



## PLAN COMMISSION MEETING

January 3, 2022  
4:00 PM

### PUBLIC MEETING NOTICE

#### PLANNING COMMISSION

Mayor Blaser, Chairperson  
Ryan Austin, Alderperson  
Shane Burkart  
Lee Thao  
Susan Feith  
Eric Daven  
Ben Goodreau

#### AGENDA ITEM RECIPIENTS

Sue Schill, City Attorney  
Erika Esser, Secretary  
Jennifer Gossick, City Clerk

Notice is hereby given of a meeting of the Wisconsin Rapids Plan Commission held within the Council Chambers at City Hall, 444 West Grand Avenue, Wisconsin Rapids, and via remote audioconferencing on **January 3, 2022, at 4:00 PM. The public can listen to the meeting by calling 1-312-626-6799, Access code: 898 2376 7940.** The meeting will also be streamed LIVE on the City of Wisconsin Rapids Facebook page. This meeting is also available after its conclusion on the City's Facebook page and Community Media's YouTube page, which can be accessed at [www.wr-cm.org](http://www.wr-cm.org). If a member of the public wishes to submit comments to the Commission regarding an agenda item, please contact Kyle Kearns via email or phone at [kkearns@wirapids.org](mailto:kkearns@wirapids.org) or 715-421-8225 before the meeting.

### AGENDA

1. Approval of the report from the December 6, 2021, Plan Commission meeting
2. Vandewalle & Associates – Wisconsin Rapids Recovery & Redevelopment Plan Update
3. **Plan 21-1258; Community Development Department:** Public hearing and action on a request for an amendment to the City's Comprehensive Plan, specifically map 7-2 Future Land Use Map, to classify 8 parcels, identified below, from a Residential classification to a Commercial or Mixed Use land use classification: 1210 River Run Drive (Parcel # 34-11865), 1310 River Run Drive (Parcel # 34-11867), 1211 Parkwood Drive (Parcel # 34-11868), 1221 Parkwood Drive (Parcel # 34-11869), 1220 Parkwood Drive (Parcel # 34-11870), 1210 Parkwood Drive (Parcel # 34-11871), 1350 River Run Drive (Parcel # 34-11875), and an unaddressed parcel on 16th St South (Parcel # 34-11880)
4. **Plan 21-1259; Community Development Department:** Public hearing and action on a request for a zoning map amendment to rezone 7 parcels, identified below, from R-2 Mixed Residential District to B-3 Neighborhood Commercial District: 1210 River Run Drive (Parcel # 34-11865), 1310 River Run Drive (Parcel # 34-11867), 1211 Parkwood Drive (Parcel # 34-11868), 1221 Parkwood Drive (Parcel # 34-

11869), 1220 Parkwood Rive (Parcel # 34-11870), and 1210 Parkwood Drive (Parcel # 34-11871), and 1350 River Run Drive (Parcel # 34-11875).

- 5. Plan 21-1259; Community Development Department:** Public hearing and action on a request for a zoning map amendment to rezone an unaddressed parcel on 16th St South (Parcel # 34-11880) from R-3 Multi-Family Medium Density Residential District to B-3 Neighborhood Commercial District.
- 6. Plan 21-1260; Community Development Department:** Action on a request for an amendment to the City's Municipal Code, Chapter 46 – Sign Code, to increase sign height allowance within the Institutional (I-1) Zoning District.
- 7. Plan 21-1261; Community Development Department:** Action on a request for an amendment to the City's Municipal Code, Chapter 46 – Sign Code, to increase sign size allowance within the Mixed-Use Commercial (B-5) Zoning District.
- 8. Adjourn**

The City of Wisconsin Rapids encourages participation from all its citizens. If participation at this meeting is not possible due to a disability or other reasons, notification to the city clerk's office at least 24 hours prior to the scheduled meeting is encouraged to make the necessary accommodations. Call the clerk at (715) 421-8200 to request accommodations.

PUBLISH: December 1<sup>st</sup>, 2021

## NOTICE OF PUBLIC HEARING

PLEASE TAKE NOTICE that the City of Wisconsin Rapids Planning Commission will hold a **Public Hearing on Monday, January 3, 2022 at 4:00 PM** within the Council Chambers at City Hall, 444 West Grand Avenue, Wisconsin Rapids. Participation at the public hearing can be in-person or via remote audioconferencing. **The public can also participate in the hearing by calling 1-312-626-6799 Access code: 898 2376 7940** The meeting will also be streamed LIVE on the City of Wisconsin Rapids Facebook page. The following items will be heard and possibly acted on:

1. Public hearing and action on a request from the City of Wisconsin Rapids for an amendment to the City's Comprehensive Plan, specifically map 7-2 Future Land Use Map, to classify 8 parcels, identified below, from a Residential classification to a Commercial or Mixed Use land use classification:
  - a) 1210 River Run Drive (Parcel # 34-11865)
  - b) 1310 River Run Drive (Parcel # 34-11867)
  - c) 1211 Parkwood Drive (Parcel # 34-11868)
  - d) 1221 Parkwood Drive (Parcel # 34-11869)
  - e) 1220 Parkwood Rive (Parcel # 34-11870)
  - f) 1210 Parkwood Drive (Parcel # 34-11871)
  - g) 1350 River Run Drive (Parcel # 34-11875)
  - h) 16th St South (Parcel # 34-11880)

Further details regarding the specific requests can be obtained within the Community Development Department at City Hall, or by calling the department at 715-421-8228.

