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October 21, 2016

CALL OF MEETING TO THE MEMBERS OF THE COUNCIL OF THE CITY OF NEW RICHMOND

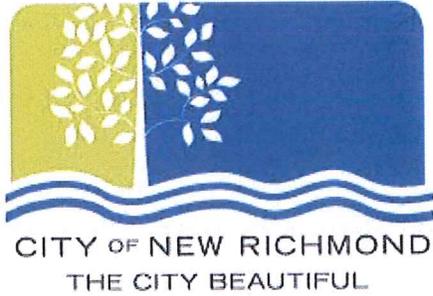
Notice is hereby given that there will be a Special Session of the Council of the City of New Richmond on Monday, October 24, 2016 at 5:30 p.m. in the Council Chambers of the Civic Center, 156 East First Street, New Richmond, WI 54017.

AGENDA:

1. Call to Order
2. Clerk's Roll Call
3. Pledge of Allegiance
4. Adoption of Agenda
5. 2017 Budget Update
6. Employee Handbook Update
7. Sign Ordinance
8. Commons Master Plan
9. Class A Beer & Liquor License Quota
10. 2017 Special Services Vehicle Bids
11. Communications & Miscellaneous
12. Closed Session per State Statute 19.81 (1)(c) – considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility – Non-Union Wages and Wis. Stat. 19.85(1)(e) – conducting specified public business, whenever competitive or bargaining reasons require a closed session.
13. Open Session – Action on Closed Session Agenda
14. Adjournment

Fred Horne, Mayor

cc: The New Richmond News
Northwest Communications
City Website



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MEMORANDUM

TO: Mayor Horne & City Council

FROM: Mike Darrow, City Administrator

DATE: October 21, 2016

SUBJECT: Strategic Plan and Budget

City staff will provide an update on the 2017 budget process and highlight the updated strategic plan. As part of the budget process, a flyer (see attached) was sent out inviting the community to attend two separate budget meetings.

During this discussion, we will highlight two funding options which were discussed during the last work session meeting. They include a wheel tax proposal as well as the selling of certain municipal lots.

Below is the proposed timeline for the budget approval process.

City Date	Utility Date	Deliverable	Requirements
10/24/2016	11/2/2016	Work Session for Budget	
11/11/2016	11/11/2016	Send budget notice to <i>New Richmond News</i>	Proposed City operating budget, capital and all fund budgets, cash forecasts, Utility operating budgets
11/14/2016	11/14/2016	City Council meeting	
12/1/2016	12/1/2016	Budget heading - adoption	Special Session to be scheduled to adopt the budget - latest adoption date 12/5/16
12/19/2016	12/19/2016	Tax statements need to be mailed	Per state statute - need to be mailed by 3rd Monday in December



A LOOK *at the* **CITY** **BUDGET**



Unable to attend?

Send your comments or ideas to City Administrator Mike Darrow at mdarrow@newrichmondwi.gov and we'll make sure that your feedback is presented to the Mayor and City Council.

October 24 at 5:30 PM
Civic Center

and

November 14 at 6:00 PM
Civic Center

The Mayor and City Council invite you to two budget and strategic planning sessions. The purpose of these meetings is to hear from citizens about issues that impact our community. During the last budget meeting, issues including the selling of municipal property, a proposed wheel tax, and other budget ideas were presented. If you have an opinion on where, why, and how the City of New Richmond spends and collects its funds, please consider attending one of these meetings!



TO: Mayor Fred Horne and City Council

FROM: Kari Kraft, Human Resources Manager/Executive Assistant

DATE: October 21, 2016

RE: Employee Handbook Review

BACKGROUND:

At the June 27, 2016 Council work session, hard copies of the updated Employee Handbook and associated standard operating procedures were given to Council members for review. It was determined at that time that Council members would spend the next two months reviewing the materials and making notes of areas that needed clarification. (Electronic copies of the documents were sent in the beginning of August to assist with the review).

Over the last two weeks, I met with members of the Council to review the handbook changes and answer any questions individual members may have had. As appropriate, feedback received was incorporated into the document and those additions and/or suggestions will be highlighted at Monday night's work session.

RECOMMENDATION:

No formal action is needed at this time. Staff would like to discuss and recommend formal approval at the November 14, 2016 Council Meeting.



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TPC@PlanningCo.com

MEMORANDUM

TO: Beth Thompson

FROM: D. Daniel Licht, AICP

DATE: 28 September 2016

RE: New Richmond – Zoning Ordinance; Sign Regulation Update

TPC FILE: 164.01

BACKGROUND

The Plan Commission held a public hearing on 23 August 2016 to consider comprehensive revision of Section 121-44 regulating signs. There was no public comment hearing and the public hearing was closed. The Plan Commission discussed the provisions of Section 121-D.8 of the draft Zoning Ordinance amendment regarding the allowed duration of temporary signs. Action on the draft amendment was tabled to allow City staff to provide alternative language.

Exhibits:

- A. Draft Zoning Ordinance amendment

ANALYSIS

Members of the Planning Commission were concerned that the limit of 60 days for display of a temporary sign in Section 121-44.D.8(b) of the draft Zoning Ordinance may be too limiting, citing one business adjacent to TH 64 that has continuously displayed such a sign.

City staff reviewed the issue and determined that this business would be allowed a secondary free standing sign as provided for by Section 121.44.D.6 of the draft Zoning Ordinance as the property abuts WIDoT right-of-way for Highway 64 without direct access. The second sign may be up to 64 square feet in area and 16 feet in height, which is larger and taller than the

temporary sign allowed by Section 121-44.D.8 of the draft Zoning Ordinance. The entire area of the secondary sign may be constructed as manual or electronic changeable copy.

City staff reviewed these sign provisions with the owners of Farm & Home. The business owner was agreeable to the proposed sign ordinance as written allowing them a second freestanding sign while limiting use of a temporary free standing sign to 60 days.

RECOMMENDATION

Our office and City staff recommends the Plan Commission approve the draft sign regulations as presented.

POSSIBLE ACTIONS

- A. Motion to **recommend City Council approval** of an ordinance amending the City Code and Zoning Ordinance regulating signs in the form presented.
- B. Motion to **table**.
- c. Mike Darrow, City Administrator
Nick Vivian, City Attorney
Noah Wiedenfield, Management Analyst
Sarah Skinner, Building Inspector
Tanya Reigel, City Clerk

ORDINANCE #__

THE COMMON COUNCIL OF THE CITY OF NEW RICHMOND DOES ORDAIN AS FOLLOWS:

Section 1. Chapter 46 of the City Code (Licenses, Permits and Miscellaneous Business Regulations) is hereby amended to add the following provisions:

ARTICLE VIII - DYNAMIC DISPLAY SIGNS

Sec. 170-1: -Purpose.

- (a) The City has established the fundamental basis for the regulation of signs generally in Section 121-44 of the City Code.
- (b) The City finds that dynamic display signs are highly visible from long distances and at very wide viewing angles both day and night and are designed to attract the attention of persons in their vicinity and hold it for extended periods of time and that if the operation of such signs is not regulated, there is potential for significant harm to public health, safety and welfare.
- (c) It is not the purpose or intent of this Article to regulate the message displayed on any dynamic sign but to:
 - (1) Allow for operation of dynamic signs in compliance with the standards set forth in this Article to lessen the impact of such signs on the environment and the public health, safety and welfare.
 - (2) Provide for the administration and enforcement of provisions regulating the operation of dynamic display signs as set forth in this Chapter.

Sec. 170-2: -Definitions: The following words and terms, wherever they occur in this Article, shall be interpreted as herein defined:

APPLICANT: The owner, their agent or person having legal control, ownership and/or interest in land for which the provisions of this Chapter are being considered or reviewed.

CHANGEABLE MESSAGE SIGN, ELECTRONIC: A sign or portion thereof that displays electronic, non-pictorial text information in which each alphanumeric character, graphic, or symbol is defined by a small number of matrix elements using different combinations of light emitting diodes (LEDs), fiber optics, light bulbs or other illumination devices within the display area. Electronic changeable copy signs include computer programmable, microprocessor controlled electronic displays. Electronic changeable copy signs include projected images or messages with these characteristics onto buildings or objects. Electronic changeable copy signs do not include official signs.

DYNAMIC DISPLAY: Any characteristics of a sign that appear to have movement or that appear to change, caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the display, the sign structure or any other component of the sign. This includes displays that incorporate technology or methods allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components as well as any rotating, revolving, moving, flashing, blinking or animated display and any display that incorporates rotating panels, LED lights manipulated through digital input, digital ink or any other method or technology that allows the sign face to present a series of images or displays.

ELECTRONIC GRAPHIC DISPLAY SIGN: A sign or portion thereof that displays electronic, static images, static graphics or static pictures, with or without text information, defined by a small number of matrix elements using different combinations of light emitting diodes (LEDs), fiber optics, light bulbs or other illumination devices within the display area where the message change sequence is accomplished immediately or by means of fade, repixelization or dissolve modes. Electronic graphic display signs include computer programmable, microprocessor controlled electronic or digital displays. Electronic graphic display signs

include projected images or messages with these characteristics onto buildings or other objects.

