



TOWN OF RIB MOUNTAIN

Where Nature, Family & Sport Come Together

www.townofribmountain.org

3700 North Mountain Road
Wausau, Wisconsin 54401
(715) 842-0983
Fax(715) 848-0186

PLAN COMMISSION

OFFICIAL NOTICE & AGENDA

A meeting of the Town of Rib Mountain Plan Commission will be held on **Wednesday, February 24^h, 2016; 6:30 P.M. at 3700 North Mountain Road, Town of Rib Mountain Municipal Center.** The Town Board may attend for purposes of gathering information. Subject matter for consideration and possible action follows:

- 1.) Call to Order
- 2.) Roll Call
- 3.) Minutes
 - a. **Approval of the minutes of the 2-10-2016 Plan Commission meeting.**
- 4.) Public Hearings:
 - a. **Town of Wausau, owner, public informational hearing regarding a Nonmetallic Mining Reclamation Permit expansion. Parcel #34.192807.013.000.00.00 and #34.192807.014.000.00.00. Docket #2016-09. The Marathon County Conservation Planning and Zoning Department will be present to take testimony. No action will be taken by the Town.**
 - b. **Town of Rib Mountain, requests amendments to Rib Mountain Municipal Code, Section 17.190 – Fencing Standards, related to acceptable materials and maximum height standards. Docket #2016-05**
 - c. **Town of Rib Mountain, requests amendments to Rib Mountain Municipal Code, Subchapter X - Signage Regulations, related to Electronic Message Signs. Docket #2016-06**
- 5.) New Business:
 - a. **Thomas and Connie Schuette, owners, pre-application discussion regarding a Comprehensive Plan Future Land Use Map and Zoning Map amendments for the property addressed as 2600 Goldenrod Road, parcel #34.222807.010.000.00.00. Docket #2016-10**
- 6.) Correspondence/ Questions/Town Board Update:
- 7.) Public Comment
- 8.) Adjourn

TOWN OF RIB MOUNTAIN
PLANNING COMMISSION MEETING
February 10, 2016

Vice-Chairman Harlan Hebbe called the meeting to order at 6:30 pm. Other Plan Commission members present included Jim Hampton, Laura McGucken, Tom Steele, Christine Nykiel and Ryan Burnett. Also present was Community Development Director, Steve Kunst. Chairman Kevin Mataczynski was excused.

MINUTES:

Motion by Tom Steele, seconded by Laura McGucken to approve the minutes of the January 27, 2016 Plan Commission meeting, as presented. Motion carried 6-0.

NEW BUSINESS:

- a. Discussion on draft zoning text amendments to Rib Mountain Municipal Code Subchapter X – Signage Regulations – related to Electronic Message Signs. Docket #2016-06*

Steve Kunst noted this item was discussed at the previous two meetings and the general consensus of the Plan Commission was to move forward with amending the Zoning Ordinance to prohibit future electronic message signs. Kunst presented draft zoning text amendments reflecting those discussions. Laura McGucken asked whether the draft text, as presented, would impact manually changeable message signs like the existing sign at the IGA. The Commission recommended keeping and modifying the existing ‘changeable message sign’ language and adding the new ‘electronic message sign’ definition to help distinguish the difference between the two forms of signs, as it is not the intent to prohibit manually changeable message signs. Tom Steel asked how this would impact electronic fuel price signs.

Motion by Tom Steele, seconded by Christine Nykiel to move forward with scheduling a public hearing on the proposed Zoning Ordinance amendments related to electronic message signs, as amended. Motion carried 6-0.

- b. Discussion on draft zoning text amendments to Rib Mountain Municipal Code Subchapter X – Signage Regulations – related to maximum monument and pylon sign height. Docket #2016-07*

Kunst mentioned this discussion came up while reviewing a recent application to allow for a 12-foot-tall, multi-tenant monument sign at the Jim Kryshak/Cellcom development. After approving the request, the Commission asked that an item be placed on a future agenda to discuss the merits of different height restrictions for multi-tenant vs. standalone signs. Mr. Steele noted amendments to the Zoning Ordinance could be similar to the approach taken with detached accessory buildings. In this scenario, a maximum height is permitted by right with the option to exceed that height by conditional use approval, up to a maximum cap.

Kunst noted regulation or guidelines associated with maximum heights would need to be included as part of the traditional zoning ordinance and districts as the Unified Development District (UDD) does not hold any specific regulations. Commissioners McGucken and Nykiel noted they preferred not to set guidelines on monument and pylon signs for UDD proposals. Nykiel noted guidelines tend to be too vague. Jim Hampton noted he does not want the Town to be put in a situation where a desirable development is proposed, but cannot be approved due to strict sign height requirements.

The general consensus of the Plan Commission was to leave the Zoning Ordinance as is.

c. Update on Marathon County Uniform Addressing System project

Kunst presented information included in a Marathon County Executive Committee meeting packet related to the proposed County-Wide addressing project. Kunst noted counties are provided the authority, through State Statute, to implement this form of project in unincorporated areas. Kunst also mentioned incorporated municipalities cannot be forced to participate by the County, like the Town can. Kunst noted the Town Board passed a resolution in October of 2015, opposing being mandated to participate.

Motion by Jim Hampton, seconded by Tom Steele to go on record that the Town of Rib Mountain Plan Commission opposes the proposed County-Wide Addressing Project and support and endorse Rib Mountain Ordinance #15-13 'Resolution Opposing Mandatory Participation in County-Wide Addressing.' Motion carried 6-0.

CORRESPONDENCE/QUESTIONS:

Kunst noted the next Plan Commission meeting will be Wednesday, February 24th and public hearings will be held for both the fencing standards and sign code amendments. In addition, an item will be on the agenda related to a proposed expansion of the Town of Wausau Nonmetallic Mine off of Red Bud Road.

PUBLIC COMMENT: None

ADJOURN:

Motion by Tom Steele, seconded by Jim Hampton to Adjourn. Motion carried 6-0. Meeting adjourned at 7:26 PM.