The City of Wisconsin Rapids encourages participation from all its citizens. If participation at any public meeting is not possible due to a disability, notification to the City Clerk's office at least 48 hours prior to the scheduled meeting is encouraged to make the necessary accommodations. Call the Clerk at (715) 421-8200 to request accommodations.

Jennifer Gossick,  
Wisconsin Rapids City Clerk

PUBLISH: December 17 & 24, 2021

## **NOTICE OF PUBLIC HEARING**

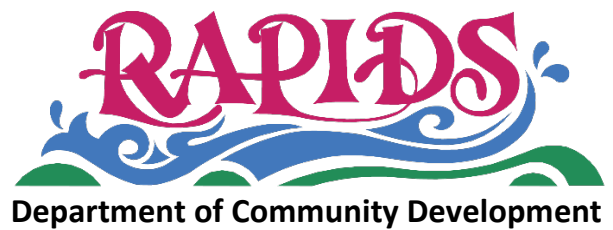
PLEASE TAKE NOTICE that the City of Wisconsin Rapids Planning Commission will hold a **Public Hearing on Monday, January 3, 2022 at 4:00 PM** within the Council Chambers at City Hall, 444 West Grand Avenue, Wisconsin Rapids. Participation at the public hearing can be in-person or via remote audioconferencing. **The public can also participate in the hearing by calling 1-312-626-6799, Access code: 898 2376 7940.** The meeting will also be streamed LIVE on the City of Wisconsin Rapids Facebook page. The following items will be heard and possibly acted on:

1. Public hearing and action on a request from the City of Wisconsin Rapids for a zoning map amendment to rezone 7 parcels, identified below, from R-2 Mixed Residential District to B-3 Neighborhood Commercial District: 1210 River Run Drive (Parcel # 34-11865), 1310 River Run Drive (Parcel # 34-11867), 1211 Parkwood Drive (Parcel # 34-11868), 1221 Parkwood Drive (Parcel # 34-11869), 1220 Parkwood Drive (Parcel # 34-11870), and 1210 Parkwood Drive (Parcel # 34-11871), and 1350 River Run Drive (Parcel # 34-11875).
2. Public hearing and action on a request from the City of Wisconsin Rapids for a zoning map amendment to rezone an unaddressed parcel on 16th St South (Parcel # 34-11880) from R-3 Multi-Family Medium Density Residential District to B-3 Neighborhood Commercial District.

Further details regarding the specific requests can be obtained within the Community Development Department at City Hall, or by calling the department at 715-421-8228.

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Jennifer Gossick,  
Wisconsin Rapids City Clerk