ILLUMINATED SIGN: Any sign which contains an element designed to emanate artificial light internally or externally.

MULTIVISION SIGN: Any sign composed in whole or part of a series of vertical or horizontal slats or cylinders that are capable of being rotated at intervals so that partial rotation of the group of slats or cylinders produces a different image and when properly functioning allows on a single sign structure the display at any given time one of two (2) or more images.

OFFICIAL SIGN: Signs protecting the safety of pedestrians, drivers, and passengers, including, safety signs, traffic signs, direction to public facilities for the health, welfare, and safety.

SIGN: Any letter, word or symbol, poster, picture, statuary, reading matter or representation in the nature of advertisement, announcement, message or visual communication, whether painted, posted, printed, affixed or constructed, including all associated brackets, braces, supports, wires and structures, which is displayed for informational or communicative purposes.

VIDEO DISPLAY SIGN: A sign that changes its message or background in a manner or method of display characterized by motion or pictorial imagery, which may or may not include text and depicts action or a special effect to imitate movement, the presentation of pictorials or graphics displayed in a progression of frames that gives the illusion of motion, including, but not limited to, the illusion of moving objects, moving patterns or bands of light, or expanding or contracting shapes, not including electronic changeable copy signs. Video display signs include projected images or messages with these characteristics onto buildings or other objects.

ZONING ADMINISTRATOR: The person designated by the City Administrator to be the Zoning Administrator for the City of New Richmond.

Sec. 170-3: -License Required: Display or operation of a dynamic display sign within the City of New Richmond shall require approval of a valid license issued by the City pursuant to this Article.

Sec. 170-4: -Issuance of License:

- (a) Application. An application for a license must be submitted by the property owner or their authorized agent on a form provided by the Zoning Administrator.
- (b) Fees. The applicant shall pay the license fee as adopted by the City Council by resolution for the application to be accepted.
- (c) Required Information. The application shall include all of the following information unless specifically exempted by the Zoning Administrator:
 - (1) Names and addresses of the sign contractor and owners of the sign and lot.
 - (2) Written consent of the owner or lessee of any site on which the sign is to be erected.
 - (3) The address at which any signs are to be erected.
 - (4) The lot, block and addition at which the signs are to be erected and the street on which they are to front.
 - (5) Type and size of sign and type of dynamic display.
 - (6) The specifications of the signs related to illumination and brightness.
 - (7) Specifications for controls needed to regulate the display both for normal operation and in the event of a malfunction.
 - (8) Any electrical permit required and issued for the sign.
 - (9) Any and all other information as may be requested by the Zoning Administrator to determine compliance with this Article.

(d) Zoning Administrator Review:

(1) The Zoning Administrator shall approve or deny an application for a license within forty (45) days of a complete application being submitted.

(2) The Zoning Administrator shall issue a license as provided for by this Article or shall state in writing the reasons for an application for a license having been denied. The applicant may resubmit an application for a license in accordance with the procedures in this Section or, within ten (10) days of the Zoning Administrator's decision, submit an appeal in accordance with Section 170-6(e) of this Article.

(e) Transferability: Licenses are issued to the applicant only and for one (1) location, and such licenses are nontransferable between property owners, tenants, or locations.

Sec. 170-5: -License Expiration and Renewal.

(a) Licenses shall not expire except due to a change in property owners, sign owners, tenants, location, or removal of the dynamic display sign.

(b) A license that will expire under the provisions of this subsection may be renewed only by making application as provided in Section Sec. 170-4 of this Article.

Sec. 170-6: -Administration.

(a) This Article shall be administered by the Zoning Administrator.

(b) Inspections.

(1) Any licensee shall, at all times during the term of the license, allow the Zoning Administrator to enter the premises for the purpose of verifying compliance with the requirements of this Article.

- (2) The licensee shall provide certification as to compliance with Section 170-7(b) of this Article to the City upon request by the Zoning Administrator.
- (c) Suspension. The Zoning Administrator may suspend a license for a period not to exceed thirty (30) days following written notice and an opportunity to be heard if the Zoning Administrator determines that a licensee has violated or is not in compliance with this Chapter.
- (d) Revocation:
- (1) The Zoning Administrator shall issue a written statement of intent to revoke a license if a cause of suspension in Section 170-6(d)(2) of this Article occurs.
 - (2) The Zoning Administrator may initiate action to revoke a license if the Zoning Administrator determines that:
 - i. The license has been suspended two (2) times within the preceding twelve (12) months.
 - ii. A licensee has knowingly operated an electronic sign during a period of time when the licensee's license was suspended.
 - iii. A licensee is delinquent in payment to the City for ad valorem taxes or other taxes or fees related to business.
- (e) Appeals:
- (1) Process:
 - i. Within ten (10) days of receipt of such notice of an application being denied, suspension, or intent to revoke, the applicant or licensee may provide to the Zoning Administrator, in writing, a response that shall include a statement of reasons why the license should not be suspended or revoked.

- ii. Within three (3) days of the receipt of licensee's written response, the Zoning Administrator shall notify the respondent in writing of the hearing date on the application denial or the license suspension or revocation proceeding.
 - iii. Within forty-five (45) working days of the receipt of applicant or licensee's written response, the City Council shall conduct a hearing on licensee's appeal of the Zoning Administrator's decision.
 - iv. Hearings on the appeal shall be open to the public and the applicant or licensee shall have the right to appear and be represented by legal counsel and to offer evidence in its behalf.
- (2) City Council Action. At the conclusion of the hearing, the City Council shall make a final decision.
- i. If a response is not received by the City in the time stated or, if after the hearing, the City Council finds that grounds as specified in this Article exist for denial, suspension, or revocation, then such denial, suspension or revocation shall become final three (3) days after the City sends written notice that the license has been denied, suspended, or revoked; such notice shall include a statement advising the applicant or licensee of the right to appeal such decision to a court of competent jurisdiction.
 - ii. If the City Council finds that no grounds exist for denial, suspension, or revocation of a license, then within three (3) days after the hearing, the Zoning Administrator shall withdraw the intent to suspend or revoke the license, and

shall so notify the licensee in writing of such action.

Sec. 170-7: -Performance Standards:

- (a) Allowed Signs: Only those dynamic display signs defined and identified herein shall be allowed to be operated within the City in accordance with this Article and the Zoning Ordinance:
 - (1) Electronic changeable copy signs.
 - (2) Electronic graphic display signs.
- (b) The operation of a dynamic display sign allowed by this Article shall conform to the following requirements:
 - (1) The display shall change display not more often than once every ten (10) seconds.
 - (2) The display sign shall not include scrolling, flashing, animation, or other effects.
 - (3) The display must be static and the transition from one static display to another must be instantaneous without any special effects.
 - (4) The display must be complete in themselves, without continuation in content to the next image or message.
 - (5) Brightness:
 - i. The brightness of the sign shall not exceed five thousand (5,000) NITS after sunrise and before sunset or five hundred (500) NITS after sunset and before sunrise each day.
 - ii. The sign shall be equipped with an automatic dimmer control or other mechanism that automatically controls the sign's brightness to comply with the requirements of this subsection.
 - (6) Malfunctions:

- i. The display must be designed and equipped to freeze the device in one position if a malfunction of the electronic display occurs.
- ii. The display must be equipped with a means to immediately discontinue the display if it malfunctions, and the sign owner must immediately stop the electronic display when notified by the City that it is not complying with the stipulations of this section.

(7) The sign shall comply with Section 121-44 of the Zoning Ordinance.

Sec. 170-8: -Severability. If any section, sentence, clause or phrase of this Article is for any reason held to be invalid, such decision shall not affect the validity of the remaining portions of this Article. The City Council hereby declares that it would have adopted the Article and each subsection, sentence, clause, or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared invalid.

Section 2. Section 121-15 of the City Code (Zoning Ordinance - Definitions) is hereby amended to repeal the following sign related definitions:

Area of Copy.

Area of Sign.

Business Identification Sign.

Construction Sign.

Directional Sign.

Gross Area.

Height of Sign.

Real Estate Sign.

Time and Temperature Sign.

Section 3. Section 121-15 of the City Code (Zoning Ordinance - Definitions) is hereby amended to add the following sign related definitions:

Balloon Sign: A sign consisting of a bag made of lightweight material supported by helium, hot, or pressurized air.

Dynamic Display: Any characteristics of a sign that appear to have movement or that appear to change, caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the display, the sign structure or any other component of the sign. This includes displays that incorporate technology or methods allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components as well as any rotating, revolving, moving, flashing, blinking or animated display and any display that incorporates rotating panels, LED lights manipulated through digital input, digital ink or any other method or technology that allows the sign face to present a series of images or displays.