Respectfully Submitted,

Steve Kunst, Community Development Director

REPORT TO PLAN COMMISSION

FROM: Steve Kunst, Community Development Director

DATE: February 19, 2016

SUBJECT: Nonmetallic Mining Reclamation Permit Expansion Hearing, Parcel #34.192807.013.000.00.00 and #34.192807.014.000.00.00

APPLICANT: Town of Wausau, owner

REQUEST: This is a Public Informational Hearing related to the expansion of the Town of Wausau’s Nonmetallic Mine off of Red Bud Road.

ZONING: Rural Agriculture -2 (35-acre minimum lot size)

FUTURE LAND USE DESIGNATION: Quarry, Other Agriculture, and Forest Lane

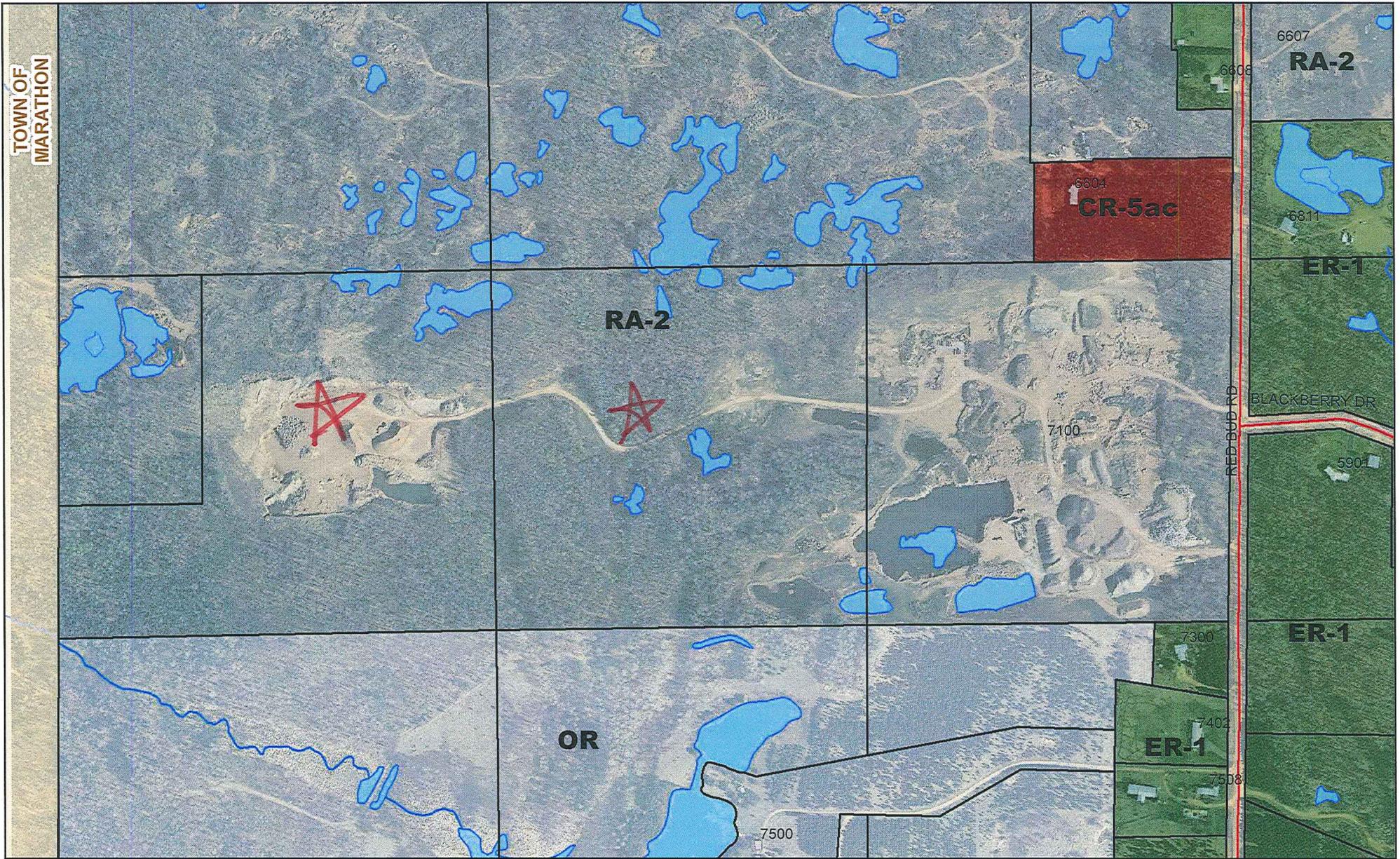
ADJACENT ZONING: RA-2 (North, East, and West); OR (South)

NARRATIVE:

The Town of Wausau seeks to expand its existing nonmetallic mining operations west of Red Bud Road. Mining operations are identified in the Rib Mountain Zoning Ordinance as “Extraction Uses” and typically require conditional use approval. However, in 2013 the State of Wisconsin changed its rules on nonmetallic mining and effectively removed the Town’s ability to regulate the expansion of existing nonmetallic mines.

The Marathon County Conservation Planning and Zoning Department is charged with regulating nonmetallic mines and as part of its review they are required to hold a public informational hearing to receive testimony on the mining operations proposed reclamation plans. This item is the result of coordination with Lane Loveland of Marathon County.

POSSIBLE ACTION: No action to be taken. This item is to allow testimony related to the Reclamation Plan to be heard by the Marathon County Conservation Planning and Zoning Department.