# Administrative Staff Report

## Comp. Plan Amend. & Rezoning Request

### 8 Properties on or near Parkwood Drive

### Plan Commission Review

### December 22, 2021

<p><b>Applicant(s):</b></p> <ul style="list-style-type: none"> <li>Community Development</li> </ul> <p><b>Staff:</b></p> <ul style="list-style-type: none"> <li>Kyle Kearns, Director of Community Development</li> <li>Carrie Edmondson, Community Development Specialist</li> </ul> <p><b>Parcel Number(s):</b></p> <ul style="list-style-type: none"> <li>1210 River Run Drive</li> <li>1310 River Run Drive</li> <li>1211 Parkwood Drive</li> <li>1221 Parkwood Drive</li> <li>1220 Parkwood Drive</li> <li>1210 Parkwood Drive</li> <li>1350 River Run Drive</li> <li>Unaddressed 16<sup>th</sup> St. South</li> </ul> <p><b>Lot Information:</b></p> <ul style="list-style-type: none"> <li>Combined Size: 16.69 Acres</li> </ul> <p><b>Zone(s):</b></p> <ul style="list-style-type: none"> <li>R-2 Mixed Residential</li> <li>R-3 Multi-family Medium Density Residential</li> </ul> <p><b>Council District:</b></p> <ul style="list-style-type: none"> <li>District 8 - Bemke</li> </ul> <p><b>Master Plan:</b></p> <ul style="list-style-type: none"> <li>Residential</li> </ul> <p><b>Current Use:</b></p> <ul style="list-style-type: none"> <li>Vacant, Dental Office, Performing Arts/Office, Veterinary Clinic, Medical Office, Eye Clinic, Retirement Home</li> </ul> <p><b>Applicable Regulations:</b></p> <ul style="list-style-type: none"> <li>Chapter 11 - Zoning</li> </ul>	<p><b>Request</b></p> <ol style="list-style-type: none"> <li><b>Plan 21-1258; Community Development Department:</b> Public hearing and action on a request for an amendment to the City's Comprehensive Plan, specifically map 7-2 Future Land Use Map, to classify 8 parcels, identified below, from a Residential classification to a Commercial or Mixed Use land use classification: 1210 River Run Drive (Parcel # 34-11865), 1310 River Run Drive (Parcel # 34-11867), 1211 Parkwood Drive (Parcel # 34-11868), 1221 Parkwood Drive (Parcel # 34-11869), 1220 Parkwood Drive (Parcel # 34-11870), 1210 Parkwood Drive (Parcel # 34-11871), 1350 River Run Drive (Parcel # 34-11875), and an unaddressed parcel on 16th St South (Parcel # 34-11880)</li> <li><b>Plan 21-1259; Community Development Department:</b> Public hearing and action on a request for a zoning map amendment to rezone 7 parcels, identified below, from R-2 Mixed Residential District to B-3 Neighborhood Commercial District: 1210 River Run Drive (Parcel # 34-11865), 1310 River Run Drive (Parcel # 34-11867), 1211 Parkwood Drive (Parcel # 34-11868), 1221 Parkwood Drive (Parcel # 34-11869), 1220 Parkwood Drive (Parcel # 34-11870), and 1210 Parkwood Drive (Parcel # 34-11871), and 1350 River Run Drive (Parcel # 34-11875).</li> <li><b>Plan 21-1259; Community Development Department:</b> Public hearing and action on a request for a zoning map amendment to rezone an unaddressed parcel on 16th St South (Parcel # 34-11880) from R-3 Multi-Family Medium Density Residential District to B-3 Neighborhood Commercial District.</li> </ol> <p><b>Attachment(s)</b></p> <ol style="list-style-type: none"> <li>Application</li> </ol> <p><b>Findings of Fact</b></p> <ol style="list-style-type: none"> <li>The property includes eight parcels, approximately 16.69 acres combined.</li> <li>The parcels are currently being used as health care clinic (3), veterinary clinic (1), performing arts office/dance instruction (1), nursing home/retirement home (1), and vacant (2).</li> <li>The property is primarily zoned R-2 Mixed Residential District, with one southeastern parcel zoned R-3 Multi-family Medium Density Residential District.</li> <li>Many of the current property owners are presently non-conforming uses which greatly limits their ability to expand or to utilize appropriate signage.</li> <li>To create consistency with the current land use an amendment to the comprehensive plan and zoning map are necessary.</li> </ol>
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6. The surrounding area is a mix of uses and zoning classifications.
7. Plan Commission shall make a recommendation on the change in land use designation and the rezoning request

#### Staff Recommendation

1. Approve the request for an amendment to the City's Comprehensive Plan, specifically map 7-2 Future Land Use Map, to classify 8 properties from a Residential land use classification to a Mixed-Use land use classification.
2. Approve the request to rezone 7 properties from R-2 Mixed Residential District to B-3 Neighborhood Commercial District.
3. Approve the request to rezone 1350 River Run Drive (Parcel ID 3411875) from R-3 Multi-family Medium Density Residential District to B-3 Neighborhood Commercial District.

### Vicinity Map



### Background

The project site is located south of East Riverview Expressway between 12<sup>th</sup> Street South and 16<sup>th</sup> Street South. The site includes eight parcels that total approximately 16.69 acres. The six westernmost parcels were developed throughout the mid-1990's as business and professional office-oriented uses around Parkwood Drive and River Run Drive. One property was developed more recently in 2015. The larger central parcel and southeast parcel are owned by the same entity. The central parcel contains both an 88-bed skilled nursing facility that was constructed in 2009 and an Assisted Living Retirement Home consisting of 41 units that was built in 1990. At present, the entire eight parcel property has a

land use classification of Residential and a zoning designation of mainly R-2 Mixed Residential District. All existing uses within the identified area are presently nonconforming and were approved under previous zoning ordinances as conditional uses.

This request from the Community Development Department was sparked from an existing property owner proposing an expansion. All owners are very limited in their ability to expand or to erect signage, because of the existing residential zoning. With the existing R-2 Mixed Residential zoning, these properties would be allowed to only develop single-family and duplex units. At present, both the existing business professional oriented uses and senior living uses provide a suitable buffer between the single-family residences to the north and south and the surrounding commercial and institutional uses. With the combination of a major transportation corridor to the north, concentrated commercial development to the west and surrounding commercial and institutional uses, Neighborhood Commercial (B-3) zoning, which is intended to accommodate low-intensity uses in a commercial setting, is a better fit and serves as a more desirable buffer.