Freestanding Sign: Any sign which has supporting framework that is placed on, or anchored in, the ground and which is independent from any building or other structure.

Motion Sign: Any sign which revolves, rotates, swings, has moving parts, or gives illusion of motion.

Off Premises Sign: A sign that directs the attention of the public to a use, activity, or goods at a location not on the same lot where such sign is located, including easements and other appurtenances that shall be considered to be outside of such lot and any sign located or proposed to be located in an easement or other appurtenance shall be considered an off premises sign for the purposes of this Ordinance.

Pylon Sign: A freestanding sign mounted on top of a single post.

Shimmering Sign: A sign which reflects an oscillating sometimes distorted visual image.

Section 4. Section 121-15 of the City Code (Zoning Ordinance - Definitions) is hereby amended to revise the following sign related definitions:

Banner: Attention getting devices which resemble flags and are of a paper, cloth or plastic-like consistency.

Flashing Sign: A directly or indirectly illuminated sign or portion thereof that exhibits changing light or color effect by any means, so as to provide intermittent illumination that changes light intensity in sudden transitory bursts and creates the illusion of intermittent flashing light by streaming, graphic bursts showing movement, or any mode of lighting which resembles zooming, twinkling or sparkling.

Ground Sign. Any freestanding sign with its sign face mounted on the ground or mounted on a base at least as wide as the sign.

Portable Sign: A sign so designed as to be temporary and movable from one location to another and which is not permanently attached to the ground, sales display device or structure.

Projecting Sign: A sign, other than a wall sign, which is affixed to a building and which extends perpendicular from the building wall.

Roof Sign: A sign erected, constructed or attached wholly or in part upon or over the roof of a building.

Section 5. Section 121-44 of the City Code (Sign Regulations) is hereby repealed in its entirety and amended to read as follows:

Sec. 121-44: -Sign Regulations

A. Findings, Purpose, and Interpretation:

1. Findings: The City finds:

- (a) Exterior signs have a substantial impact on the character and quality of the environment.
- (b) Signs provide an important medium through which individuals may convey a variety of messages.
- (c) Signs can create traffic hazards and aesthetic concerns, thereby threatening the public health, safety and welfare.
- (d) The City's zoning regulations have included the regulation of signs in an effort to provide adequate means of expression in accordance with the First Amendment and promote economic viability, while protecting the city and its citizens from a proliferation of signs of a type, size, location and character that would adversely impact upon the aesthetics of the community and threaten the health, safety and welfare of the community. The regulation of the physical characteristics of signs within the city has had a positive impact on traffic safety and the appearance of the community.

2. Purpose: It is not the intent of this Chapter to regulate the message displayed on any sign; nor is it the intent of this Chapter to regulate any building design or any display not defined as a sign, or any sign which cannot be viewed from outside a building. The purpose of this Chapter is to:

- (a) Regulate the number, location, size, type, illumination and other physical characteristics of signs in order to promote the public health, safety, and welfare.
- (b) Maintain and enhance the aesthetic environment of the City by preventing visual clutter that is harmful to the appearance of the community.
- (c) Improve the visual appearance of the City while providing for effective means of communication, consistent with First Amendment rights and the City's goals of public safety and aesthetics.

- (d) Provide for consistent enforcement of the sign regulations set forth herein under the zoning authority of the City.
3. Interpretation: A sign may be erected and displayed if it is in conformance with the provisions of this Chapter. The effect of this Chapter, as more specifically set forth herein, is to:
- (a) Allow a wide variety of sign types, subject to the standards set forth in this Chapter.
 - (b) Allow certain small, unobtrusive signs incidental to the principal use of a site for all uses when in compliance with the requirements of this Chapter.
 - (c) Prohibit signs when the location, size, type, illumination or other physical characteristics negatively affect the environment and where the communication can be accomplished by means having a lesser impact on the environment and the public health, safety, and welfare.
 - (d) Provide for the administration and enforcement of the provisions of this Chapter, which must be interpreted in a manner consistent with the First Amendment guarantee of free speech; the content of the message or speech displayed on the sign shall not be reviewed or considered in determining whether to approve or deny a sign permit.

B. General Provisions

- 1. Signs shall be allowed in all zoning districts as accessory uses for the purposes of, and subject to the provisions of this Chapter.
- 2. Area calculations:
 - a. The area within the frame of a sign shall be used to calculate its area, and if such letters or graphics are mounted directly on a wall or in such way as to be without a frame the dimensions for calculating the square footage shall be the area formed around such letters or graphics in a

plane figure bounded by straight lines connecting the outermost points thereof.

- b. Each surface utilized to display a message or to attract attention using symbols, flags, pictures, wording, figures or other forms of graphics shall be measured as a separate sign and shall be calculated in the overall area.
- c. A freestanding sign shall be allowed to have two sign faces each with the maximum area allowed in the applicable zoning district provided that the sign faces are constructed back-to-back with an angle less than 20 degrees separating the sign faces.

3. Height:

- a. The top of any sign mounted on a building shall not project above the roofline the building.
- b. The height of a freestanding sign shall be measured from the ground at the base to the highest-most part of the structure.

4. Setbacks:

- a. Ground signs shall be setback 10 feet from any property line.
- b. Pylon signs located closer to a property line than 10 feet shall maintain a minimum of 14 feet of clearance below the sign.
- c. No freestanding sign shall encroach upon the traffic visibility zone required by Section 121-53.

5. Illumination:

- a. Illuminated signs shall be shielded to prevent lights from being directed at oncoming traffic so as not to impair the vision of drivers, not interfere with traffic signs and signals, or illuminate adjacent properties, buildings, or streets.

- b. All external light sources shall be hooded with a 90-degree horizontal cut-off and downcast onto the sign face in compliance with Section 121-51.
 - c. Signs using fluorescent, neon or incandescent light sources shall not exceed 12 watts per square foot of sign surface area.
 - d. No sign incorporating LED lighting may be illuminated in any way so as to exceed a maximum intensity of 5,000 NITS during daylight hours or 500 NITS from sunset to sunrise measured at the sign face at maximum brightness; Signs incorporating LED lighting shall be equipped with a mechanism that automatically adjusts the brightness to ambient lighting conditions to conform to the requirements of this subsection.
 - e. The installation of illuminated signs shall be subject to the State electrical code; All electrical service to such signs shall be installed underground.
6. The design and construction standards as set forth in Chapter 4 of the 1997 edition of the Uniform Sign Code are hereby adopted.

C. Sign Standards By District

- 1. Sign allowances for properties within individual zoning districts shall be as provided for by Table 11.

Table 11			
	Single Family, Two Family, Townhouse Uses	Agriculture, Multiple Family, Business, Industrial, and Institutional Uses	
		Wall Signs	Freestanding Signs
Z1	Sec. 121-44.F and home occupations: 1 wall or window sign not to exceed 6sf.	Area: 15% of wall Per Sign: 100sf.	Number: 1 Area: 100sf. Height: 25ft.
Z2	Sec. 121-44.F and home occupations: 1 wall or window sign not to exceed 6sf.	Area: 15% of wall Per Sign: 100sf.	Number: 1 Area: 100sf. Height: 25ft.
Z3	Sec. 121-44.F and	Area: 15% of wall	Number: 1

	home occupations: 1 wall or window sign not to exceed 6sf.	Per Sign: 300sf.	Area: 300sf. Height: 35ft.
Z4	Sec. 121-44.F and home occupations: 1 wall or window sign not to exceed 6sf.	Area: 15% of wall Per Sign: 100sf.	Number: 1 Area: 100sf. Height: 25ft.
Z5	Sec. 121-44.F and home occupations: 1 wall or window sign not to exceed 6sf.	Area: 15% of wall Per Sign: 100sf.	Number: 1 Area: 100sf. Height: 25ft.
Z6		Area: 15% of wall Per Sign: 100sf.	Number: 1 Area: 100sf. Height: 25ft.
Z7		Area: 15% of wall Per Sign: 300sf.	Number: 1 Area: 300sf. Height: 35ft.
All	Signs as allowed by Section 121-44.D and E		

D. Special Signs. In addition to the signs allowed by Section 121-44.C, the following additional provisions shall apply.

1. Changeable Message Signs:

a. For commercial, industrial and institutional uses, changeable messages of 64 square feet or 20 percent of the area allowed within the zoning district, whichever is greater, may be integrated within an allowed freestanding sign or as a wall sign.

b. Dynamic display of the changeable message shall be allowed provided that:

(1) The operation of the dynamic display shall require issuance of a license pursuant to Section 46, Article VIII of the City Code.

(2) Location:

(a) The sign shall be displayed only in a yard abutting an arterial, collector or local commercial/industrial street as defined by the Comprehensive Plan, except as may be allowed by approval of

a conditional use permit in accordance with Section 121-31.

- (b) The sign shall be set back a minimum of 50 feet from any side or rear lot line abutting a residential district.

