



TOWN OF RIB MOUNTAIN

Where Nature, Family & Sport Come Together

www.townofribmountain.org

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PLAN COMMISSION

OFFICIAL NOTICE & AGENDA

A meeting of the Town of Rib Mountain Plan Commission will be held on **Wednesday, December 9th, 2015; 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 minutes of the 11-11-2015 Plan Commission meeting.**
- 4.) Public Hearings
 - a. **Dylan Alwin, Finishing Touch Signs, agent, regarding modification of the Unified Development District Precise Implementation Plan for alterations to the monument sign at the property addressed 3808 and 3804 Rib Mountain Drive, parcel #34.102807.014.028.00.00, Docket #2015-37.**
- 6.) New Business:
 - a. **Discussion of possible future amendments to the zoning ordinance related to Changeable Message Signs**
- 7.) Correspondence/ Questions / Town Board Update:
- 8.) Public Comment
- 9.) Adjourn

TOWN OF RIB MOUNTAIN
PLANNING COMMISSION MEETING
November 11, 2015

Chairman Kevin Mataczynski called the meeting to order at 6:30pm. Other Plan Commission members present included Jim Hampton, Tom Steele, Laura McGucken, Christine Nykiel, Harlan Hebbe and Ryan Burnett. Also present were Community Development Director, Steve Kunst, and Building Inspector / Assistant Zoning Administrator, Paul Kufahl.

MINUTES:

Motion by Tom Steele, seconded by Jim Hampton to approve the minutes of the October 28th, 2015 Plan Commission meeting, as presented. Motion carried 7-0.

PUBLIC HEARING

- a. *REI, agent, proposed amendment to the Town of Rib Mountain Comprehensive Plan 2005 to incorporate the "Conceptual Land Use Study The Hall Property CTH N and Bittersweet Road Town of Rib Mountain, WI" for the properties addressed 2902 and 3400 South Mountain Road, parcel #'s 34.162807.016.000.00.00, 34.162807.015.000.00.00, 34.162807.014.000.00.00, and 34.162807.003.000.00.00, Docket #2015-32*

Steve Kunst opened discussion with a summary of the purpose of a comprehensive plan and how the Hall Farm proposal would impact the contents of the current Town of Rib Mountain Comprehensive Plan 2005.

Tom Radenz, REI, began his presentation with a history of the Hall Farm property and their Family by displaying multiple aerial images of the property and surrounding areas beginning in 1938, as well as establishing a Hall Family narrative from the original land purchase to current family ownership. Radenz addressed the desire for "smart growth" in the municipality to help manage future change for the community members.

Radenz then shifted focus to the conceptual plan and its impact on the subject property. He noted wetland areas on the property were delineated and marked onsite and the navigable waterway traversing the property will pose a challenge when connecting the northern and southern portions of the property, but can also be an asset by creating a natural buffer between development types and neighborhoods.

Access to the developing areas was also addressed, noting road access locations making the most sense would be County Rd N along the properties southern boundary, Strawberry and Iris Lanes to the east, and Bellflower and Begonia to the north. Future considerations for westerly expansion of roadways are also planned for at Bellflower and/or Begonia. Additionally, pedestrian access was discussed, by a proposed extension of the sidewalk/trail from Doepke Park along South Mountain Rd and then north

along Bittersweet Rd to South Mountain School to provide a safe route to school. Additional pedestrian trail connectivity is proposed with the current Rib Mountain State Park trail system.

Sewer and water infrastructure was also addressed. Radenz noted the property has two distinct zones for both sewer and water and they were taken into consideration as part of this conceptual plan. Additional considerations were also given to potential zoning districts and development densities in the conceptual plan. Radenz indicated the highest density development (MR-4 zoning district) makes the most sense on the south edge of the property along County Highway N and that densities would decrease as you move towards the north (eventually ER-1 zoning).

Christine Nykiel opened the Plan Commission's discussion of the conceptual plan by asking how the Hall Family and its agents plan to hold future developers accountable to the proposed design. Radenz addressed the process by which they hope to find developers. Kunst clarified the future enforcement of this plan by stating that as an amendment to the Town's Comprehensive Plan and future land use decisions are required to be consistent with the Comprehensive Plan. Nykiel followed up by questioning how to get quality developers to buy-in to the plan and actually develop the land to the expectation. Radenz noted that some of it can be controlled by the price of land associated with the development, as well as by setting expectations with specific developers. Discussion continued with development concepts relating to which portions of the property should or would get developed first and how that affects the overall plan and cost of development. Radenz noted ideally the development would progress south to north, but they don't want to miss out on potentially beneficial development to the north because with an overly rigid approach.