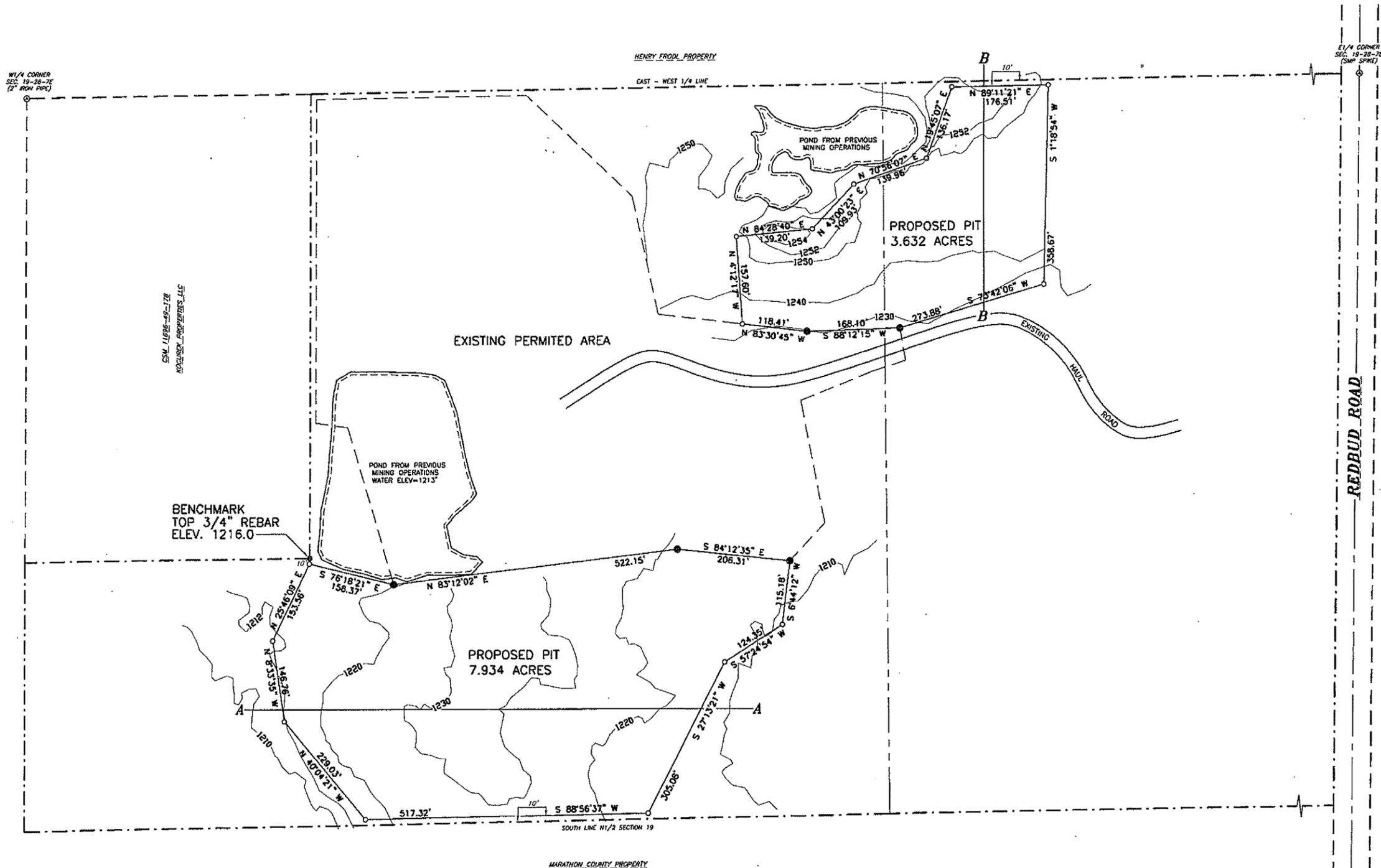
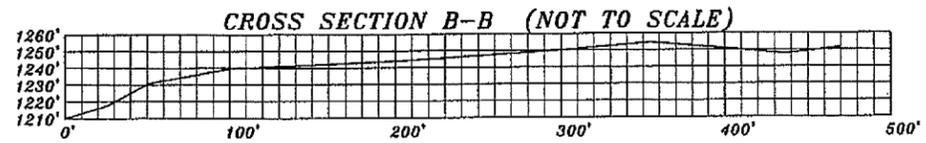
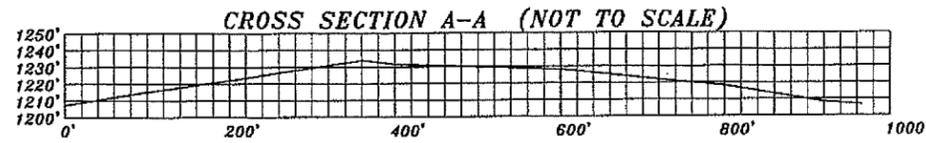


<p><i>Rib Mountain: "Where Nature, Family, and Sport Come Together"</i></p> <p>Prepared by: CWE cweengineers.com</p>	<p>Zoning Districts (July 2014)</p> <ul style="list-style-type: none"> OR Outdoor Recreation RA-1 Rural Agricultural RA-2 Rural Agricultural RR Rural Residential CR-5ac Countryside Residential SR-2 Suburban Residential 	<ul style="list-style-type: none"> SR-3 Suburban Residential UR-8 Urban Residential ER-1 Estate Residential MR-4 Mixed Residential SC Suburban Commercial NC Neighborhood Commercial UC Urban Commercial 	<ul style="list-style-type: none"> UDD Unified Development EO Estate Office SO Suburban Office SI Suburban Industrial ROW Unzoned Parcel Outline Water Feature Building (2010) 	<ul style="list-style-type: none"> Road Centerline
	<p>Map Printed: 2/19/2016</p>			
	<p>DISCLAIMER: The information and depictions contained herein are for informational purposes only. CWE specifically disclaims accuracy in this reproduction and advises that if specific and precise accuracy is required that certified maps, surveys, plats, or other official means be obtained.</p>			
	<p>There is no Statement of Accuracy for any parcel data; the parcel layer is considered an index Parcel Layer not a Cadastral Parcel Layer. For planning purposes only.</p>			

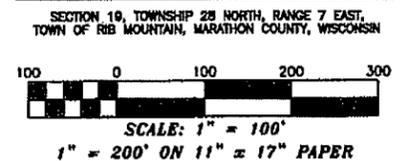
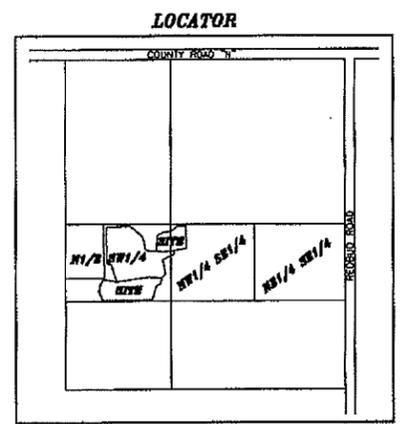
TOWN OF WAUSAU PIT

EXISTING SITE PLAN FOR NONMETALIC MINING PERMIT OF ROCK AND GRAVEL

PART OF THE NORTH 1/2 OF THE SW 1/4 AND THE NW 1/4
OF THE SE 1/4, LOCATED IN SECTION 19, T 28 N, R 7 E,
TOWN OF RIB MOUNTAIN, MARATHON COUNTY, WISCONSIN.