- 2. Accessory Signs: Buildings with drive through facilities shall be allowed additional signs provided that:
 - a. A maximum of 2 freestanding signs is allowed adjacent to each access to the lot from a public street or shared private drive.
 - b. The maximum area of an individual sign is limited to 6 square feet.
 - c. The maximum height of the sign(s) shall be 3 feet.
- 3. Gas stations: Signs for gas stations shall be regulated by the sign provisions for the zoning district in which the facility is located, except that:
 - a. An additional area not to exceed 24 square feet shall be allowed within a freestanding sign for continuous display of changeable copy (non-electronic or electronic).
 - b. Signage may be allowed on a detached canopy above the fuel island in lieu of wall signage on the principal structure, provided that:
 - (1) The area of the sign(s) does not exceed more than 20% of the canopy elevation facing a public right-of-way.
 - (2) The canopy elevation shall not be illuminated, except for allowed canopy signage.
- 4. Multiple Occupancy Commercial and Industrial Buildings: When a single principal building is devoted to 2 or more tenants having individual exterior

entrances, signs shall be allowed based upon the following provisions:

- a. A comprehensive sign plan shall be submitted that includes all of the following information:
 - (1) A site plan to scale showing the location of lot lines, buildings, structures, parking areas, existing and proposed signs, and any other physical features of the area included within the proposed comprehensive sign plan.
 - (2) Scale elevations of buildings showing the location of existing or proposed wall, canopy, or marquee signs.
 - (3) To scale plans for all existing and proposed signs of any type included within the comprehensive sign plan indicating area, dimensions, height, materials, colors, and any means of illumination.
 - b. Individual tenants may display separate wall signs subject to the following requirements:
 - (1) The number of individual wall signs shall be limited to 1 sign per exterior wall of the tenant space.
 - (2) The area of each sign for an individual tenant shall comply with the maximum area for individual signs allowed in the applicable zoning district.
 - c. Multiple occupancy buildings may display 1 freestanding sign that complies with the requirements of the applicable zoning district.
5. Projecting Signs: Projecting signs, including awnings, shall be allowed for buildings within the Z3, Z6 and Z7 Districts provided that:
- a. There is a minimum of 8 feet of clearance under the base of the sign to the ground below.
 - b. The sign does not project more than 5 feet beyond the wall to which it is mounted; may not project

over any vehicular portion of a public street or private drive; and may not project over a public right-of-way except in the Z6 District.

c. Area:

(1) Projecting signs: 24 square feet

(2) Awning signs: Maximum area for individual signs allowed within the applicable zoning district.

6. Secondary Freestanding Signs. One additional ground sign shall be allowed for properties located within the Z3, Z6 and Z7 Districts abutting an arterial or collector street defined by the Comprehensive Plan but to which there is no driveway access, subject to the following:

a. The sign shall be located in a yard abutting the street to which the lot has access.

b. The maximum area of the sign shall be 64 square feet.

c. The maximum height of the sign shall be 16 feet.

7. Subdivisions: For subdivisions or geographic areas of development of similar character or association having 3 or more lots the following signs shall be allowed:

a. Permanent Signs: One sign ground sign shall be allowed at public street intersections:

(1) The maximum area of the face of each sign shall located at:

(a) Z1, Z2, Z4, and Z5 Districts: 32 square feet

(b) Z3, Z6, and Z7 Districts:

(i) Intersection with a collector or arterial street as defined by the

Comprehensive Plan: 100 square feet

(ii) Intersection of two local streets:
32 square feet

- (2) The maximum height of the sign shall be:
 - (a) Z1, Z2, Z4, and Z5 Districts: 8 feet
 - (b) Z3, Z6, and Z7 Districts: 16 feet
- (3) The design and construction of the ground sign shall utilize the highest quality materials and workmanship and shall be compatible with nearby structures in the area; Detailed construction plans and a materials list shall be included with each sign permit application and shall be subject to the review and approval of the Zoning Administrator.
- (4) The area around the ground sign shall be landscaped in such a manner to accent and enhance the sign while remaining sensitive to the natural features of the site; a landscape plan shall be included with each sign permit application and shall be subject to review and approval of the Zoning Administrator.
- (5) The ground sign may be illuminated but only an external light source downcast upon the sign face shall be allowed for residential subdivisions.

b. Temporary Signs:

- (1) Additional temporary signs shall be allowed upon approval of a final plat for a subdivision having 3 or more lots or zoning approval for development of one or more properties provided that:
 - (a) One sign shall be allowed per subdivision or development for each access from public streets and each

frontage to a collector or arterial street.

(b) The maximum area of the sign face shall be 64 square feet.

(c) Freestanding signs shall not exceed a maximum height of 8 feet.

(2) Individual lots within the subdivision shall be allowed the following signs:

(a) One freestanding sign shall be allowed per model home:

i. Maximum area: 32 square feet

ii. Maximum height: 8 feet

(b) Not more than 3 banners with a maximum area of 16 square feet per face per flag, and maximum height of 25 feet shall be allowed upon lots within the subdivision.

(3) The temporary signs and banners allowed by this Section shall only be displayed for a period not to exceed three 3 years from the date a permit is issued for the sign or banners, or until building permits have been issued for 100% of the lots within a final plat or subsequent phases of the same preliminary plat of a subdivision, whichever occurs first.

8. Temporary Signs: The use of banners, pennants, portable signs, and similar devices shall be subject to the following provisions:

(a) Not more than 1 temporary sign for each street frontage shall be displayed upon a property at any time.

(b) Temporary signs shall require a temporary sign permit valid for no more than 60 days during any calendar year for single occupancy properties or

120 days for properties having two or more principal uses or tenants.

- (c) The maximum area of a temporary sign shall be 50 square feet per sign face.
- (d) The maximum height of a temporary sign shall be 16 feet.
- (e) Temporary signs meeting the following standards shall not require a sign permit:
 - (1) The maximum area of the sign shall be 4 square feet.
 - (2) The maximum height of the sign shall be 3 feet.
- (f) Location:
 - (1) A temporary sign shall not encroach upon any drainage and utility easement.
 - (2) A temporary sign shall not encroach upon the traffic visibility zone required by Section 121-53.

E. Permit Required

A permit issued by the Zoning Administrator in accordance with Section 121-23 shall be obtained for a new sign to be erected or an existing sign structure modified except when changing only the face of the sign without altering the area, height or location of the sign.

1. Application for a sign permit shall be filed by the property owner with the Zoning Administrator on a form provided by the City and shall be accompanied by a fee as established by City Council resolution.
2. The Zoning Administrator shall review the application for a sign permit and determine whether the proposal is in compliance with all applicable, codes, ordinances, and performance standards set forth in this Section within 45 days of submission of a complete application.

3. Application for a sign permit shall contain the following information unless waived by the Zoning Administrator:
 - a. Names and addresses of the applicant and/or owners of the sign and property.
 - b. The address at which the proposed sign(s) are to be erected.
 - c. Area and type of sign(s) to be erected (e.g., wall sign, freestanding sign, projecting sign, etc.).
 - d. A site plan to scale showing the location of lot lines, building structures, parking areas, existing and proposed signs and any other physical features.
 - e. Plans, location and specifications and method of construction and attachment to the buildings or placement method on the ground.
 - f. A detailed description of any electronic or electrical components that are proposed to be added to the sign and any electrical permit required and issued for the sign.
 - g. Other information as requested by the Zoning Administrator to demonstrate compliance with this Chapter.
5. All signs requiring a permit shall be subject to inspection by the Zoning Administrator.
6. The City reserves the right to require the removal, at the owner's expense, of any sign when the requirements of this Section are not complied with, or if a sign is not properly maintained or falls into a state of disrepair constituting a public nuisance.

F. Signs Not Requiring a Permit

1. The following signs shall not require a permit and are allowed in addition to those signs allowed by Section

121-44.C and D, subject to compliance with the other provisions of this Chapter.

- a. The changing of the display surface only of an existing sign.
- b. A sign on each principal building in all districts displaying the assigned property number at least 3 inches in height.
- c. One sign per property not to exceed 16 square feet where the principal use is residential.
- d. Signs may be erected during an election campaign period on the first day for circulation of nomination papers by candidates, or in the case of a referendum the first day the question is submitted to the electorate, and shall be removed not more than 5 days after the general election in accordance with Wisconsin Statutes Chapter 12.04.
- e. Official signs including public notices, safety signs, traffic signs.
- f. One sign shall be allowed per street frontage, provided that the maximum area of a sign shall be 64 square feet with a maximum height of 12 feet.
- g. Flags.
- h. Sandwich board signs shall be allowed within the Z3, Z6 and Z7 Districts, provided that:
 - (1) Not more than 1 sign is allowed per principal building or 1 is allowed sign per tenant within a principal building having 2 or more tenants each with an exclusive exterior entrance.
 - (2) The sign shall conform to the following maximum dimensions:
 - (a) Height: 4 feet

(b) Width: 3 feet

(2) Location:

(a) The sign shall be located so as to maintain a minimum 5 foot pedestrian walkway and so as not to obstruct vehicular traffic.

