

\*\*\* All present are expected to conduct themselves in accordance with our City's Core Values \*\*\*



## OFFICIAL NOTICE AND AGENDA

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

Notice is hereby given that the PLAN COMMISSION of the City of Wausau, Wisconsin will hold a regular or special meeting on the date, time and location shown below.

Meeting of the: **PLAN COMMISSION OF THE CITY OF WAUSAU**  
Date/Time: **Monday, September 9, 2019 at 4:00 pm.**  
Location: **City Hall (407 Grant Street, Wausau WI 54403) - COMMON COUNCIL CHAMBERS**  
Members: **Mielke (C), Lindman, Peckham, Gisselman, Bohlken, Zahrt, Brueggeman**

AGENDA ITEMS FOR CONSIDERATION (All items listed may be acted upon)

1. **PUBLIC HEARING:** Discussion and possible action on approving a conditional use at 327 North 17th Avenue to allow for a sign in excess of thirty feet but less than fifty feet in height from curb level, in a UDD, Unified Development District. (Graphic House)
2. Adjournment

Mayor Robert B. Mielke - Committee Chairperson

This Notice was posted at City Hall and emailed to the Daily Herald newsroom on 9/5/2019 @ 2:00 p.m. Questions regarding this agenda may be directed to the Planning Department at (715) 261-6760.

In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the Planning Department at (715) 261-6760 or the City's ADA Coordinator at (715) 261-6620 or e-mail [clerk@ci.wausau.wi.us](mailto:clerk@ci.wausau.wi.us) at least 48 hours prior to the scheduled meeting or event to request an accommodation.

Distribution List: City Website, Media, Committee Members, Council Members, Assessor, Attorney, City Clerk, Community Development, Finance, Metro Ride, Human Resources, Police Department, Hebert, Lenz, Sippel, DeSantis, Polley, County Planning, Graphic House