REDDUD ROAD



- = WHITE VINYL POST FOUND
 - = GREEN METAL FENCE POST SET
 - ⊙ = GOVERNMENT CORNER LOCATION COUNTY SURVEYORS RECORDS
- ELEVATIONS FOR THIS PROJECT WERE DERIVED FROM WISCONSIN HEIGHT MODERNIZATION PROJECT BENCHMARK LINCOLN C GPS, ELEVATION 1224.0' PER NAVD88, WHICH IS A BRONZE WOOD GEODETIC SURVEY CONTROL STATION DISK SET IN CONCRETE.

DRAWN BY: JASON J. PFLIEGER DATE: 1-27-2016 P&E: NO. W-92 PIT PERMIT 2016	APPROVED BY: TIMOTHY O. WRELAND PROJ. NO. W-92 PIT PERMIT 2016 DWG. # 1	REVISIONS:	PREPARED BY: VRELAND ASSOCIATES, INC. 6103 DAWN STREET WESTON, WI. 54478 PH (715) 241-0947 OR TOLL FREE (866) 893-3979 FAX (715) 241-9828 tim@vrelandassociates.us	PREPARED FOR: JIM RIEHLE TOWN OF WAUSAU CHAIRMAN 5505 N. 41ST STREET WAUSAU, WI 54403 PH. 715-675-8111	SHEET NO. EXISTING SITE 1 OF 2
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NOTICE OF PUBLIC INFORMATIONAL HEARING

Please take notice that the Town of Wausau filed an application with the Marathon County Conservation, Planning and Zoning Department for a Nonmetallic Mining Reclamation Permit expansion on February 10, 2016. The proposed mine would be located in the N½, S½ Section 19 T28N R7E Town of Rib Mountain.

The proposal is to expand the existing mine to the south by approximately 7.9 acres. The site will be reclaimed to a pond and prairie for wildlife. A public information hearing will be held Wednesday February 24, 2016 at 6:30 p.m. at the Rib Mountain Municipal Center, 3700 N. Mountain Road, Wausau, WI 54401.

The Marathon County Conservation Planning and Zoning Department will take testimony at that time on reclamation related matters.

The plans for the project may be viewed at the Marathon County Conservation Planning and Zoning Department, 210 River Drive, Wausau, WI 54403-5449 during regular business hours. Please contact the Regulatory Services division at (715) 261-6000 with questions about this project or if you wish to make an appointment to discuss the plan for reclamation of the site.

Rebecca J. Frisch
Rebecca J. Frisch, CPZ Director

Publish: February 12, 2016

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REPORT TO PLANNING COMMISSION

FROM: Steve Kunst, Community Development Director
DATE: February 19, 2016
SUBJECT: RMMC Section 17.190 - Fencing Standards

APPLICANT: Town of Rib Mountain

REQUEST: Amendments to the Town’s Fencing Standards to better align the Zoning Ordinance with general practice.

NARRATIVE:

Based on the Plan Commission recommendation at the January 27th, 2016 meeting, a public hearing is scheduled related to amendments to RMMC Section 17.190 – Fencing Standards. The amendments cover both ‘Materials’ and ‘Maximum Height’ standards. is a summary of the issues, followed the proposed amendments in track-change form.

Materials

The code lists the following as acceptable materials for fences in residential districts: “*wood, stone, brick, wrought iron, chain link, and wire mesh.*” This form of definition provides little leeway in interpretation. Vinyl fencing is quite prevalent in local home improvement stores and represents an aesthetically pleasing structure (see Figure 1). The opinion of staff is vinyl fence is consistent with the intent of the Ordinance.

Maximum Height

The zoning code is very clear on overall allowable fence height.

- a) 4 feet when located within a required front yard or required street yard on any property;
- b) 6 feet when located on any residentially zoned property, but not within a required front yard or a required street yard.

The current definition includes decorative fence post caps in the maximum height measurement. The primary issue with this methodology lies in the fact readily available, pre-manufactured panels sold at home improvement stores throughout the area range from 5’9” to 6 feet in height. When properly installed a few of inches above grade allowing for routine maintenance and avoiding issues with freeze/thaw movement, the fence no longer conforms to the 6’ maximum height standard (even without considering the post caps).

Figure 1: Six Foot Premanufactured, Vinyl Fence with Decorative Caps



PROPOSED AMENDMENTS: See underlined, red text.

Section 17.190 - Fencing Standards.