Staff is requesting that the Plan Commission review the land use classification change and rezoning request and make a recommendation to the Common Council. Below are the standards of review for the Comprehensive Plan amendment request and rezoning request.

## Comprehensive Plan Amendment Review Standards

Staff has reviewed the request based on two criteria: (1) consistency with the Comprehensive Plan, and (2) whether the amendment is in the public interest. Below is an analysis of each criterion along with findings of fact relating to the property. Furthermore, Section 8.6 of the Comprehensive Plan, describing future land use categories, is below.

**Map 7-2: Future Land Use Map**

### Land Use Planning Categories

- Residential
- Multi-Family Residential
- Rural Residential
- Mixed Residential
- Mobile Home Park
- Mixed Use
- Commercial
- Industrial
- Governmental / Public / Institutional
- Parks & Open Space
- Water
- Corporate Limits
- Proposed HWY 54 East Arterial



## Comprehensive Plan – Chapter 7.2 (F)

### F. Future Land Use

*A future land use plan displays the desired patterns of development and establishes the future intent of growth in the community. These areas are not intended as zoning but indicate the type of zoning that should prevail. Land use and zoning are similar, but they are not the same. Land use categories are more general, while zoning is much more detailed. Zoning is the legal tool to regulate specific land uses. Since the land use categories are generalized, it is possible that more than one zoning district would correspond to each of the categories. The city has a zoning code and related map that details the current zoning and requirements. As described in Table 9, ten basic future land use-planning categories were established for the future land use plan map. The single largest land area is designated for residential uses.*

**Commercial:** Areas for a wide range of commercial development, including retail sales, personal and professional services, and offices. This area may also include lands designated for environmental protection and compatible civic uses.

**Mixed Uses:** Areas for a complimentary mix of residential and commercial land uses. Over time, most of the land uses will be commercial in nature. This area may also include lands designated for environmental protection and compatible civic uses.

### Comprehensive Plan – Chapter 7.3

#### Comprehensive Plan Land Use Goals, Objectives & Policies

**Goal 1.** Create an economically efficient and environmentally sustainable land use development pattern.

**Goal 3.** Provide for safe, affordable housing for all residents.

Direction	Uses	Zoning	Future Land Use Designation
North	Homes, City of Wisconsin Rapids Fire Department	R-2 Mixed Residential District & I-1 Institutional District	Residential & Governmental/Public/Institutional
South	Homes	R-2 Mixed Residential District	Residential
East	Lincoln High School	I-1 Institutional District	Governmental/Public/Institutional
West	Retail	B-2 General Commercial District	Commercial

#### 1. Is the proposed amendment in the public interest?

**Analysis:** The property exists within a transitional zone that is surrounded by a variety of uses. Homes exist to the north, beyond East Riverview Expressway, and south, and the City fire station also exists to the north. Lincoln High School is located to the east with retail to the west. This is an area where a variety of land uses converge.

**Findings:** Goals 1 and 3 within the Comprehensive Plan Land Use Chapter include creating an economically efficient and environmentally sustainable land use pattern, while providing for safe and affordable housing for all residents. Although these eight parcels have been designated residential for future land use within the Comprehensive Plan, they have developed primarily as medical and commercial offices and a retirement home. This development has been appropriate considering the surrounding mix of uses and the major transportation corridor that exists directly adjacent to the property (East Riverview Expressway). The property exists within a transitional zone between residential and commercial uses.

Given that the majority of this land has already been developed consistent with a commercial or mixed-use designation, it seems appropriate to align it accordingly. Furthermore, the existing development is in the public interest because it serves to provide a buffer between the residential uses and the commercial and institutional uses that exist adjacent to these properties. The mix of uses within this eight-parcel area help to meet the

Comprehensive Plan goals of providing economic efficiency, while maintaining environmental sustainability for the residential and institutional land uses. Changing the land use designation to commercial or mixed use will help the existing business become more economically efficient by allowing the business to expand where appropriate and create signage suited to medical and commercial businesses.

Changing the land use designation will also work toward the goal of meeting safe and affordable housing for residents by more appropriately designating this land use to allow only those housing options more suited to integrate with commercial and industrial land use classifications. The single-family developments to the south and north would be more appropriately buffered by this mix.

The request requires a public hearing, upon which members of the public can provide input or voice concern. As of the writing of this report, the department has not received any input regarding Comprehensive Plan Amendment, after posting notice and sending neighborhood letters. Further public comment can be taken into consideration at the meeting.