(b) The sign shall be set back a minimum of 2 feet from the back of curb of a public street or private drive.

i. Window signs limited to 40 percent of the total area of the window in which they are displayed.

G. Non-Conforming Signs

1. A nonconforming sign lawfully existing upon the effective date of this Section shall be regulated in accordance with Article IV of this Chapter.
2. When a principal use is legally nonconforming under Article IV of this Chapter, all existing or proposed signs in conjunction with that land use shall be considered conforming if they are in compliance with the sign provisions for the most restrictive zoning district in which the property is allowed.

H. Prohibited Signs

The following signs are prohibited:

1. Any sign, signal, marking or device which purports to be or imitates, or resembles any official traffic control device; railroad sign or signal; emergency vehicle signs; or which attempts to direct the movement of traffic.
2. Balloon signs.
3. Flashing signs.
4. Obscene content as defined by Wisconsin Statutes Chapter 944 Subdivision IV.

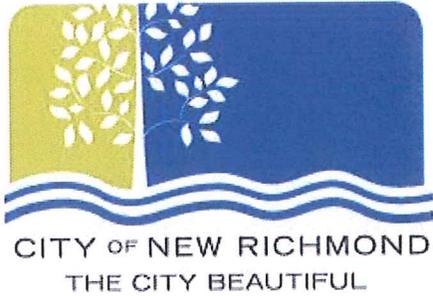
5. Off-premises signs greater than 50 square feet in area or exceeding 16 feet in height.
6. Roof signs.
7. Rotating signs.
8. Shimmering signs.
9. Signs painted, attached or in any other manner affixed to trees or similar natural surfaces, or attached to utility poles, bridges, towers, or similar public structures, or public fences.
10. Official Signs installed in the public right-of-way other than those authorized by the Wisconsin Department of Transportation, St. Croix County, or the City of New Richmond.
11. Signs affixed to vehicles or trailers intended to increase the number or area of signs displayed on a property where:
 - (a) The vehicle or trailer is not licensed and in such condition so as to be operated upon public streets.
 - (b) The vehicle or trailer is not parked upon the property in compliance with Section 121-52.

This ordinance shall take effect immediately upon its passage and publication as provided by law.

Passed and approved:
Published and effective:

CITY OF NEW RICHMOND

By: _____
Fred Horne, Mayor



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New Richmond, WI 54017
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www.newrichmondwi.gov

MEMORANDUM

TO: Mayor Horne & City Council
FROM: Mike Darrow, City Administrator
DATE: October 21, 2016
SUBJECT: Community Commons Site Area Master Plan

Attached to this memorandum is the proposed Master Plan for City Council consideration.

On Wednesday October 19, 2016 the City of New Richmond hosted a "Community Conversation" in order to solicit feedback from neighbors, Library Board members, School District representatives, and key stakeholders on proposed uses. The recommendations of this master plan are borne out of that conversation as well as the recommendations of staff.

This master plan is subject to the review and approval of both the City Council and the School District of New Richmond Board of Education. No formal action will be taken on this item during the work session.



Community Commons Site Master Plan

October 2016

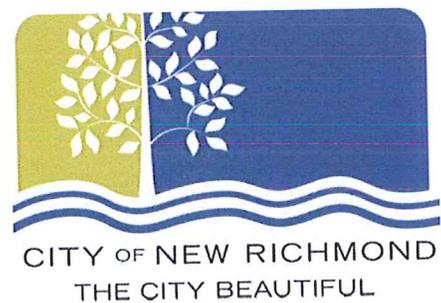
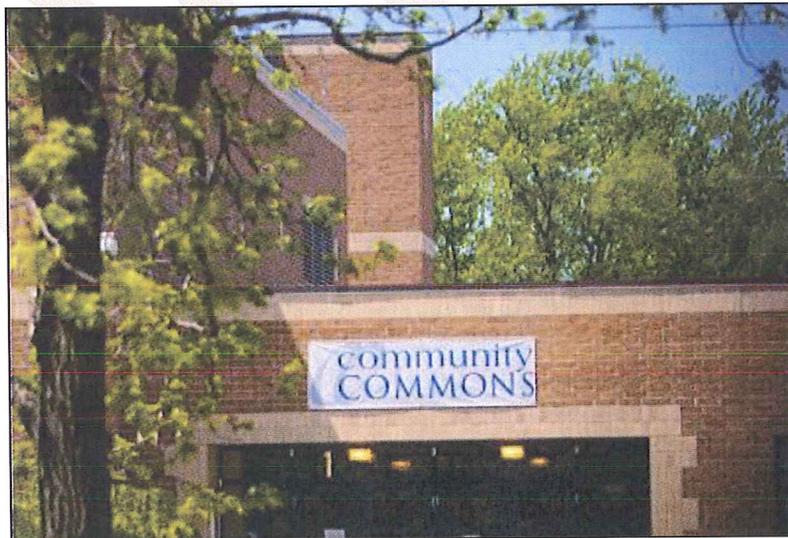


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Project Purpose

In 2016, the City of New Richmond and New Richmond School District entered into a contract for the land referred to as the “Commons Project.” As part of the contract, the City and School District agreed to the preparation of a Master Plan for this area. The following pages are intended to provide a history of the project, outline existing conditions, topographical features, zoning and land use and finally highlight potential conceptual plans for this area. Prior to formal approval of the plan, a major component of this project will be soliciting community feedback.

The intent of the Master Plan is to serve as a guide for future development within this project area. The Master Plan is not a site plan, nor is it intended to provide architectural guidelines for future development. Rather, this document is intended to serve as a road map for specific uses within this site area. More specifically, this plan will give elected officials, staff, key stakeholders, and community members an understanding of what uses may occur within this area. These uses may include community spaces, green spaces, public facilities such as a community library, and/or mixed use areas.

The success of this planning process must rely on a single premise of community collaboration, innovation, and shared responsibility. To that end, this planning document should serve as a functional document that has emerged after years of political partnership between the City of New Richmond and New Richmond School District. Future development, gathering spaces, and new buildings, once built, will be based firmly on a foundation of partnership and collaboration.

The role of staff within this document is to provide elected officials and stakeholders with findings of facts as it relates to existing conditions, infrastructure, potential costs and, most importantly, impacts on surrounding uses. The conceptual plans are intended to reflect these findings.

The Project Team includes the following key personnel:

Mike Darrow, City Administrator

Jeremiah Wendt, Director of Public Works

Patrick Olson, District Administrator

Noah Wiedenfeld, Management Analyst

Kimberly Hennings, Library Director

Special thanks must be garnered to the following elected officials as a part of this project. They include:

City of New Richmond

Mayor Fred Horne	Alderman Craig Kittel	Alderman Ron Volkert
Alderman Scottie Ard	Alderman Mike Montello	Alderman Jim Zajkowski
Alderman Jim Jackson		

New Richmond School Board

Board President Rick Hinz	Board Member Marilyn Duerst
Board Vice President Paula Kolbeck	Board Member Neal Melby
Board Treasurer Marty Wold	Board Member Greg Gartner
Board Clerk Chris Skoglund	

New Richmond Library Board

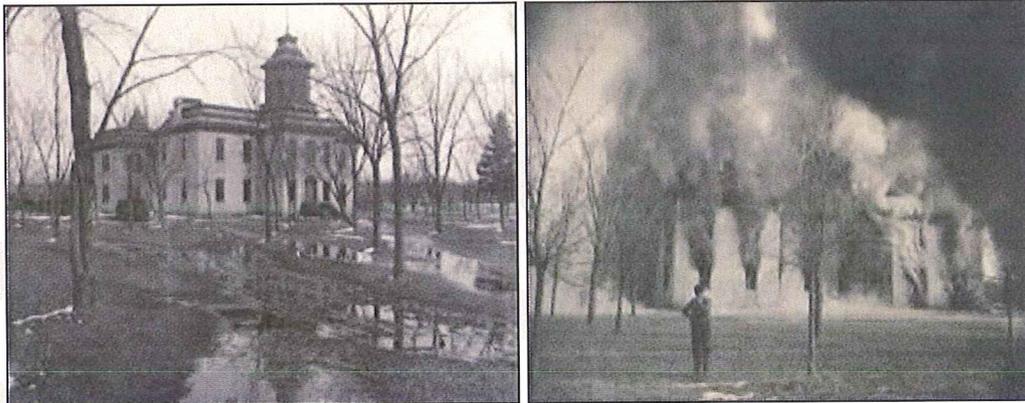
Board President Jeff Peplau	Board Member Vicki Gjovik
Board Member Scottie Ard	Board Member Marla Hall
Board Member Gordon Granroth	Board Member William Ruyle
Board Member Liz Kilibarda	

Once this planning project is completed and formally approved, the City of New Richmond will begin the process of raising capital for future development within the site area. A goal of the project team during this project is to ensure that this project is reviewed through multiple lenses which include: community needs and desires, financial costs and sustainability, impact on neighborhoods, infrastructure costs and short and long-term operational costs. Our hope is that once completed and approved, this document meets the needs of our growing community.