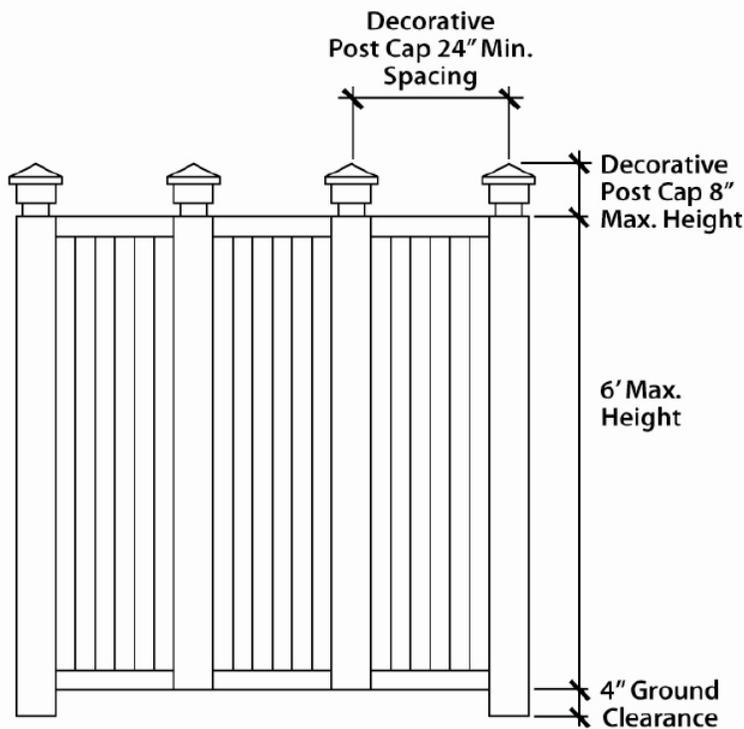
- (1) *Purpose:* The purpose of this Section is to regulate the materials, location, height, and maintenance of fencing, landscaping walls and decorative posts in order to prevent the creation of nuisances and to promote the general welfare of the public.
- (2) *Applicability:* The requirements of this Section apply to all fencing, landscape walls and decorative posts equal to, or exceeding, 30 inches in height, for all land uses and activities.
- (3) *Standards:*
 - (a) *Materials:*
 1. *Residential Districts:* Acceptable materials for constructing fencing, landscape walls, and decorative posts include, wood, stone, brick, wrought iron, prefabricated vinyl panels, chain link, and wire mesh, except that chain link or wire mesh fencing is not permitted within required front yard or street yard areas, and that barbed wire and/or above-ground electric fencing is not permitted anywhere in residential districts.
 2. *Nonresidential Districts:* Acceptable materials for constructing fencing, landscape walls, and decorative posts include wood, stone, brick, wrought iron, prefabricated vinyl panels, chain link, and wire mesh. Barbed wire fencing is permitted on security fences at heights equal to or greater than 5½ feet (66").
 3. *Temporary Fencing:* Temporary fencing, including the use of wood or plastic snow fences for the purposes of limiting snow drifting, protection of excavation and construction sites, and the protection of plants during grading and construction is permitted.
 4. *Snow Fences:* Snow fences constructed of wood and wire, and/or plastic shall be permitted only as temporary fences, and used on a seasonal basis only. (Am. #12-05)
 - (b) *Location:* On all properties, no fence, landscape wall, or decorative post shall be located closer than 2 feet to the front yard or street yard property line. Fences may be located on any property line abutting a side or rear yard.
 - (c) *Maximum Height:* The maximum height of any fence, landscape wall, or decorative post shall be the following:
 1. 4 feet when located within a required front yard or required street yard on any property;
 2. 6 feet when located on any residentially zoned property, but not within a required front yard or a required street yard; and
 3. 6 feet when located on any nonresidentially zoned property, but not within a required front yard or a required street yard, except that security fences may exceed this height.

4. Height Exceptions:

- a) Decorative posts at a minimum spacing of 24 inches may extend eight (8) inches over the maximum height (see Figure 2).
- b) Up to four (4) inches of ground clearance shall be allowed to accommodate slope and/or lawn maintenance (Figure 2). This will not contribute to the measurement of maximum height.
5. The location and maximum heights listed for Subsections (c)(1—4), above, may be exceeded or varied with the approval of a conditional use permit per Section 17.225. The following conditions (at a minimum) shall be established for such requests: (Am. #12-05)
 - a. The increase in height shall in no way further obstruct vision for intersecting streets, driveways, sidewalks or other traffic areas;

- b. The fence shall be screened on its external side with adequate plants so as to maintain an attractive appearance to said side.
 - c. The fence shall be set back from the property line beyond the requirement of Subsection (3)(b), above, such distance as appropriate to contain adequate landscaping per b., above, and so as to maintain an attractive relationship to fence's external side.
 - (d) *Orientation:* Any and all fences, landscape walls, or decorative posts shall be erected so as to locate visible supports and other structural components toward the subject property.
 - (e) *Maintenance:* Any and all fences, landscape walls, or decorative posts shall be maintained in a structurally sound and attractive manner.
 - (f) *Swimming Pools:* Fencing for swimming pools shall be provided per the Model Swimming Pool Enclosure Code established by the National Spa and Pool Institute (NSPI), which is available at the Town Hall. The Zoning Administrator may approve alternative pool cover enclosures which are designed to meet recognized standards. (Am. #12-05)
- (6) *Permit and Fee Required:* An accessory use zoning permit and fee is required for ~~this procedure~~ these structures.

Figure 2: Measuring Maximum Fence Height



POSSIBLE ACTION:

1. Recommend approval of the proposed amendments to Rib Mountain Municipal Code Section 17.190 – Fencing Standards, as presented.
2. Recommend approval of the proposed amendments to Rib Mountain Municipal Code Section 17.190 – Fencing Standards, with modifications.
3. Recommend denial of the proposed amendments to Rib Mountain Municipal Code Section 17.190 – Fencing Standards

REPORT TO PLANNING COMMISSION

FROM: Steve Kunst, Community Development Director
DATE: February 19, 2016
SUBJECT: RMMC Subchapter X – Signage Regulations

APPLICANT: Town of Rib Mountain

REQUEST: Zoning Text amendments related to Electronic Message Signs

NARRATIVE:

Based on concerns of overall aesthetics and traffic safety within the Town, the Plan Commission has recommended prohibiting the future installation of electronic message signs. Below are the two proposed definitions for changeable message signs as discussed at the February 10th meeting. Also, attached you may find draft Ordinance text amendments in track-change form.

NEW DEFINITIONS:

Electronic message sign. A sign whose informational content can be changed or altered on a fixed display screen composed of electronically illuminated parts. Electronic message signs use changing lights to form a message in text form wherein the sequence of the text and rate of change is electronically programmed and can be modified by electronic processes.

- a) The recommendation is to prohibit this form of signage in the future.

Changeable message sign: a sign which is manually capable of altering its color, appearance, or message. These signs are only permitted as unique signs.

- a) Handled through the conditional use procedures without specific conditions

POSSIBLE ACTION:

1. Recommend approval of the proposed amendments to Rib Mountain Municipal Code Subchapter X – Signage regulations, as presented.
2. Recommend approval of the proposed amendments to Rib Mountain Municipal Code Subchapter X – Signage regulations, with modifications
3. Recommend denial of the proposed amendments to Rib Mountain Municipal Code Subchapter X – Signage regulations.
4. Refer the item back to staff for additional consideration.

Section 17.213 - Definitions and Regulations Specific to Certain Signs.