## **STAFF REPORT**

TO: City of Wausau Plan Commission

FROM: Brad Lenz, City Planner

DATE: September 5, 2019

### **GENERAL INFORMATION**

**APPLICANT:** Matt Capodice, Graphic House Inc.

**LOCATION:** 327 N. 17<sup>th</sup> Avenue

**EXISTING ZONING:** UDD, Unified Development District

**REQUESTED ZONING:** Amend UDD

**PURPOSE:** To allow for a sign higher than thirty feet above curb level

**EXISTING LAND USE:** Commercial

**SIZE OF PARCEL:** Approximately 5 acres

**SURROUNDING ZONING AND LAND USE:**

North: UDD; Commercial

South: UDD; Commercial

East: R2, Single Family Residence District; single-family homes

West: Freeway right-of-way

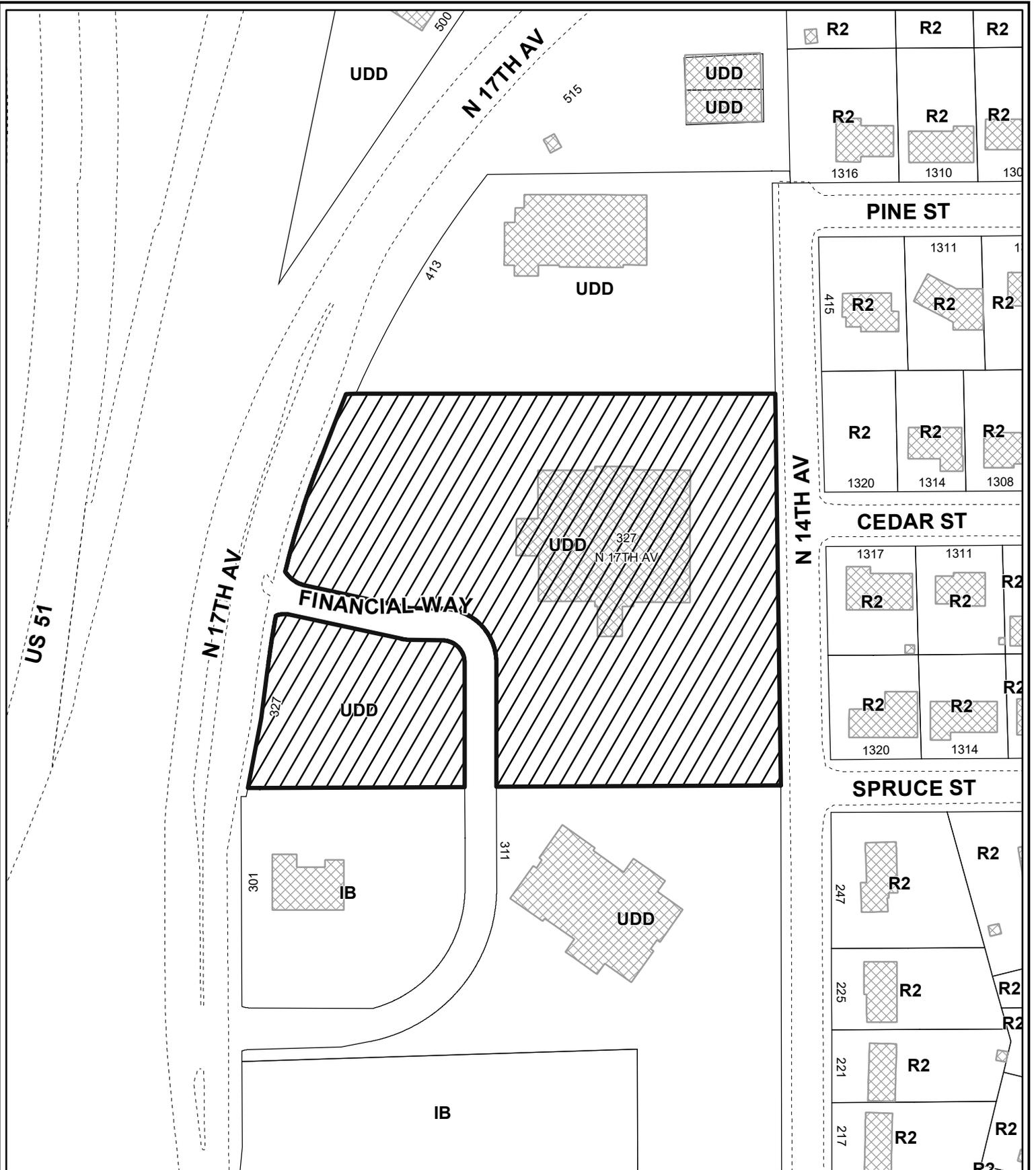
(See attached *Zoning Map*)

### **ANALYSIS**

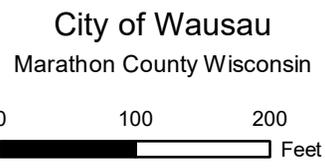
The proposal is for a 64 square-foot sign to be mounted on the front fascia (west side of the building) as shown in the attached renderings. The top of the sign would be above 30 feet but below 50 feet from the ground. Two existing signs on the west elevation would be removed, along with one from the north side. The sign would be internally illuminated.

Staff has generally recommended for signs taller than 30 feet when the sign is affixed to an existing building. In this case, the sign would be below 50 feet and not project above the height of the building. The sign would face west towards the freeway and not towards the residential area to the east. They are unlikely to impact surrounding properties, or the public's general health, safety, or welfare due to their height.

Staff recommends approval of the amendment to allow for the building sign as proposed. A sign permit through the Inspections Division will still be required prior to installation.



Map Date: August 22, 2019



- Area of Interest
- Building





ver Valley INSURANCE

River Valley

40'