## 2. Is the proposed amendment consistent with the remainder of the plan?

**Analysis:** The property in question is designated as Residential on the future land use map.

**Findings:** The existing future land use category for the property is not fitting to the transitional nature of this area or to what has already been developed. A commercial or mixed-use classification, as defined above, is a more fitting classification to meet Comprehensive Plan, section 7.3, Policy 12:

*Prohibit incompatible land uses (e.g. high traffic generators, noisy or unaesthetic uses) from locating next to residential neighborhoods*

Under the current residential land use classification and residential zoning, a majority of the existing development in the identified area is nonconforming. This severely limits these property owners from operational decisions related to their businesses including expansion and signage. By changing the future land use classification to commercial or mixed use, it allows these property owners to operate consistently with the existing development. It also ensures that the existing residential retirement home and surrounding single family properties are adequately buffered.

In summary, staff would recommend designating the property to a commercial or mixed-use land use classification, due to the historical manner in which the property has developed and due to the appropriateness of a mixed use buffer area in relation to the composition of surrounding properties.

## Rezoning Standards of Review

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**Zoning map amendment.** If a proposed amendment would revise the zoning map, the Planning Commission in making its recommendation and the Common Council in making its decision shall consider the following factors:

### 1. whether the amendment is consistent with the City's comprehensive plan, including future land use maps or similar maps.

**Analysis:** The Comprehensive Plan future land use map is proposed to be amended above. Section 11.06.06 of the Zoning Ordinance further describes the consistency requirement.

*11.06.06 Consistency with comprehensive plan The City of Wisconsin Rapids has adopted a comprehensive plan consistent with s. 66.1001 Wis. Stats., for the purpose of guiding growth and development. The future land use map is especially important in terms of these zoning regulations. All changes to the zoning map must be consistent with the future land use map in effect at the time of the change. Exhibit 6-1 shows which zoning districts are consistent with the adopted future land use map. When one or more zoning districts are listed for a*

particular future land use classification, the Planning Commission shall recommend, and Common Council shall determine the appropriate zoning classification(s).

Exhibit 6-1. Future Land Use Map to Zoning Map Conversion Matrix

Future Land Use	PDD	Base Zoning District														
		RR	R-1	R-2	R-3	R-4	R-8	B-1	B-2	B-3	B-5	I-1	P-1	M-1	M-2	C-1
Residential	X	-	X	X	-	-	-	-	-	-	-	-	-	-	-	X
Mixed Residential	X	-	X	X	X	-	-	-	-	-	-	-	-	-	-	X
High Density Residential	X	-	-	-	X	X	-	-	-	-	-	-	-	-	-	X
Mobile Home	-	-	-	-	-	-	X	-	-	-	-	-	-	-	-	X
Mixed Use	X	-	-	-	-	X	-	X	X	X	X	-	-	-	-	X
Commercial	X	-	-	-	-	-	-	X	X	X	X	-	-	-	-	X
Institutional	X	-	-	-	-	-	-	-	-	-	-	X	-	-	-	X
Public and Civic	-	-	-	-	-	-	-	-	-	-	-	X	-	-	-	X
Industrial	X	-	-	-	-	-	-	-	-	-	-	-	-	X	X	X

**Zoning Districts**

PDD Planned Development District; RR Rural Residential; R-1 Single-Family Residential; R-2 Mixed Residential; R-3 Multi-family Medium Density Residential; R-4 Multi-family High Density Residential; R-8 Manufactured Home Park; B-1 Downtown Commercial; B-2 General Commercial; B-3 Neighborhood Commercial; B-5 Mixed Use Commercial; I-1 Institutional; P-1 Park and Recreation; M-1 General Industrial; M-2 Heavy Industrial; C-1 Conservancy

**Findings:** If the comprehensive plan is amended as proposed, a rezoning to B-3 Neighborhood Commercial District would be consistent with the Comprehensive Plan. The rezoning to a neighborhood commercial district creates more emphasis on low-intensity commercial uses that are compatible in a residential setting. For example, B-3 district standards, such as setbacks, and lot size, and signage requirements are consistent with commercial businesses, but meet the sensitivity needs of the surrounding residential properties.

**2. whether the amendment is consistent with other planning documents adopted by the Common Council.**

**Analysis:** The area does not fall within an overlay district or other planned area. Specifics regarding the Comprehensive Plan are noted above.

**Findings:** The proposed Comprehensive Plan amendments and zoning changes would maintain consistency with planning documents that have been approved by the Common Council. The proposed changes also align better with the existing site development which ensures better consistency throughout all planning documents.

**3. the extent to which the amendment will or will likely increase or decrease the number of nonconforming uses and structures; and**

**Analysis:** At present, most of the existing development within the identified area is nonconforming. By changing the future land use designation and zoning, the majority of these properties would be better aligned with the comprehensive plan and zoning ordinance. This would permit growth on the property and make the uses and much of the buildings and signage conforming. Below is a comparison of R-2 and B-3 district standards.