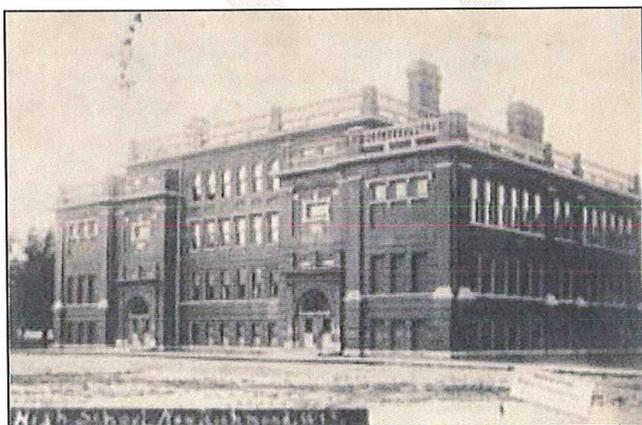
Project History

The Community Commons Building

The land between Arch Avenue and Green Avenue was purchased in 1878 for \$500 to build New Richmond's first school, which burned down in 1905. A new school was constructed at the same site, but this too burned in a fire on April 20, 1926. A new school, today known as the Community Commons building, was constructed in 1926. It was designed by Albert Parkinson and Bernard Dockendorff, architects from a La Crosse firm credited with designing over 800 public buildings, including 150 schools. The high school had 19 rooms, a gym, auditorium, superintendent's office, and library. It was built without a basement; the first story is 18-24 inches below ground. Construction was completed in March of 1927, and the school was ready for the 1927-28 school year. The building received rave reviews and was said to be a "model of its kind" for having electric outlets in each room, a master clock system in the building, showers with both cold and hot water, and telephones. The final cost including furnishings was \$175,000 (about \$2.4 million in 2016 dollars).



Above: Old school which burned down in 1926



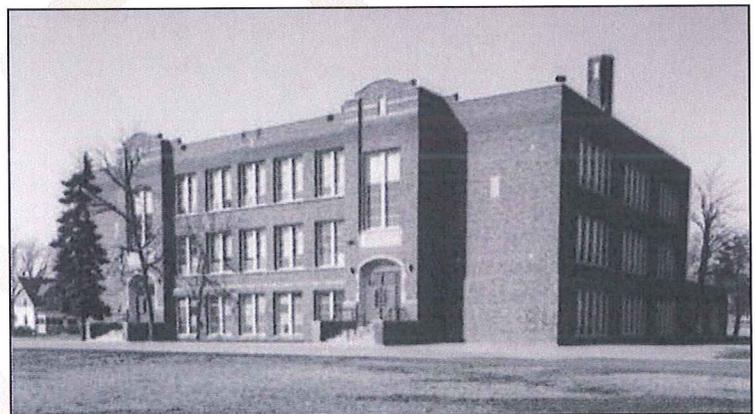
Left: The 1926 school building, of which part remains today as the "Community Commons"

A new high school was constructed on Riley Avenue in 1958. From 1958 to 2010, the now-called Community Commons building was used as a middle school. Additions to the original facility were constructed in 1949 (6,200 square feet), 1954 (2,000 square feet), 1988 (34,100 square foot gymnasium), and 1990 (13,600 square feet) bringing the total size of the building in the year 2016 to approximately 93,600 square feet.



New Richmond Middle School - Unknown

Following a successful referendum in 2007 and the subsequent opening of a new high school in 2010, the "old" high school was renovated and became the middle school. Since then, the School District of New Richmond has maintained ownership of the



New Richmond Middle School - 1983

Community Commons building and has leased it to a variety of stakeholders over the years, including the Cooperative Educational Service Agency (CESA) 11's New Richmond Head Start, the New Richmond Senior Center, Wisconsin Indianhead Technical College (WITC), Five Loaves Food Shelf, the New Richmond Area Community Foundation, and the New Richmond VFW Post #10818. The facility also hosted a variety of Community Education courses.



Left: Existing Community Commons building - August, 2016

The Friday Memorial Library

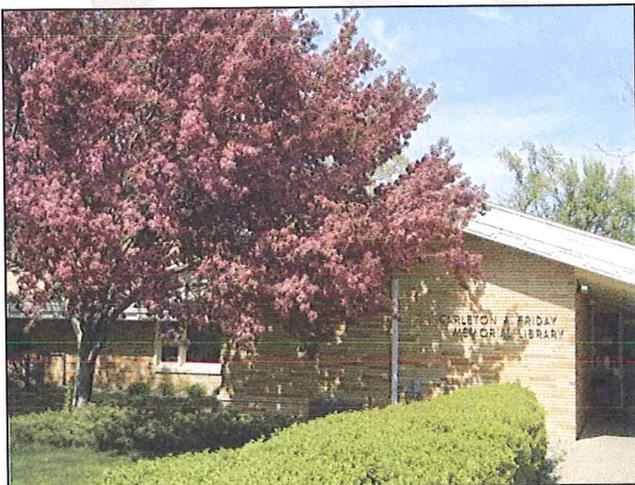
In February of 1927, the New Richmond Library and City Hall rented out the first floor of the building located at the corner of Main Street (Knowles Avenue) and Second Street, in what is now the First National Community Bank. The existing library was designed by Wisconsin architect John Steinmann. Named after Carleton A. Friday, a prominent leader in the Wisconsin food processing industry, the library was dedicated on April 16, 1963 by Carleton's son, Fritz C. Friday. The library was built in Glover Park, which was the City of New Richmond's first park, having been donated by John Glover in 1913. A children's room, modern bathrooms, and storage space was added in 1989, increasing the size of the facility to 8,600 square feet. As the New Richmond community continued to grow, a program space study was completed in August of 1998 to address further capacity issues. Since then, a variety of options have been explored, including an expansion of the existing facility and a construction of a new facility on a new or existing location. A 2012 Library Space Needs Report prepared by the Director of the Indianhead Federated Library System (IFLS) reiterated the need for more space.



Former Library (left to right: Clyde Jameson, Bernice Albrightson, Tody Casey, Grace Epley) - 1955



Friday Memorial Library - 1972



Left to Right: Friday Memorial Library - 2016; Friday Memorial Library Aerial Photo - Nov. 2015

City & School District Partnership

In the fall of 2014, the School District of New Richmond and the City of New Richmond undertook a comprehensive analysis of the Community Commons property related to preserving it for future use as a community commons and/or library site. Leo A Daly was interviewed and selected to serve as a facilitator for community meetings and to work with a subcommittee of key stakeholders to analyze the site. In the spring of 2015, a final report by Leo A Daly determined that it was cost prohibitive to remodel the existing structure. The School District of New Richmond offered the property for sale in the summer of 2015, but did not find a buyer. In the fall of 2015, the School District of New Richmond worked with CESA 10 to prepare an asbestos study. On December 14, 2015, the New Richmond Board of Education authorized the District Administrator to engage engineering firm ATS&R in drafting a plan and budget for razing the Community Commons facility. A purchase agreement and development agreement were finalized in July of 2016 between the School District of New Richmond and the City of New Richmond. A "Day of Remembrance" was held on July 13, 2016 for the public to say goodbye to a building that served the community for generations. The demolition of the Community Commons building may begin as early as December of 2016. The School District of New Richmond and the City of New Richmond look forward to the new library and community space coming to fruition.