The following definitions shall be used by this Subchapter to assist in the establishment of clear cut signage regulations. In general, Sign Purposes refers to where or how a sign is used. Sign Configurations refers to the style of the sign, and Sign Measurement explains how the dimensions of a sign are determined.

Sign: any object, device, display, structure, or part thereof, situated outdoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images. Signs do not include the flag or emblem of any nation, organization of nations, state, city, religious, fraternal, or civic organization; also merchandise and pictures or models of products or services incorporated in a window display, works of art which in no way identify a product, or scoreboards located on athletic fields. Definitions of particular functional, locational, and structural types of signs are listed in this Section. (Traffic control and other public agency signs located within a right-of-way are not included within this definition and are not regulated by the provisions of this Chapter.)

(1) *Sign Purposes.*

- (a) *Advertising sign:* a sign which directs attention to a business, commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the premises where the sign is displayed. Advertising signs include billboards. (Refer to Subsection 17.214(1)(g))
- (b) *Auxiliary sign:* a sign which provides special information such as price, hours of operation, or warning and which does not include brand names, or information regarding product lines or services. It may contain a business logo if the logo is under one square foot in area. Examples of such signs include directories of tenants in buildings, "no trespassing" signs, menu boards, and signs which list prices of gasoline. (Refer to Subsection 17.216(5))
- (c) *Business sign:* a sign which directs attention to a business, commodity, service, or entertainment conducted, sold, offered, or manufactured upon the premises where the sign is located. (Refer to Section 17.216 and Table 17.216(6))
- (c-1) *Changeable message sign:* a sign which is ~~electronically manually~~ capable of altering its color, appearance, or message. These signs are only permitted as unique signs under Section 17.216(8). (Cr. #09-02)

(c-2) *Electronic message sign:* A sign whose informational content can be changed or altered on a fixed display screen composed of electronically illuminated parts. Electronic message signs use changing lights to form a message in text form wherein the sequence of the text and rate of change is electronically programmed and can be modified by electronic processes. This form of sign is prohibited.

- (d) *Community information sign:* an officially designated sign which is limited to the display of information of interest to the general community regarding scheduled public events and public activities. (Refer to Subsection 17.212(2))
 - 1. Such sign shall only display information regarding events and information of general interest to the residents of Rib Mountain. Copy which may be considered as advertising a product, private or restricted participation event, or activity for private profit shall be prohibited.
 - 2. Such sign may be located on private or public property (including right-of way.)
 - 3. Such sign shall conform to the visibility requirements of Section 17.173
 - 4. Such sign shall not be counted as adding to the area of signage on the subject property for the purposes of regulating sign area per Section 17.216(6).
- (e) *Directional sign, off-premises:* a sign which indicates only the name, direction, and/or distance of a business or activity. It may contain a business logo if the logo is under one square foot in area.

(Refer to Subsections 17.214(1)(f) and (g). Counts against the permitted business sign area and requires a conditional use permit per Section 17.225

- (f) *Directional sign, on-premises:* a sign which indicates only the name or direction of a pedestrian or traffic facility, or a particular building within a complex of structures, on the property on which said facility or building is located. For each permitted or required parking area that has a capacity of more than 5 cars, one sign, not more than 2 square feet in area, designating each entrance and/or exit; and one sign, not more than 9 square feet in area, designating the conditions of use of the parking area. It may contain a business logo if the logo is under one square foot in area. On-premises directional signs shall not exceed 4 square feet in area. No lot shall contain more than 3 such signs.
 - (g) *Group sign:* a sign displaying the collective name of a group of uses such as the title of a shopping center, office park, or industrial park and its tenants. No sales or price information shall be permitted. Portions of the sign containing names of individual tenants shall be considered as part of the area of a group sign. Group signs shall only be permitted within developments serving 5 or more nonresidential tenants, and shall limit information to the name of the development. (Refer to Table 17.216(6))
 - (h) *Identification sign:* a sign indicating the name and/or address of the tenant of the unit or manager of the property located upon the residential premises where the sign is displayed. (Refer to Sections 17.215, and 17.216(1) and (2).)
 - (i) *Temporary sign:* a sign or advertising display intended to be displayed for a certain period of time (as permitted by Section 17.217). Included in the definition of "temporary signs" are retailers' signs temporarily displayed for the purpose of informing the public of a "sale" or special offer. If a sign display area is permanent but the message displayed is subject to periodic changes, that sign shall not be considered as temporary. A mobile or portable sign shall not be considered a temporary sign or used for such a purpose.
 - (j) *Unique sign:* A sign which, in the opinion of the Zoning Administrator, does not fall into any of the above categories.
 - (k) *Residential nameplate sign:* a freestanding sign indicating the name of the tenant and/or address of the premises. This type of sign may be attached to a mailbox, yard light, ornamental light or erected as a freestanding sign on posts. Except for those attached to a mailbox, this type of sign shall not be located closer ~~that~~ than 5 feet from the front or street side lot line per Section 17.096(4)(a)2.
- (2) *Sign Configurations.*
- (a) *Freestanding sign:* a self-supporting sign resting on or supported by means of poles, standards, or any other type of base on the ground. This type of sign includes monument signs and pylon signs. The base or support(s) of any and all freestanding signs shall be securely anchored to a concrete base or footing. The footing and related supporting structure of a freestanding sign including bolts, flanges, brackets, etc., shall be concealed by the sign exterior, masonry covering, earth and permanent groundcover, or through the use of evergreen shrubs. (Refer to Sections 17.213(3)(b)1. and 17.216(3).)
 - (b) *Marquee sign:* an overhanging sign providing a canopy of a theater, auditorium, fairground, museum or other use, which advertises present and scheduled events. (Refer to Section 17.213(3)(b)1.)
 - (c) *Mobile or portable sign:* Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; signs converted to A- or T-frames; menu and sandwich board signs; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operation of the business. These signs are prohibited.