## R-2 District

Lot Standards	Additional Details	Illustration Symbol	
Lot area, minimum	s. 11.06.102	A	7,500 square feet for single-family; 10,000 square feet for two-family
Lot width, minimum	s. 11.06.103	B	75 feet
Street frontage, minimum	s. 11.06.104	C	50 feet for single-family; 85 feet for two-family
Water frontage, minimum	s. 11.06.105	-	75 feet
<b>Building Setbacks</b>			
Front yard setback, minimum	s. 11.06.106	D	25 feet for principal buildings; 5 feet behind the front face of the principal building for detached accessory building, but not less than 25 feet <b>[1,2,3]</b>
Side yard setback, minimum	s. 11.06.106	E	7 feet on one side and 10 feet on the other for principal buildings; 3 feet for detached accessory building <b>[4]</b>
Rear yard setback, minimum	s. 11.06.106	F	20 percent of lot depth for principal buildings; 3 feet for detached accessory building without an alley; 5 feet for detached accessory building with an alley
<b>Building Standards</b>			
Building height, maximum	s. 11.06.108	-	2 stories, but not more than 30 feet for principal buildings; 1 story, but not more than 15 feet for detached accessory building
Building coverage, maximum	s. 11.06.109	G	30 percent for principal buildings; 20 percent of rear yard area, but not greater than 900 square feet for detached accessory building
Residential floor area, minimum	s. 11.06.111	-	900 square feet on ground floor and total floor area as follows: one bedroom, 1,000 square feet; two bedrooms, 1,100 square feet; three bedrooms, 1,200 square feet, four or more bedrooms, 1,400 square feet
Floor area of attached garage, maximum	s. 11.06.112	-	50 percent of ground floor living area; the Planning Commission may allow more than 50 percent as a special exception provided the floor area over 50 percent is deducted from the allowable floor area of detached accessory buildings
Number of detached accessory buildings, maximum	s. 11.06.115	H	2
<b>Other</b>			
Distance between driveway and property boundary line, minimum	-	I	3 feet

## B-3 District

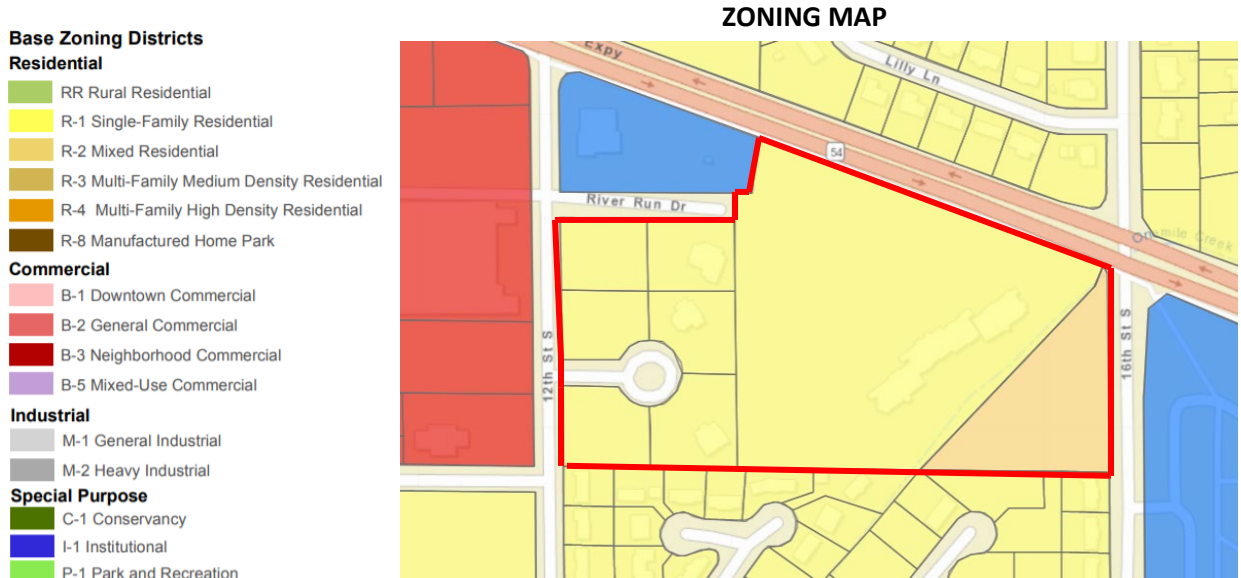
Lot Standards	Additional Details	Illustration Symbol	
Lot area, minimum	s. 11.06.102	A	10,000 square feet
Lot width, minimum	s. 11.06.103	B	90 feet
Street frontage, minimum	s. 11.06.104	C	50 feet
Water frontage, minimum	s. 11.06.105	-	none
<b>Building Setbacks</b>			
Front yard setback, minimum	s. 11.06.106	D	25 feet for principal building and detached accessory building <b>[1,2,3]</b>
Side yard setback, minimum	s. 11.06.106	E	10 feet for principal building; 10 feet for detached accessory building
Rear yard setback, minimum	s. 11.06.106	F	20 feet for principal building; 10 feet for detached accessory building
<b>Building Standards</b>			
Building height, maximum	s. 11.06.108	-	35 feet for principal building adjacent to a residential district; 45 feet for principal building not adjacent to a residential district; 15 feet for detached accessory building
Building coverage, maximum	s. 11.06.109	G	60 percent
Impervious surface, maximum	s. 11.06.110	H	80 percent
<b>Other</b>			
Distance between driveway and property boundary line, minimum	-	I	5 feet
Distance between parking lot and property boundary line, minimum	-	J	5 feet if adjacent to non-residential; 10 feet if adjacent to residential
On-site parking in front of principal building, maximum	s. 11.06.118	K	35 percent; 50 percent with special exception consistent with s. 11.06.118

