditional use” as was done previously for the west airport hangar – a conditional use was approved for multiple hangars and each private hangar did not need to be approved by the commission. The airport will manage the financing, infrastructure and whatever else needs to happen for the development of the hangars – this approval is for the zoning and the standards are outlined in the packet. He said the main issue to look at is impact on the neighboring properties and the general public, but there doesn’t seem to be many in this case.

Mayor Mielke closed the public hearing.

Peckham motioned to approve the conditional use at 725 Woods Place to allow for the East Hangar Development Area, which will allow private individuals to lease airport property to build private hangars, in a R2, Single Family Residence District. Zahrt seconded, and the motion carried unanimously 7-0. This item will go to Common Council on December 13, 2016.

### **PUBLIC HEARING: Discussion and possible action on rezoning 1340 Cherry Street from R3, Two Family Residence District, to B2, Community Service District. (M.E. Employees Credit Union)**

Hebert said that the credit union owns the property to the south of the existing credit union building. A rental license inspection was completed and there were some issues found with the house. The credit union had plans to expand and they determined they would go ahead with the expansion. Hebert said that at this point they would like to rezone the property to B2 and eventually build another credit union on that lot. The existing building would be razed and a parking lot would be created.

Tracie Wills, 111 East Randolph Street, said they do have plans to build a new credit union and want to keep it that of a residential nature. Wills said that they are a very small credit union and are a closed charter. Marathon Electric is the employer that the credit union supports and they are looking into possibly expanding the charter to include multiple employers, but not a community charter. Wills said that the building that they are currently out of is 42 years old and is need of a lot of improvements. The cost of the improvements is greater than the cost of a new building. The lot will be beautified. Wills said that at some time they would like to merge the tax keys and be reassessed.

Mayor Mielke closed the public hearing.

Lenz said that he received one call about the rezoning – they were just questioning what was happening and weren’t necessarily opposed. He said they were not present today and he didn’t receive anything in writing against the proposed rezoning. He said a fence would need to be built when the building is constructed to separate the commercial from the residential lots.

Gisselman motioned to rezone 1340 Cherry Street from R3, Two Family Residence District, to B2, Community Service District. Peckham seconded, and the motion carried unanimously 7-0. This item will go to Common Council on December 13, 2016.

**PUBLIC HEARING: Discussion and possible action on approving the General Development Plan at 916/918/924/940 South 17<sup>th</sup> Avenue to allow for a physical therapy center, in a UDD, Unified Development District. (Thorsen)**

Ben Solheim, 408 North 3<sup>rd</sup> Street, and Mike Kilinski, 5909 North 39<sup>th</sup> Avenue, introduced themselves. Solheim said that the current business name is Sport and Spine Therapy Specialists and they are outgrowing their current space. Solheim said that they have not found suitable places to purchase so they moved forward by contacting Urban Construction. The project has moved forward quite quickly. Solheim said that they are also going through a rebranding or renaming of Health and Motion. Solheim said that they are looking to develop a portion and leaving another portion of the property for future tenant spaces. There aren't any current suitors at this time. Solheim said that they are looking for the approval so the project can move forward.

Hebert said that the last 3 pages of the packet need to be removed. These pages were part of a concept that is no longer being considered. A cover letter, signage plan and additional elevations were handed out at the start of the meeting. The property is currently zoned UDD and was approved in 2009 for two 3,000 square foot buildings for retail space. The property went back to the bank because the sites were not improved. The public hearing is to amend the UDD. According to the site plan, there will be access off of Rosecrans Street and 17<sup>th</sup> Avenue. The building will be a metal framed building. Kilinski said that is correct and it will have EIFS and decorative block and metal roofing. Kilinski said that he has additional info that shows site drainage and an additional manhole on the property. These plans also show that there are existing curb cuts. The southernmost curb cut on 17<sup>th</sup> Avenue will be abandoned. The additional plans were passed out to the commission members.

Lenz said that when staff reviewed this earlier, there was some confusion over the different plans. Lenz asked if there are windows on the south elevation. Kilinski answered that two windows were added on the south elevation. Lenz asked how signs are going to be located on the property and said that it appears there is a mix of signs. Solheim said that the updated signage was just finished this afternoon and passed around a copy of the signage to the commission members. Lenz said that staff may want to take a look at this more closely and do some calculations. Hebert said that some signage was already submitted. Solheim said that there were some modifications made and there is a decrease in the amount of signage. There will be a monument sign out front, consistent to what is around the area. It will have the look and feel of the Thunder Lube sign across the street. The sign face will be 150" wide by 88" tall. The total height from the ground up will be 147". Lettering will be placed on the east, south and north faces of the building. The lettering on the east face will be slightly larger.