Ryan Burnett asked if maximum traffic capacities had been identified on Bellflower with the potential addition of residential traffic. Kunst noted at this point in the process it likely had not been researched or determined. Jim Hampton questioned whether soil, water pressure, and municipal sewer capacities would be adequate to service the amount of development proposed. Radenz noted that in speaking with Mike Heyroth of the Sanitary District, he was assured that water and sewer capacities would be handled sufficiently and that although no specific soil studies had been conducted, they assumed they would run into similar conditions to the other neighboring developments. Hampton questioned potential traffic flow into the proposed area of development to the south (Area A per Figure 9). Radenz noted the only entrances to the proposed development area would be from Iris, Strawberry, and a new road located off County Highway N near the current agricultural drive servicing the property. It was also noted the location of the proposed road access off County Highway N was positioned with long term traffic patterns and Wisconsin Department of Transportation criteria taken into consideration.

Laura McGucken asked Kunst about the Future Land Use designation for the area. Kunst noted it had been planned for single family residential dating back to the 2005 Future Land Use Map. Kunst also noted the proposed MR-4 zoning district allows for a density of four (4) dwelling units per acre. This can be accomplished through either two (2) duplexes style structures or four (4) single family residences. Any proposal calling for higher densities would be a conditional use, at which point the Plan Commission would control approval of that development.

Nykiel asked if REI had completed similar examples of this type of proposal in other communities. Radenz noted they completed similar work in the Altoona area. Additional conversation continued relating to the determination of zoning district change locations and street layout. Kunst noted that some control is established by the Town's Land Division Ordinance and Radenz explained their rationale behind the proposed division of zoning districts.

Chairman Mataczynski opened the public hearing. Below is a summary of comments received from the public:

Bill Miller, 3003 Bellflower Street, stated his concerns about the additional traffic it would create in the school zone, as well as on Bellflower Street.

Mark Hill, 5701 Camelia Lane, echoed Mr. Mueller's concerns about the increased traffic and questioned whether the Town had right of way ownership to extend Begonia and Bellflower.

George Snyder, 5001 Camelia Lane, noted the attractiveness to develop Area D of Figure 9 first and questioned the availability to gain access elsewhere to alleviate traffic concerns on Bellflower.

Linda Schulz, 2703 Iris Lane, stated current traffic levels already create concerns and speed on Bittersweet Road and increased traffic would only make it worse. She also noted concerns over the loss of a country setting and that she was opposed to apartment like structures.

Jan Evert, 5601 Bittersweet, echoed similar traffic concerns at intersections on Bittersweet Road.

Jo Bailey, 5006 Camelia Lane, noted that increased traffic on Bellflower would increase pedestrian risk because there is not sidewalk. She also wanted the Town to take the impact on the school into consideration, as it would increase the number of children attending South Mountain School and/or some district rezoning.

Tim Buchholz, 3101 Bellflower, commented that Bill Bursaw (Rib Mountain State Park Director) had mentioned they may not be in favor of additional unrestricted access to the park trail system. He also stated that they moved to the current location because of the limited traffic.

Andrea Schneider, 3604 South Mountain Road, noted several personal instances in which traffic on South Mountain Road had restricted her from entering her driveway, and that she hoped speed limits and additional turn lanes would be considered to reduce potential risks with the increase in traffic.

Gene Davis, real estate agent for the Hall Family reiterated their intent to find "the right" fit for the development.

Chairman Mataczynski closed the public hearing.

Plan Commissioners continued with discussion of traffic impact studies, development practices, and zoning potential. It was agreed that while nothing can be cemented for future development, but a process would be in place to have some control over the development as it was presented (i.e. rezoning and plat approvals).

Motion by Laura McGucken, seconded by Tom Steele to recommend approval of the Conceptual Land Use Plan as presented as an Amendment to the current Comprehensive Plan. Motion carried 7-0.

NEW BUSINESS:

- a. *REI, agent, pre-application discussion regarding modification of the Unified Development District Precise Implementation Plan for a redevelopment project at the property addressed 2101 N. Mountain Road, parcel # 34.032807.012.001.00.00. Docket #2015-33*

Chris Ghidorzi opened the presentation with a brief history of the properties usage and its connection to the Honor Flight. Ghidorzi stated that it is a fight to maintain the use of a sprawling two (2) story hotel and that average daily rates and low occupancy make it difficult to be viable. Ghidorzi noted they secured the Hilton Garden Inn brand for the new development of a 4 story, 105+ room facility which would include conference space and a Hilton Garden Inn restaurant aimed at the business class traveler at a price point of \$139-\$179/night.