# GRAPHIC HOUSE

CLIENT:  
INCREDIBLE BANK  
327 N 17th AVE  
WAUSAU, WI

9204 Packer Drive, Wausau, WI 54401 715-842-0402  
www.graphichouseinc.com

SALES REP: MATTHEW W DATE: 3-20-2019 QUOTE NUMBER: 16664-A JOB NUMBER: XX-XXX

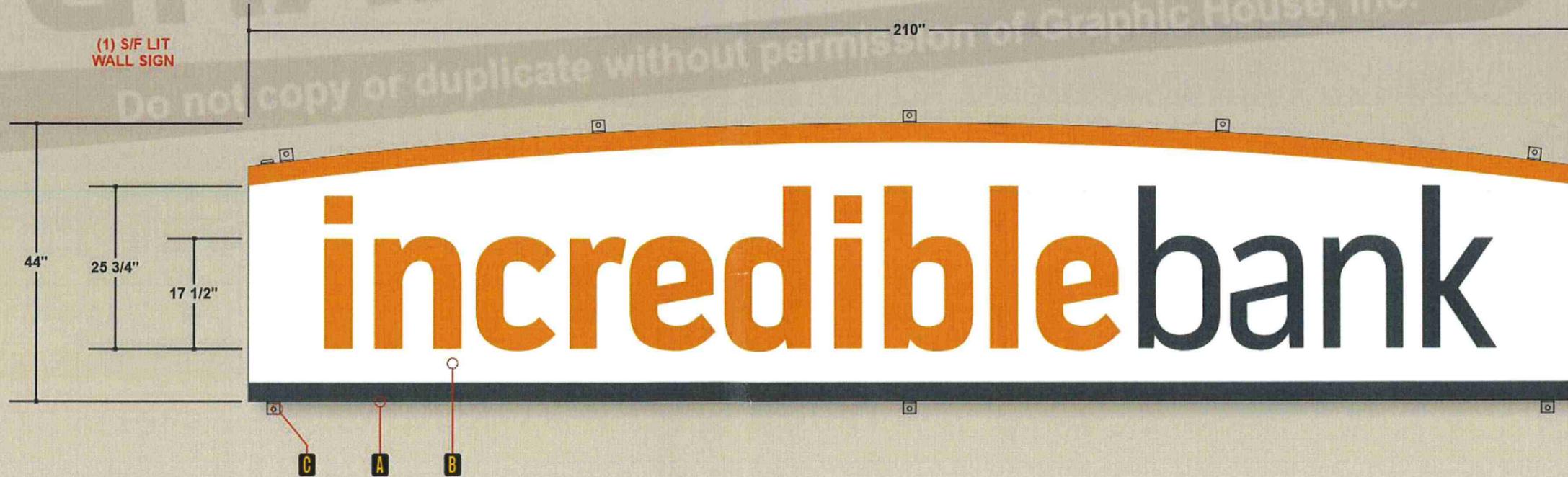
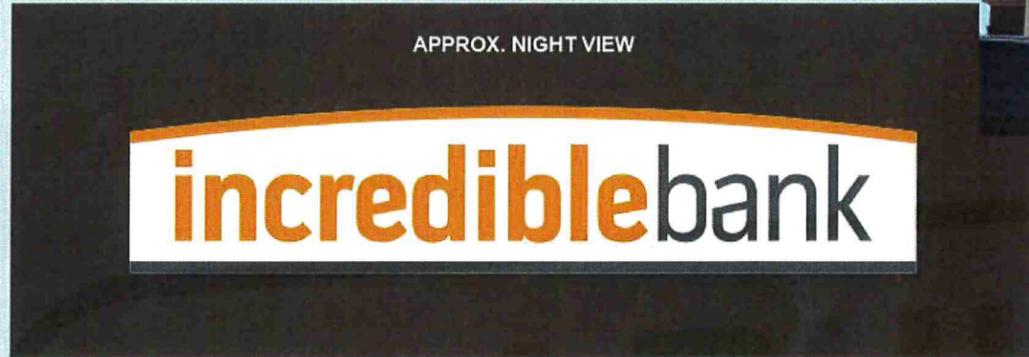
SALES AUTH: REVISION: 7-10-2019-F

SALES DRAWINGS: INCREDIBLE BANK - WAUSAU, WI - 327 17th AVE - 16664-1 LETTERS & FACES  
IncredibleBank - Wausau - 17th Ave - 16664-04-1.dwg

## FACE LIT BUILDING LETTERS

- A FORMED BLEEDFACE CABINET. LIT w/ WHITE LED'S
- B WHITE FLEXIBLE FACE STRETCHED OVER CABINET & CLEARCOATED w/ COOLEY COOLTHAIN. DOUBLE PRINTED VINYL w/ GLOSS LAMINATE
- C MOUNTING TABS

- P1 - PMS 432c Gun Metal Grey
- P2 - Paint to match building (tbd)
- Lit White Faces
- DP1 - PMS 432c Gun Metal Grey
- V1 - 3630-84 Tangerine Vinyl



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

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RELEASE AUTH: \_\_\_\_\_

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 **River Valley** BANK