Lindman said that with other UDD's, the commission and Council wanted to see the finished product, including the landscaping and how the utilities will be brought in. He said the general plan seems alright, but it seems that a little bit of work needs to be done before the precise plans can be approved.

Bryan Betzner, 917 South 18<sup>th</sup> Avenue, said that he lives on the block and asked if any additional property will be acquired for the project. Kilinski answered that all the vacancies just south of Time Federal will be purchased. There is the potential of new businesses going in. Betzner asked if this includes the houses. Kilinski answered that it would only be the vacant lots on the west side of 17<sup>th</sup> Avenue.

Mayor Mielke closed the public hearing.

Peckham asked if the size of the sign would be 12' tall. Solheim answered that it would be roughly 12' tall. Peckham said that he wasn't sure how that compares to the other signs in the area, but said it seems quite large and asked if there is an acceptable range. Solheim said that it includes the base. Hebert said that the committee can make any recommendation since it's a UDD. From a zoning perspective, if it was a straight zoning district, they could exceed that height. Due to the street frontage, the overall signage could be great. Staff would recommend a monument sign and could compare it to what has been previously approved. Lenz added that the standard in the zoning code is 30' maximum for business

districts, but with UDD's there is control of the site and we have been stricter. Monument signs have been favored in this area. There are signs on 17<sup>th</sup> Avenue that have been approved, but staff does not have those exact figures readily available. Solheim said that with the sign proposed, they are also planning ahead for future tenants and they wanted to minimize costs later.

Peckham asked if there is a way to give approval so that construction can begin, but have them come back for landscaping and signage. Mayor Mielke said that items 4 and 5 on the agenda (general and precise) should be separated. The general development plan could be brought forward, but discussion may be needed for the precise implementation plan. It is up to the commission on how they want to proceed.

Gisselman asked how the height compares to the Thunder Lube sign. Hebert said that they do not have the exact numbers for that sign. The grade is a little higher for Thunder Lube, but this will be a flat site.

Brueggeman asked if there is a monument sign for Time Federal. Lenz said that they try to match those types as much as possible. Hebert said that an analysis could be done and could come back to the commission next month.

Brueggeman motioned to approve the General Development Plan at 916/918/924/940 South 17<sup>th</sup> Avenue to allow for a physical therapy center, in a UDD, Unified Development District. Zahrt seconded, and the motion carried unanimously 7-0. This item will go to Common Council on November 22, 2016.

**Discussion and possible action on approving the Precise Implementation Plan at 916/918/924/940 South 17<sup>th</sup> Avenue to allow for a physical therapy center, in a UDD, Unified Development District.**

Mayor Mielke said that he concurs with Peckham and said he would have liked a little bit more time to review it.

Gisselman asked the petitioners what the timeline is. Solheim said that they would like to get going as soon as possible, as they are running out of decent weather. Solheim said that they would like to start at the end of November. Solheim said that a permit is applied for to start through the state. Solheim said that they will follow up with the state approved plans and landscaping plans. Mayor Mielke asked if the foundation will be started this fall. Solheim said that they would like to get the foundation in during December, construct the building in January, and do the landscaping and signage in the spring.

Peckham said that the majority of the project could be approved so they could go to next week's council meeting. Lenz said that normally it would go to the first council meeting in December. Peckham said that leaves them in a bind. Lenz said that if the commission would like, it could be sent to council next week. He said the precise plan needs to be approved before a building permit is issued. Staff could approve the signage and landscaping, as has been done in the past. Peckham said that he would be comfortable with approving this and sending it to council next week. The signage and landscaping plans can be approved at a later date.

Brueggeman said that he is in favor of moving it on to council next week and is in favor of staff reviewing and approving the landscaping, utility and signage plans, so that it is consistent with the other businesses in the area.

Brueggeman motioned to approve the Precise Implementation Plan at 916/918/924/940 South 17<sup>th</sup> Avenue to allow for a physical therapy center, in a UDD, Unified Development District and allow staff to approve the landscaping, utility and signage plans. Bohlken seconded.

Lindman said that previous developments have been sent to Council but have been brought back to the commission because they were not full plans. Lindman asked if the Council members on this commission are comfortable bringing this one forward to Council. Peckham asked if this plan has been kicked back. Lindman said that other UDD plans have been sent back, where parts of the plans were not included. He said Common Council has been pretty clear that they want a full set of precise plans. Gisselman said that the only thing that bothers him is the sign and he would like to know a little bit more about it. Lenz and Hebert agreed that the signs could be brought back to the commission. Gisselman said he agrees to move on with that plan.

The motion carried unanimously 7-0. This item will go to the Common Council on November 22, 2016.