Radenz continued with a presentation of the site improvements including additional green space, improved traffic flow on the site, and a stormwater management plan. Radenz also stated the development does not meet some municipal code requirements of the Suburban Commercial (SC) zoning district. Those items include the Floor Area Ratio, which it would exceed by 10,000 square feet (12.5%), the maximum building height of 35' feet would be exceeded by 21', pavement setbacks along North Mountain Road were proposed at 5-7' setbacks instead of the required 10', and bufferyard requirements would not be met to the east of the property, although it would increase the building offset given the new positioning. Radenz noted they plan to begin demolition and construction in 2016, with design and planning from November 2015 through May 2016 and an opening in 2017.

Plan Commission discussion began with Chairman Mataczynski summarizing the items that would not meet code requirements. McGucken questioned the zoning district of the additional drive access to Robin Lane and it was noted by Kunst that it is currently SC with properties to the south and east of the proposed drive access being residential.

Nykiel asked if there was a total proposed signage at this point. Ghidorzi noted that was yet to be established, but stated that the majority of the signage will be dictated by the Hilton Garden Inn representatives.

Additional discussion was had related to amenities and features of the proposed Hilton Garden Inn and how it will affect occupancy levels and overall traveler experiences. One key item identified was parking. It was noted by Ghidorzi the proposal calls for increased parking capacity onsite to handle their anticipated increased occupancy as well as conference room uses, so as to not affect neighboring properties.

Plan Commission recommended moving forward with the application process for public hearing for the General Development Plan and rezoning for the proposed redevelopment.

- b. *Dylan Alwin. Finishing Touch Signs, agent, pre-application discussion regarding modification of the Unified Development District Precise Implementation Plan for alterations to the monument sign at the property addressed 3808 and 3804 Rib Mountain Drive, parcel # 34.102807.014.028.00.00 Docket #2015-34*

Dylan Alwin, of Finishing Touch Signs, presented Jim Kryshak Jewelers and Cellcom's request to increase the height of the current monument sign along Rib Mountain Drive by two (2) feet to a total of 12' in height. This would be two feet taller than is currently allowable under the signage code. Alwin stated the current sign has reached its maximum life and to help enhance the visibility of Cellcom's signage on the lower portion of the monument sign, they would like to elevate the proposed monument sign off the current base. Alwin presented to the Plan Commission a number of comparable signs along Rib Mountain Drive that currently exceed the 10' standard and noted that they believe the additional two feet would help in their multi-tenant building.

Plan Commission's discussion was less directed at the presented proposal and more focused on how future cases should be handled as well as future ordinance creation in regard to monument signage. Chairman Mataczynski noted Alwin was present to get a feeling for potential decisions regarding the height modification and that discussion about ordinance changes should be reserved for future discussions. Harlan Hebbe and Nykiel agreed that they would likely be in favor of the height modification.

- c. *Discussion and possible action regarding 2016 Plan Commission meeting schedule*

Kunst presented the proposed meeting schedule for Plan Commission in 2016, asking for input on the schedule or approval as presented. Commission was thankful for the opportunity to offer input and it was suggested by Chairman Mataczynski to have only 1 meeting in June, July and August to allow for member vacations. No other input was offered.

Motion by Tom Steele, seconded by Laura McGucken to approve the 2016 Plan Commission Meeting Schedule as presented. Motion carried 7-0.

CORRESPONDENCE/QUESTIONS:

- a. *Changeable Message Signs Discussion*

Laura McGucken stated the need for future discussion about ordinances related to changeable message signs. She suggested prohibiting them in the future. Alwin of Finishing Touch Signs offered his expertise to help Plan Commission determine the correct approach to Changeable Message Sign regulations.

PUBLIC COMMENT: None

ADJOURN:

Motion by Tom Steele, seconded by Harlan Hebbe to Adjourn. Motion carried 7-0. Meeting adjourned at 8:52 pm.