**Findings:** Each of the eight lots meet the minimum lot size requirement of the B-3 District. Lot size, setbacks, and dimensions are more restrictive in the B-3 district as the scale of the buildings is typically larger, so more space is required between buildings. However, the percentage of allowable lot coverage is greater in the B-3 District, when compared to the R-2 District. A majority of the parcels are developed, with the exception of two. In the case of development of the two vacant parcels, the B-3 District standards would apply and be consistent with

the surrounding properties. A site plan review process through Plan Commission is also required for any type of development. This would allow for added conditions to be placed upon the approval to ensure protections for the general welfare and safety of the public.

4. any other factor not specifically or generally listed, but deemed appropriate by the Planning Commission or Common Council given the particular circumstances.

**Analysis:** Below is the zoning map showing the property and surrounding properties.



Direction	Land Use	Zoning
North	Homes, City of Wisconsin Rapids Fire Department	R-2 Mixed Residential District, I-1 Institutional District
South	Homes	R-2 Mixed Residential District
East	Lincoln High School	I-1 Institutional District
West	Retail	B-2 General Commercial District

**Findings:** The map above shows the property, which is surrounded by multiple uses and districts, see the table above. Again, most of the identified parcels have been developed consistent with B-3 Neighborhood Commercial District development standards. Rezoning to a neighborhood commercial classification brings the existing buildings and uses into conformity and allows for future growth and expansion. Furthermore, the rezoning would create more of a transition of uses among the surrounding commercial, institutional, and residential uses.

Again, previously under the old Zoning Ordinance, many of the uses were developed with a special use permit in the residential zoning classification. However, during the 2018 Zoning Ordinance rewrite, the districts and uses changed significantly which led to nonconformities being created. Unfortunately, this area may have failed to have been adequately analyzed during the rewrite process.

The request requires a public hearing, upon which members of the public can provide input or voice concern. As of the writing of this report, the department has not received any input regarding rezoning, after posting notice and sending neighborhood letters. Further public comment can be taken into consideration at the meeting.

Based on the findings and analysis above, including the surrounding uses, zoning, and district standards, staff recommends approving the permanent zoning of the property to B-3 Neighborhood Commercial District. The intent of the B-3 district, including the dimensional standards and uses, better align with the intent for the property and adjacent land uses.



## Memo

To: Plan Commission  
From: Kyle Kearns  
Date: 12/22/2021  
Subject: **Plan 21-1260; Community Development Department:** Action on a request for an amendment to the City's Municipal Code, Chapter 46 – Sign Code, to increase sign height allowance within the Institutional (I-1) Zoning District.

**Plan 21-1261; Community Development Department:** Action on a request for an amendment to the City's Municipal Code, Chapter 46 – Sign Code, to increase sign size allowance within the Mixed-Use Commercial (B-5) Zoning District.

The Sign Code has been in the process of being rewritten over the past year and was adopted in July 2021. Most recently, the Plan Commission has asked staff to review Section 46.18 Ground Signs, particularly the height requirement for those signs located within the Institutional (I-1) district. In addition, staff is proposing revised standards for Section 46.19 Wall Signs maximum area requirements in the Mixed-Use Commercial (B-5) district.

### Section 46.18 Ground Signs Review

Ground signs are limited to eight feet in height in the Institutional (I-1) District. This is consistent with other less intensive zoning districts such as Downtown Commercial (B-1) District, Neighborhood Commercial (B-3) District, and Park and Recreation (P-1) District). Additionally, in all zoning districts the overall maximum sign area is limited. The maximum area for all ground signs in the Institutional (I-1) District is 3 square feet per lineal foot of longest frontage with a maximum area of 100 square feet. Also, one ground sign per street frontage, that provides property access, is permitted, provided signs are more than 300 feet apart. Below is a summary of Ground Sign Maximum Height in each zoning district.