**Discussion and possible action on review of subdivision plat for Royal Ridge Estates and Royal View Estates.**

Lenz said that these are two proposed subdivisions in the Town of Rib Mountain. The city has extraterritorial review outside the corporate boundaries within 3 miles of the border. These are about 2 miles away from nearest point of the city. They are on the south side of Rib Mountain and there is quite a bit of separation. He said if it would be adjacent to the city or just outside, the city may want to look at subdivisions in case of storm water runoff, streets, utilities or other infrastructure. These subdivisions do not appear to have any impact on the city. Staff recommends approval.

Peckham motioned to approve the subdivision plat for Royal Ridge Estates and Royal View Estates. Zahrt seconded, and the motion carried unanimously 7-0. This item will go to Common Council on December 13, 2016.

**Discussion and possible action on petition to vacate excess right-of-way at the northeast corner of Prospect Avenue and Single Avenue.**

Lindman said that this will be the area for a proposed tot lot and is currently excess right-of-way. Rather than build in the public right-of-way, it is proposed to vacate the right-of-way.

Gisselman motioned to approve the petition to vacate excess right-of-way at the northeast corner of Prospect Avenue and Single Avenue. Brueggeman seconded, and the motion carried unanimously 7-0. This item will go to Common Council on December 13, 2016.

**Discussion and possible action on petition for annexation – Kainz, 1509 Sell Street (080-2908-193-0994, Town of Wausau).**

Lindman said that this previously went to CISM and now this commission needs to review it. They would like to connect to city water and sewer. Staff recommends approval of the annexation.

Gisselman motioned to approve the petition for annexation – Kainz, 1509 Sell Street (080-2908-193-0994, Town of Wausau). Brueggeman seconded, and the motion carried unanimously 7-0. This item will go to Common Council on November 22, 2016.

**Next meeting date and future agenda items for consideration.**

The next meeting is scheduled for Tuesday, December 20, 2016.

**Presentation on City of Wausau Comprehensive Plan.**

Lenz introduced the comprehensive plan. The chapters have been brought to the Plan Commission and the entire plan is now available. A joint meeting with the Economic Development Commission is being held due the economic development chapter being a substantial chapter in the plan.

Dennis Lawrence, Regional Planning, said that the current plan was adopted in 2006. The plan provides a guide to the city and identifies issues and strategies. It is also required by the law to be updated every ten years. Lawrence went over the various ways the data was collected. There are 11 chapters in the current plan and 2 additional chapters in the drafted plan. The additional chapters pertain to downtown and cultural resources. Lawrence showed key aspects of the plan to committees.

**Presentation of Wayfinding Plan.**

Lenz said that a new plan was recently received. The process goes back to the ABC competition in which the city received grant money for the plans. The wayfinding master plan gets into the details on where signage will be placed and construction specs. The downtown area was identified as the main activity

center. The design of the signs was chosen from online voting and voting done in the lobby. There are different types of signs if you are coming off the freeway, for pedestrians, or looking for a particular destination. Two pedestrian kiosks will be reused. Some parts of the signs are dictated by DOT standards. In total, there are 60 signs in the downtown and Stewart Ave corridor. The preliminary cost estimate is right on target with what was budgeted.

Peckham asked if the information panels on the signs are something the city staff can replace or if they will have to be commercially procured. Lenz said that from here, some internal discussions need to take place and this is one of the items that needs to be discussed. The cost estimate includes installation and taking down some existing signs. The Department of Public Works will need to be contacted to determine what can be done to save costs. New poles are normally the most expensive aspect of signs.

Neal said that from a branding and consistency perspective, things need to be tied together. There are some proposed district names in the document, but there is still the generic reference to riverfront. The River Life brand has been thought of, but it has not been discussed how it will be strategically used. Neal said that he is thinking of signage, mapping and self-promotion. Some of the signage may go against the plan but it all should line up together. Lenz said that the consultants were pretty clear that a wayfinding system is different than branding efforts. Wayfinding should last 30, 40, 50 years where branding may change more often, even though there is identity created with wayfinding signs. Neal said that we would be at cross purposes to use two different items and said that he will strongly campaign to weave this into all materials, signage, mapping and messaging.

Rasmussen said that she agrees with Neal in a number of ways. The Economic Development Committee has talked about creating a sense of place and there is a place where these two items can meet. Wayfinding is all about getting visitors to the area. The current blue sign system does not help. We should move forward and can integrate neighborhood identity names into this format, without using individual logos. Rasmussen said that as long as the names and titles match, it would be good.

### **Adjournment**

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Zahrt motioned to adjourn, seconded by Gisselman. Motion carried unanimously 7-0 and the meeting adjourned at 6:02 p.m.

**The Plan Commission is next scheduled to meet at 5:00 p.m. on December 20, 2016.**