Respectfully Submitted,

Paul Kufahl, Building Inspector / Assistant Zoning Administrator

DRAFT

REPORT TO PLANNING COMMISSION

FROM: Steve Kunst, Community Development Director

DATE: December 4, 2015

SUBJECT: Unified Development District Precise Implementation Plan (PIP) Modification

APPLICANT: Dylan Alwin, Finishing Touch Signs, agent

OWNER: Blue Moon Properties LLC

PROPERTY ADDRESS: 3808 and 3804 Rib Mountain Drive

REQUEST: Approval to modify the Unified Development District Precise Implementation Plan for the purposes of altering the approved signage for the multi-tenant building at 3880 and 3840 Rib Mountain Drive.

NARRATIVE: Owners of the multi-tenant building housing both Jim Kryshak Jewelers and Cellcom are considering an alteration to the existing monument sign located along Rib Mountain Drive. The proposal calls for a larger sign, both in square footage of business signage and height. Overall monument signage would increase from 65 square feet to 85 square feet. The applicant seeks to increase the overall height of the sign from 8 ft. 4 inches to 12 feet. The attached sketch shows only the top portion of the proposal. This sign would sit upon existing 2 ft. 4 inch base.

- **Proposed sign area change** – Additional 20 ft²
 - Allowable by code
- **Proposed sign height change** – 3ft 8 inches
 - Exceeds typical code height allowance by 2 ft.

BACKGROUND:

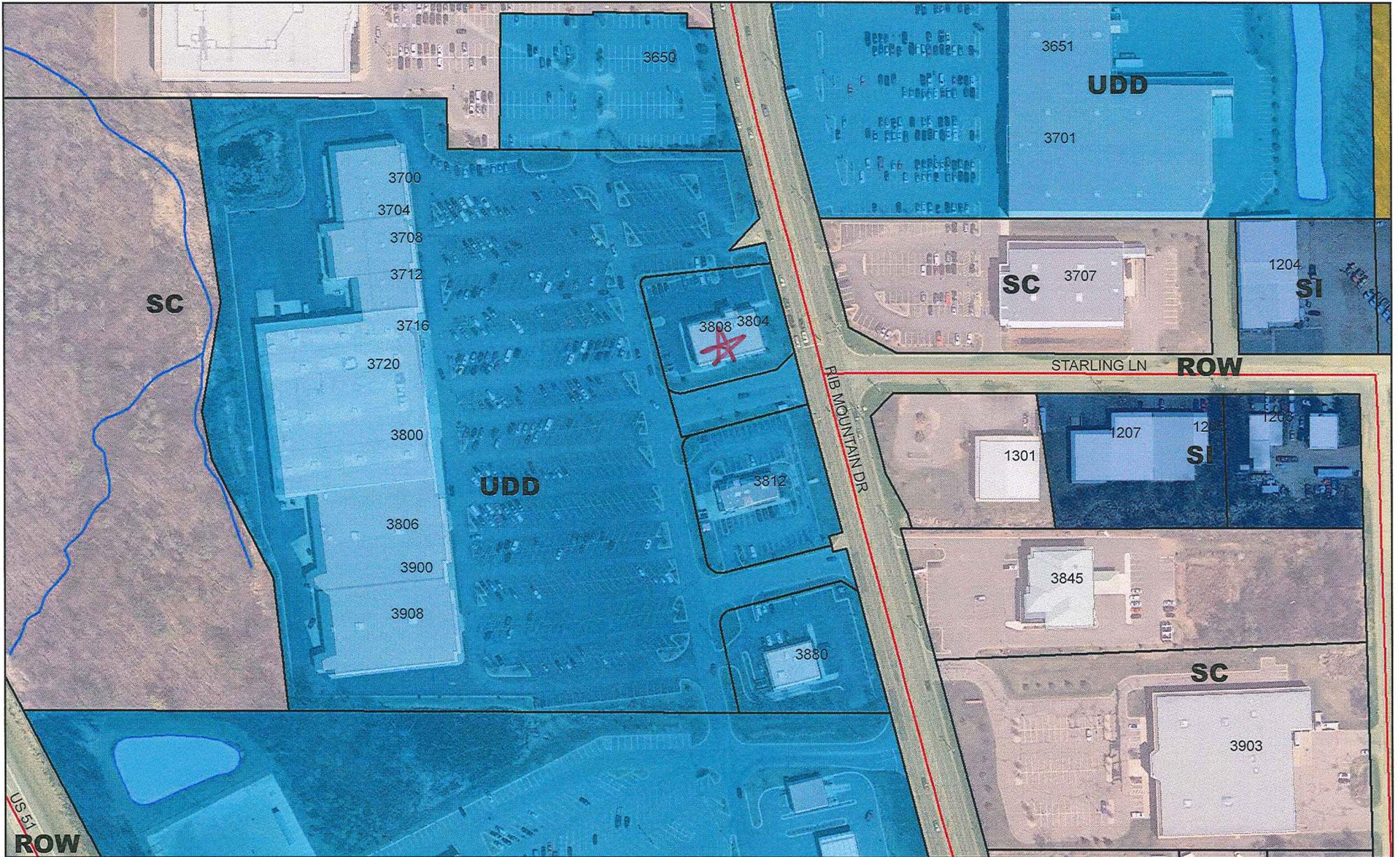
As part of Plan Commission Docket #2003-51, the Commission decided to use the frontage of interior streets when calculating total allowable signage. Doing so allows for roughly 350 square feet of signage. Currently, the development displays 278 square feet of signage.