- (d) *Monument sign*: a freestanding sign whose top edge is located no more than 8 feet from ground level. The base or support(s) of any and all monument signs shall be securely anchored to a concrete base or footing. The height of a monument sign shall not exceed 8 feet in height, nor shall it be otherwise erected so that they impede visibility for safe pedestrian and/or vehicular circulation. The footing and related supporting structure of a monument sign including bolts, flanges, brackets, etc., shall be concealed by the sign exterior, masonry covering, earth and permanent groundcover, or through the use of evergreen shrubs. (Refer to Section 17.173 and Table 17.216(6).)
 - (e) *Projecting sign*: a sign, other than a wall sign which is attached to and projects more than one foot, generally perpendicular from a structure or building face. The bottom edge of such sign shall be located a minimum of 10 feet from the ground level directly under the sign. Such sign shall be mounted directly to a building. The sign must be located in an Urban Commercial District (UC).
 - (f) *Pylon sign*: a freestanding sign erected upon one or more pylons or posts. The base or support(s) of any and all pylon signs shall be securely anchored to a concrete base or footing. The height of a pylon sign shall be measured from the ground grade adjacent to the sign to the top of the sign. The height of a pylon sign shall not exceed 10 feet. Pylon signs shall be erected so that they do not obstruct vision triangles for street and/or driveway intersections. (Refer to Sections 17.214(2)(g) and Table 17.216(6).)
 - (g) *Wall sign*: a sign mounted parallel to a building facade or other vertical building surface. Wall signs shall not extend beyond the edge of any wall or other surface to which they are mounted, nor shall they project more than 18 inches from its surface. The height of a wall sign shall be measured from the base of the building below the sign to the top of the sign face. The top of the sign shall be no higher than the nearest portion of the building to which it is mounted.
- (3) *Sign Measurement.*
- (a) *Ground level*: the average elevation of the ground upon which the sign supports are placed, except when the sign supports rest upon a berm or other area elevated above the surrounding ground. In such cases, the average elevation of the base of such berm or other area shall be considered as the ground level.
 - (b) *Sign area* shall be measured in the following manner:
 1. In the case of a sign placed within a frame, marquee sign, or other structure, sign area consists of the entire surface area of the sign on which copy could be placed. The supporting structure or bracing of a sign shall not be counted as a part of the sign face area unless such structure or bracing is made a part of the sign's message. Where a sign has 2 display faces, the combined total area of one face or the largest face shall be considered the sign face area.
 2. In the case of a sign whose message is fabricated together with the background which borders or frames that message, sign face area shall be the total area of the entire background.
 3. In the case of a sign whose message is applied to a background which provides no border or frame, sign face area shall be the area of the smallest rectangle which can encompass all words, letters, figures, emblems, and other elements of the sign message.
 4. Signs less than one square foot in area are not regulated by this Ordinance.
 5. The following illustrations demonstrate how sign face area shall be determined.

Section 17.214 - General Signage Regulations.

The regulations contained in this Section apply to signs in all districts.

(1) *Sign Prohibitions and Limitations.*

- (a) *No sign shall use any word, phrase, symbol, shape, form, or character in such manner as to interfere with moving traffic, including signs which incorporate typical street-type and/or traffic control-type signage designs and colors.*
- (b) *No fluttering, undulating, swinging, rotating, or otherwise moving signs, pennants or other decorations shall be permitted.*
- (c) *No illuminated flashing signs shall be permitted. Flashing signs are those which change their appearance more than once in every 30 seconds. (Am. #09-02)*
- (d) *No illuminated sign shall be permitted unless the illumination of the sign is so designed that the lighting element is not visible from any property within a residential zoning district (per Section 17.032). All illuminated signs shall comply with the State Electrical Code, and limited to the hours of customer access.*
- (e) *No mobile or portable signs shall be permitted.*
- (f) *No off-premises directional signs shall be permitted for non-governmental or non-institutional uses or for any use outside of a public right-of-way except with the granting of a Conditional Use Permit per Section 17.213(1)(e). However, such signs are permitted within a public right-of-way per Subsection (2)(e), below, for governmental and institutional uses.*
- (g) *No advertising signs shall be permitted, except for specific information signs as provided within public rights-of-way per the State of Wisconsin Department of Transportation.*

Rationale: The adoption of Subsection (g), above, reflects a formal finding of fact on the part of the Town of Rib Mountain Plan Commission and Town Board that the prohibition of advertising signage furthers 2 compelling government interests: 1) the general public interest of reducing visual clutter caused by advertising signage which the Town has determined is a significant cause of unsafe traffic conditions; and 2) the public interest served by furthering the implementation of the purposes of this Chapter and the Town of Rib Mountain Comprehensive Master Plan in terms of limiting the further spread of strip commercial development—of which advertising signs are a primary contributor. Furthermore, the Town of Rib Mountain advocates that this regulation leaves ample and adequate alternative channels of commercial speech communication for the messages portrayable on such advertising signs—namely distributed print media, broadcast media, and point-of-purchase display, and is narrowly defined so as to limit said prohibition to commercial speech on exterior signage.

~~(h) - No electronic message signs shall be permitted.~~

(2) *Sign Location Requirements.*

- (a) *No sign shall be erected or maintained at any location where by reason of its position, proximity to the street right-of-way, wording, illumination, size, shape, or color it may obstruct, impair, obscure, interfere with the view of, or be confused with, any authorized traffic control sign, signal or device.*
- (b) *No sign shall be erected or maintained at any location where by reason of its position, proximity to the street right-of-way, wording, illumination, size, shape, or color creates a safety hazard for pedestrians or the operators of motor vehicles.*
- (c) *No sign shall be located within a required bufferyard or within a permanently protected green space area (see Section 17.055).*

- (d) *No sign* shall be mounted on a *roof*.
- (e) *No sign*, temporary or otherwise, shall be affixed to a *tree or utility pole* unless otherwise authorized by the Director of Public Works.
- (f) *Private signs* shall not be allowed within any street *right-of-way*.
- (g) *Projecting signs* located over a *vehicle circulation area* shall not be permitted.
- (h) *Pylon signs* are not permitted in any *residential district* (See Section 17.032
- (i) *No signs* shall be located within the USH 51/STH 29 Overlay District unless a conditional use is granted in compliance with Section 17.225, standards and procedures applicable to all conditional uses.
- (j) *No sign* shall be erected which does not comply with the visibility standards of Section 17.173

REPORT TO PLAN COMMISSION

FROM: Steve Kunst, Community Development Director

DATE: February 19, 2016

SUBJECT: Pre-Application Discussion for Future Land Use and Zoning Map Amendment, Parcel #34.222807.010.000.00.00

APPLICANT: Thomas and Connie Schuette, owners

PROPERTY ADDRESS: 2600 Goldenrod Road

REQUEST: Future Land Use and Zoning Map Amendments to allow for the division of the property into four (4) parcels.