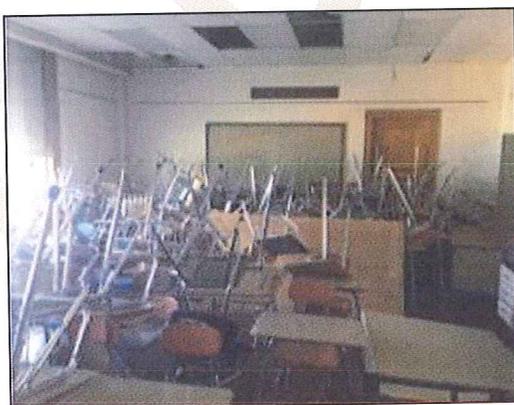
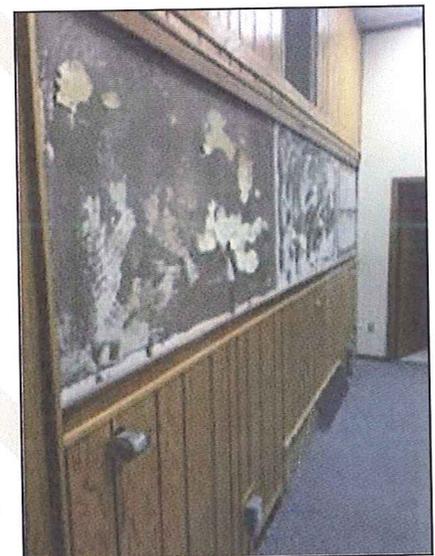
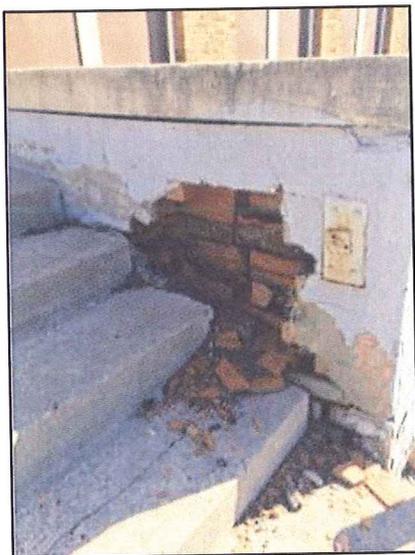
June 30, 2014 Joint Meeting with Library Board, City Council, & School Board



Nov. 6, 2014 Community Open House

Existing Conditions - Community Commons

The existing Community Commons building presents many health, safety, and accessibility concerns, including the following: building code and fire code violations; physical interior and exterior structural deficiencies; asbestos; lead paint; outdated HVAC, electrical, and plumbing systems; failing leaky roof; accessibility violations (restrooms, handrails, elevator, door widths, fire sprinklers); inadequate fire protection; inefficient windows; inadequate insulation; and high energy costs. Photos of some of the aforementioned conditions are shown below.



The School District of New Richmond has reviewed the costs of renovating the building rather than demolishing it. In March of 2015, consultant Leo A Daly concluded in its Phase II Report that renovating the Commons facility would cost \$25 million to \$30 million, not including the cost estimate of \$7 million to \$8 million for a new library. Meanwhile, the planned asbestos abatement and demolition of the entire building is expected to cost about \$1.5 million.

Existing Infrastructure

The Community Commons site is bordered to the south by East Fifth Street, to the east by Green Avenue South, and to the west by Arch Avenue South. Sidewalk exists on both Green Avenue South and Arch Avenue South. East Fifth Street is about 28 feet in width and does not align with East Fifth Street to the east. Meanwhile, Arch Avenue and Green Avenue are about 36 feet in width to accommodate larger traffic volumes and vehicle parking on both sides of the street.



Above: View of Green Avenue looking to the north

The Community Commons site is currently served by a 12-inch sanitary sewer under Green Avenue to the east. Water is provided through a 6-inch ductile iron water main under Green Avenue to the east and another 6-inch water main under Arch Avenue to the west. Drainage is provided via a 15-inch storm sewer under Green Avenue to the east, a 24-inch storm sewer under East Fifth Street to the south, and a 30-inch storm sewer under Arch Avenue to the west. Primary overhead conductor runs along the east side of Green Avenue.



Above: Hydrant at intersection of Arch Avenue & East Fifth Street

Existing Zoning, Land Use, and Design

Zoning

The Community Commons building is located on an approximately 3.914 acre site in a Z-5 Traditional Neighborhood District. The City of New Richmond's Zoning Ordinance states, "The purpose of the Z-5 Traditional Neighborhood District is to provide a variety of uses with primarily higher residential density in a mixed use neighborhood with neighborhood, commercial, and a variety of other public/semi-public uses. It has a tight network of streets, with sidewalks, steady street tree planting and shallow, front building setbacks to create a defined urban streetscape."

Land Use

The Community Commons is surrounded by single-family residential properties to the south and to the east, the New Richmond Area Ambulance Services to the northwest, and a variety of businesses (Short Dance Studio, Dadez Physical Therapy, New Richmond Collision) and additional residential properties to the west. Other nearby destinations of note include the New Richmond Area Centre, Citizens Field, the Knights of Columbus, Bremer Bank, and the U.S. Post Office.

A library is a permitted use subject to submittal of a site plan application in a Z-5 Traditional Neighborhood District according to the District Standards identified in Section 121-36. A library is also consistent with the City of New Richmond's 2005 Comprehensive Plan, which categorized the land use at that time as "Institutional," a term assigned to facilities such as schools, churches, parks, day care centers, etc.

Design

Section 121-52 specifies lot and building performance standards. Exposed metal or fiberglass finish shall be limited to 50 percent of the surface of any building wall. All sides of the principal and accessory structures are to have essentially the same or coordinated, harmonious exterior finish materials and treatment. Buildings shall maintain a high standard of architectural and aesthetic compatibility with surrounding properties. In a Z-5 District, parking shall not be located between the front of the principal building and the street. The number of parking spaces required for a civic function shall be determined by the Development Review Commission. Minimum landscaping standards state that the front yard should include hardy turf grass, three deciduous shrubs, and two evergreen shrubs, while the side and rear yard should have hardy turf grass.

Community Feedback

A Community Conversation was held on October 19th at the Civic Center to gather feedback from the community. The thirty people in attendance represented a diverse group of key stakeholders, including surrounding homeowners, the Library Board, the New Richmond Area Centre, the Friends of the Library, and community members. Participants had the opportunity to discuss potential future uses of the site and draw their own plans for the site in small groups.



Topics of Discussion

Some of the key points of discussion included:

- Concern about traffic flow in the neighborhood
- Sharing parking with the Dance Studio, Knights of Columbus, and Centre
- Long-term plans and needs for the New Richmond Area Centre and Hockey
- Need to respect peace and tranquility of existing residential area
- Public space including a farmers market, ice skating rink, or splash pad
- Building only what can be financially sustainable
- Mixed-use commercial and residential space

Questions Asked

Some of the questions asked by attendees included:

- What will happen in the future to the existing library?
- When will the existing Community Commons building come down?



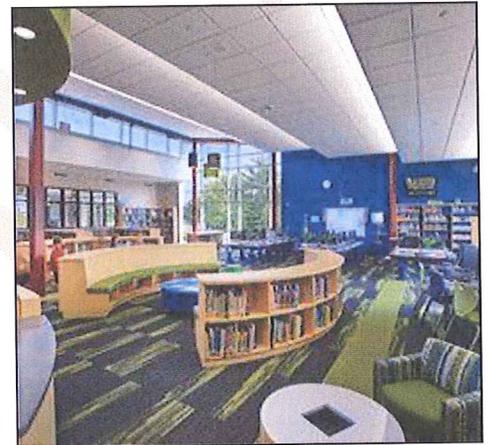
Design Charrette Overview

The City Council, Library Board, and Board of Education will have a joint work session in November. A design charrette is an intensive planning session where participants work together to collaborate on a vision for development. It provides a forum for exchanging ideas and feedback.



Land Use Categories

Public/Semi Public: Includes but is not limited to facilities such as a library, city hall, community center, public safety facilities, public works facilities, public utility facilities



Outdoor Public Space: Includes but is not limited to grass, trees, shrubs, vegetation, public seating areas, public plazas, amphitheaters, water features, public art, pavilions



Commercial: Could include private business uses as a restaurant or cafe, professional offices, photography or music studio, bakery, arts and crafts store, etc. This list is not exhaustive.



Mixed-Use Residential: Physically and functionally blending residential uses with commercial, cultural, institutional, or industrial uses