PLAN COMMISSION DOCKET #2014-02

In early 2014, the Plan Commission made amendments to the signage portion of the Zoning Ordinance related specifically to pylon/monument signs. These amendments allow for the 10 foot maximum sign height to be exceeded via conditional use, if located within the I-39/USH-51 Corridor. The property in question does not fall within the highway corridor.

ACTIONS TO BE TAKEN:

1. Recommend approval of the UDD PIP modification to allow for a monument sign of 12 feet in height at the property addressed 3808 and 3804 Rib Mountain Drive.
2. Recommend approval of the UDD modification to allow for a monument sign of 12 feet in height with conditions/modifications at the property addressed 3808 and 3804 Rib Mountain Drive.
3. Recommend denial of the UDD modification to allow for a monument sign of 12 feet in height at the property addressed 3808 and 3804 Rib Mountain Drive.



- Zoning Districts (July 2014)**
- OR Outdoor Recreation
 - SR-3 Suburban Residential
 - UDD Unified Development
 - EO Estate Office
 - RA-1 Rural Agricultural
 - UR-8 Urban Residential
 - SO Suburban Office
 - RA-2 Rural Agricultural
 - ER-1 Estate Residential
 - SI Suburban Industrial
 - RR Rural Residential
 - MR-4 Mixed Residential
 - ROW
 - CR-5ac Countryside Residential
 - SC Suburban Commercial
 - Unzoned
 - NC Neighborhood Commercial
 - Parcel Outline
 - UC Urban Commercial
 - SR-2 Suburban Residential
 - Water Feature
 - Building (2010)

Hib Mountain
"Where Nature,
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Prepared by
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Map Printed: 12/4/2015

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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.

SIGN SPECIFICATIONS

- * remove existing cabinet and replace with new cabinet
- * internally lit with push through letters
- * finish to match building black and metallic silver cabinet face
- * exact build and color TBD (color to be metallic with double clear coat)



Job Number

THIS ARTWORK IS COPYRIGHTED AND MAY NOT BE USED WITHOUT PERMISSION. IT IS THE PROPERTY OF FINISHING TOUCH AND MUST BE RETURNED TO THEM.

Customer: Jim Kryshak

Date: 08/27/15

FINAL DRAWING APPROVAL

These drawings will be released to manufacturing once signed and returned. Any detail or dimension changes will delay fabrication and incur extra charges. ONCE THE DESIGN IS APPROVED FINISHING TOUCH WILL NOT BE RESPONSIBLE FOR ERRORS