Zone:	Downtown Commercial (B-1)	General Commercial (B-2)	Neighborhood Commercial (B-3)	Mixed Use Commercial (B-5)	Institutional (I-1)	Park and Recreation (P-1)	General Industrial (M-1)	Heavy Industrial (M-2)
Ground Sign Maximum Height:	8 feet	20 feet	8 feet	10 feet single-tenant/20 feet multi-tenant	8 feet 10 feet/8 feet when directly adjacent to residential districts	8 feet	20 feet	20 feet

Because of the characteristic scale of Institutionally zoned sites, which typically include large sites and proportionately large buildings, the single tenant ten-foot maximum height permitted in the Mixed Use Commercial (B-5) District is likely more suitable in cases where the sign is not being erected directly adjacent to residential properties. The Mixed-Use Commercial (B-5) district as described in Chapter 11 Zoning is below:

*“...These areas have been determined, via the city’s comprehensive master planning process, to potentially be appropriated for a variety of land uses given the character of the existing development pattern in the area, the proximity of the area to major transportation facilities, and the availability of blocks of land which are sufficiently large to allow for integrated, coordinated, comprehensive site planning and mixing of compatible, well-planned land uses.”*

The Institutional (I-1) district as described in Chapter 11 Zoning is intended:

*“...to accommodate institutional uses, whether maintained by the City, another governmental body, or a private business, that are deemed to be a permanent use. The district is located in and adjoining residential areas of the City where such uses are consistent with existing and planned residential uses.”*

Although the scale of lot sizes and building sizes are often similar in these two zoning districts, they differ in that one zone is designed mainly for the integration of larger transportation corridors and commercial uses and one is designed to blend with residential uses. Therefore, it is recommended that Chapter 46, Sign Code Exhibit 3 – Ground Signs be amended to allow a Maximum height of 8 feet when directly adjacent to residential zoning districts and 10 feet when adjacent to all other zoning districts. This will maintain sensitivity to surrounding residential uses, while allowing signage consistent with the scale of institutional siting where appropriate.

#### **Section 46.19 Wall Signs**

In looking at the standards outlined for Wall Signs in Exhibit 3, Chapter 46 Sign Code, there are inconsistencies in how the standards are applied in the Mixed-Use Commercial (B-5) district. In all other zoning districts there are standards applied based on either the lineal foot of the building (when the scale is downtown or neighborhood) or lineal foot of street frontage for other zoning districts. As stated above, the Mixed-Use Commercial (B-5) district allows for larger sited commercial uses that are accessible by larger transportation corridors.

Respecting signage, it appears to be more appropriate to consider Mixed Use Commercial B-5 district requirements in the same context as General Commercial (B-2) district requirements, albeit to a less intensive degree. Therefore, staff is suggesting applying a one square foot per lineal foot of longest street frontage for maximum area of all signs, while limiting to 15 percent of the building face for maximum area of wall, projecting, and canopy signs.

This is not only more consistent with other zoning districts outlined in the Sign Code but is more appropriately keeping in scale with existing and future properties in the Mixed Use Commercial (B-5) district. As an example, the City’s only properties classified as B-5 currently are found within the Woodlands Business Park.

Zone:	Downtown Commercial (B-1)	General Commercial (B-2)	Neighborhood Commercial (B-3)	Mixed Use Commercial (B-5)	Institutional (I-1)	Park and Recreation (P-1)	General Industrial (M-1)	Heavy Industrial (M-2)
Maximum area of all signs:	N/S	3 sq. ft. per lineal foot of longest street frontage	N/S	80 sq. ft. 1 sq. ft. per lineal foot of longest street frontage	3 sq. ft. per lineal foot of longest street frontage	3 sq. ft. per lineal foot of longest street frontage	3 sq. ft. per lineal foot of longest street frontage	3 sq. ft. per lineal foot of longest street frontage
Maximum area of all wall, projecting, and canopy signs:	2 sq. ft. per lineal foot of the building façade facing the street.	15% of the building face it is attached to (the face area that each tenant owns or rents in a multi-tenant building)	2 sq. ft. per lineal foot of the building façade facing the street	15% of the building face it is attached to (the face area that each tenant owns or rents in a multi-tenant building)	15% of the building face it is attached to (the face area that each tenant owns or rents in a multi-tenant building)	15% of the building face it is attached to (the face area that each tenant owns or rents in a multi-tenant building)	N/S	N/S
Maximum area for specified sign type:	N/S	N/S	N/S	None, except for overall maximum N/S	N/S	N/S	300 sq. ft.	300 sq. ft.

Staff would recommend amending the existing sign code with the changes noted in the above tables. Know that after a major rewrite adoption, it is not uncommon to perform additional amendments to the code within a few months' time. Lastly, the applicability section of the code will be updated to reflect the date of the adoption of the code and a clean copy will be provided to Council for action.