ZONING: Rural Residential (35-acre minimum lot size)

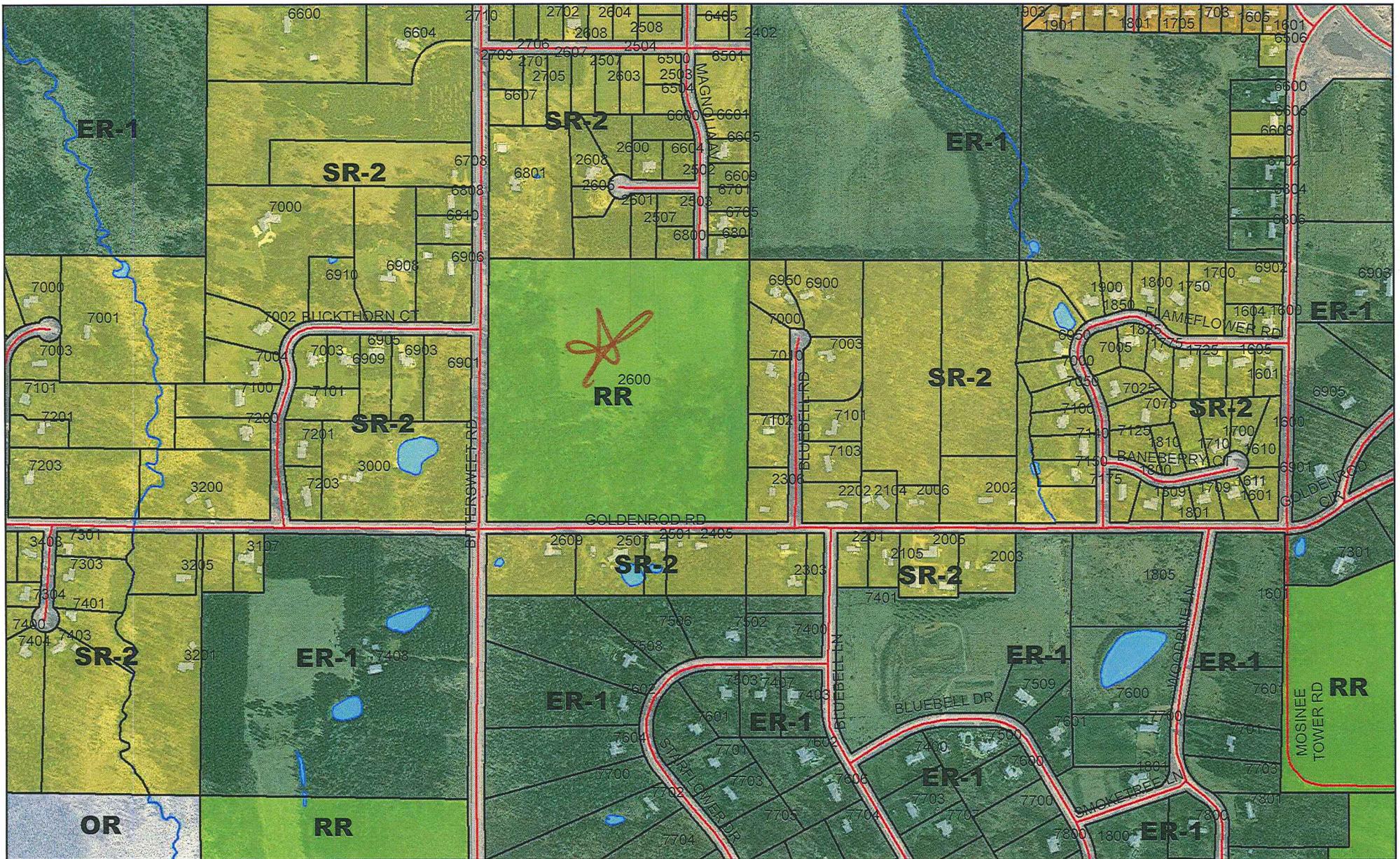
FUTURE LAND USE DESIGNATION: Cropland, Other Agriculture, and Forest Lane

ADJACENT ZONING: SR-2 (North, South, East, and West)

NARRATIVE:

Thomas and Connie Schuette, owners, request a pre-application discussion regarding a proposal to amend the Town of Rib Mountain’s Comprehensive Plan Future Land Use Map from ‘Cropland, Other Agriculture, and Forest Land’ to ‘Residential’ and the Town Zoning Map from ‘Rural Residential’ to ‘Suburban Residential -2 (SR-2)’ for the forty-acre parcel on the northeast corner of the intersection of Goldenrod and Bittersweet roads. The intent is to then subdivide the parcel into four separate parcels (see attached preliminary CSM).

POSSIBLE ACTION: No action to be taken. Item is for discussion purposes only.



Zoning Districts (July 2014)

OR Outdoor Recreation	SR-3 Suburban Residential	UDD Unified Development	Road Centerline
RA-1 Rural Agricultural	UR-8 Urban Residential	EO Estate Office	
RA-2 Rural Agricultural	ER-1 Estate Residential	SO Suburban Office	
RR Rural Residential	MR-4 Mixed Residential	SI Suburban Industrial	
CR-5ac Countryside Residential	SC Suburban Commercial	ROW	
SR-2 Suburban Residential	NC Neighborhood Commercial	Unzoned	
UC Urban Commercial	Parcel Outline	Water Feature	
	Building (2010)		

Map Information:
 Scale: 0 to 500 Feet
 Map Printed: 2/19/2016
 Disclaimer: The information and depictions contained herein are for informational purposes only. CWE specifically disclaims accuracy in this reproduction and advises that if specific and precise accuracy is required that certified maps, surveys, plans, or other official means be obtained.
 There is no Statement of Accuracy for any parcel data; the parcel layer is considered an Index Parcel Layer not a Cadastral Parcel Layer. For planning purposes only.