COLORS SHOWN FOR REPRESENTATION ONLY. ACTUAL PAINT OR VINYL GRAPHICS MAY NOT MATCH INK COLORS ON LAYOUT

Customer Rep: Dylan Alwin

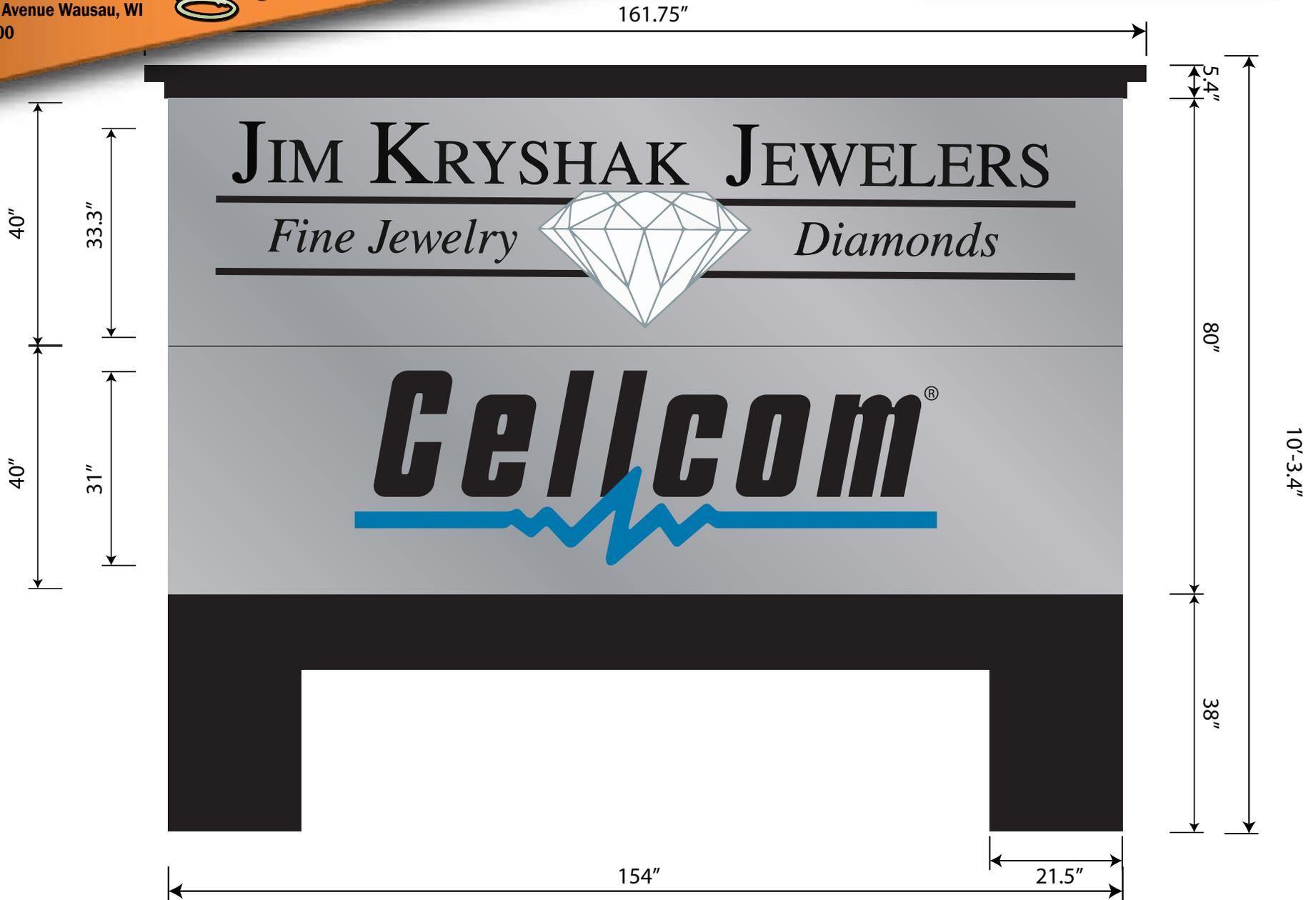
Revision Date: 10/22

signature:

date:

SIGN SPECIFICATIONS

- *replace existing Cellcom tenant panel with new logo
- *refinish existing sign (paint)
- *add crown molding to top of sign



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Customer Rep: Dylan Alwin

Revision Date: 10/22

signature:

date:

file name and extension

REPORT TO PLANNING COMMISSION

FROM: Steve Kunst, Community Development Director

DATE: December 4, 2015

SUBJECT: Regulation of Changeable Message Signs

NARRATIVE: Discussion regarding future regulation of changeable message signs came up at the last Plan Commission meeting. In part, this deals with the fact this form of sign is handled as a conditional use, but lacks many specific conditions. In reality the only provision found within the Zoning Ordinance is the restriction limiting how often a sign may change appearance (once every 30 seconds). Knowing that, the Town has very little basis for ever denying this form of conditional use application. Depending on your individual opinion, this could be good or bad. Regardless, the current process is rendered a bit useless if the Town is essentially pigeonholed into approving any application.

Local government regulation of changeable or electronic message signs varies greatly throughout Wisconsin. On one end of the spectrum the cities of Brookfield and Mequon outright prohibit them, while the City of Wausau allows these signs to change as often every six seconds.

The intent of the agenda item is to get the ball rolling and receive general direction from the Plan Commission as to the future of changeable message sign regulation, not develop any specific rules/regulation. Are you comfortable with the current situation? Do you want to see additional criteria applied to future changeable message signs? Do you want to ban them altogether?

ACTIONS TO BE TAKEN: No action to be taken. Item is for discussion purposes only.