Concept Designs

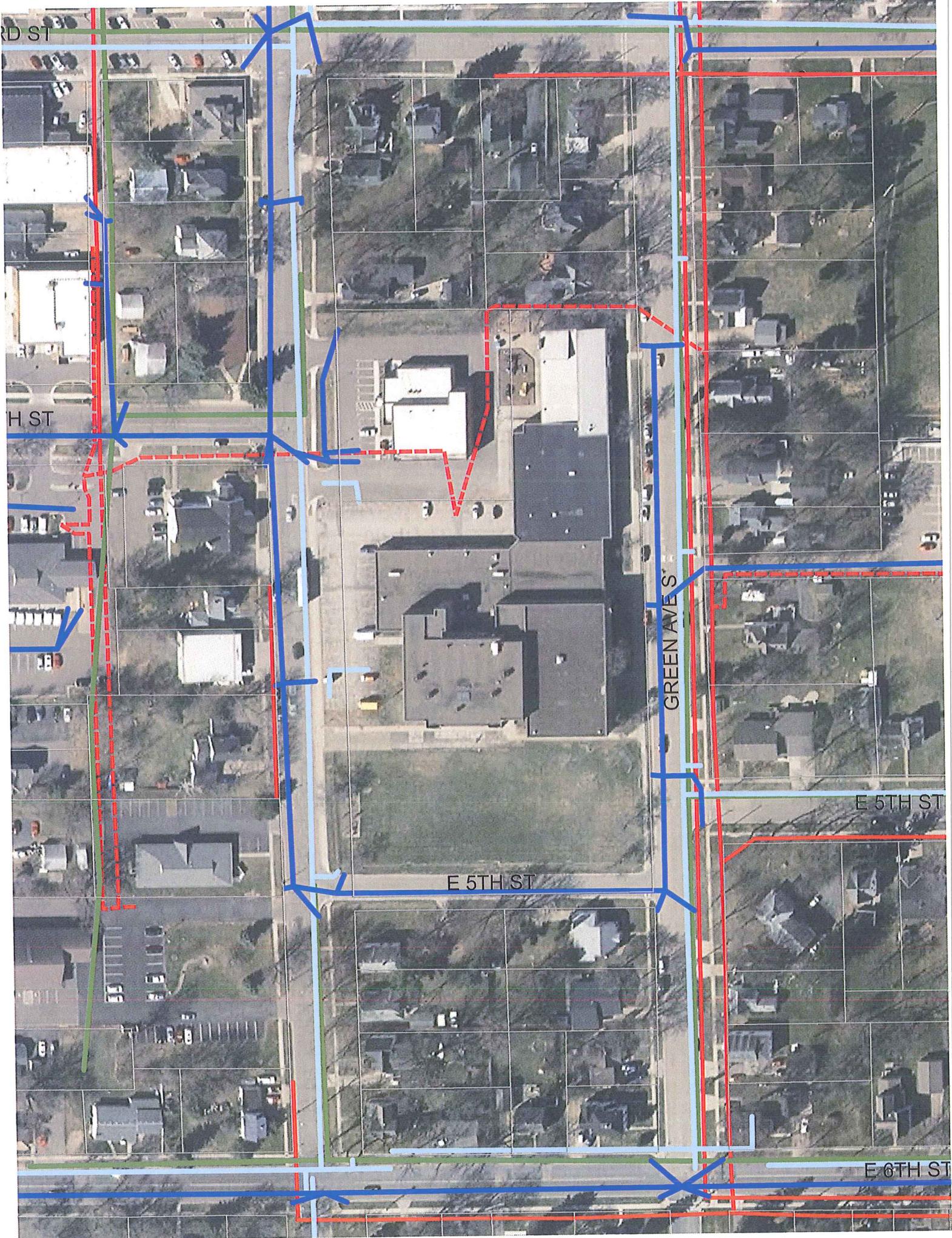
City staff and participants at the Community Conversation event had the opportunity to sketch conceptual master plans. These simplistic designs incorporated concepts such as improved traffic flow, shared parking, future needs of the Centre, creating a buffer for surrounding residential properties, outdoor public space, and more.



Findings and Recommendations

The purpose of this planning document was to solicit feedback from community members, elected officials, key stakeholders, and staff related to the Community Commons site. The existing neighborhood includes a mix of low density residential, commercial, municipal and recreational (the Centre) uses. These proposed uses conform to the current Z-5 District.

1. **Public/Semi-Public.** For the purpose of this master plan, public or semi public will include city buildings including the library and other city offices. No development shall occur without the City library being a focal point of this development.
2. **Transportation and Parking.** Based upon feedback during the community discussion, the need for traffic calming, parking, and improved circulation patterns was a concern. Final site design must show that transportation, circulation, and parking is contained within the site area and addresses future transportation needs within the neighborhood. Furthermore, areas of trails and sidewalks must be included.
3. **Design.** The future design of this area should include consideration of unified aesthetics for the entire site area. Where appropriate, buffer areas should be utilized to assist with the transition from low-density residential to higher density uses (if proposed).
4. **Outdoor Public Space.** The need for outdoor public space was identified as a part of this process. These areas include outdoor amphitheater space, community gardens, water features, ice skating rinks, pavilions, or other common areas. In short, outdoor public space must be a significant aspect of any future site design.
5. **Commercial.** If practical, commercial areas could be generated as part of the site plan. These areas are intended to financially support the project. If commercial development is generated, a separate development agreement must be created between the City, the private entity, and the School District to ensure that those funds are properly utilized to support the site area.
6. **Mixed-Use Residential.** If appropriate, mixed-use residential may be incorporated within the site with a mix of fair-market condos, lofts, or apartment complexes to complement the site area.



RD ST

H ST

GREEN AVE S

E 5TH ST

E 5TH ST

E 6TH ST



E 2ND ST

STARR AVE S

W 3RD ST

E 3RD ST

SOUTH KNOWLES AVE

W 4TH ST

E 4TH ST

W 5TH ST

E 5TH ST

GREEN AVE S

STARR AVE S

E 5TH ST

ARCH AVE S

S STARR AVE

E 6TH ST

E 7TH ST

- Commons Site
- Z1: Agriculture / Preservation District
- Z2: Sub-urban District
- Z3: Multi-Use / Corridor District
- Z4: General Urban District
- Z5: Traditional Neighborhood District
- Z6: Central Business District
- Z7: Specific Use / Industrial District



156 East First Street
 New Richmond, WI 54017
 Ph 715-246-4268 Fax 715-246-7129
 www.newrichmondwi.gov

TO: Mayor and City Council

FROM: Beth Thompson, Community Development Director

DATE: October 19, 2016

RE: Class A Beer & Liquor License Quota

Background

City staff has been doing research into Class A Beer and Liquor licenses in the City and surrounding areas. The City currently has a quota of four licenses and all are issued. Over the past couple of years, we have had a number of requests for both Class A Beer and Class A Liquor and we have had to turn them down. Just recently, Aldi has made a request for these types of licenses. With that in mind staff has compiled information regarding our current City Ordinances pertaining to Class A Beer and Liquor licenses and we show a comparison from other Cities/Villages surrounding New Richmond.

<u>City / Village</u>	<u>Population</u>	<u>Number of Licenses</u>	<u>Total Licenses 2016</u>	<u>License Fees</u>
New Richmond	8,715	Limited to 4 licenses	4	\$600
Hudson	13,400	1 per 2,500 population (6 licenses)	6	\$550
River Falls	15,209	Unlimited licenses	7	\$600
Rice Lake	8,400	Unlimited licenses	4	\$600
Menomonie	16,264	Limited to 15 beer and 6 liquor	15 beer 6 liquor	\$200 beer \$500 liquor
Amery	2,856	Unlimited licenses	4	\$600
Somerset	2,635	1 per 500 in population (5 licenses)	6	\$475
Baldwin	3,957	Unlimited licenses		\$500

Staff has highlighted pertinent ordinance information for the City Council's review.

City Ordinance:

Sec. 6-27. - License classes.

Class "A" and "Class A" license restrictions. It is the intent of the Common Council and purpose of this provision to provide for a high level of supervision and security in the storage and retail sale of intoxicating beverages under a *Class "A"* fermented malt beverage license and/or a *"Class A"* intoxicating liquor license. The purposes include, but are not limited by enumeration, to restrict access of minors, prevent shoplifting, and provide for only licensed clerks or those directly under the supervision of the licensee, to supervise checkout areas so that proper identification and age of purchaser is made by sales clerks.

(1) In addition to other applicable requirements, no *"Class A"* retail intoxicating liquor license nor any *Class "A"* retail fermented malt beverage license shall be issued when the licensee operates other retail businesses open to the public (such as grocery stores or convenience stores) unless the following requirements are met:

a. Retail sales are contained in a separate secure portion of the facility which has a separate public access door to the outside of the building.

b. Separate checkout facilities are used in the area specified in Subsection (1) above.

c. Only properly licensed salespeople are operating sales and checkouts.

d. The licensed premises shall be restricted to the area of storage and the area where the intoxicating liquor is displayed for sale.

e. Storage of intoxicating liquor/fermented malt beverages shall be in a separate, secured portion of the business and shall not be accessible to the public. Such storage must be in a locked, secured area and be accessible only by the licensee or under the licensee's supervision. Access by underage individuals to this secured storage area is prohibited.

f. Advertising of alcoholic beverages shall only be allowed in the nonsecured portion of the business, under the following conditions:

1. Weekly newspaper ad with liquor/beer/wine ad included can be posted in-store in one location at the front of the business and/or these can be available to customers.

2. In-store hand bill with liquor/beer/wine ad may be available for customer pickup at courtesy counter area only.

g. The *"Class A"* license holder must file, with the City of New Richmond, a formally documented procedure that includes a discipline procedure for employees that unlawfully sell intoxicating liquors or fermented malt beverages to underage persons. This policy shall be part of the application and taken into consideration by the Council in determining whether or not to grant a *"Class A"* intoxicating liquor license or *Class "A"* fermented malt beverage license.

h. During all hours that the premises are open for sale, there shall be a duly licensed operator on the licensed premises.

i. Entrances. There shall be no entrances or access between the licensed premises and any other retail businesses open to the public. The entrance described in Subsection (1) above shall be the only public access to the licensed premises.

j. Video system required. Businesses that have been issued either a *Class "A"* fermented malt beverage or *"Class A"* intoxicating liquor license shall be required to install, operate and maintain a digital recording system, capable of digitally recording the sales area involved in the sale of fermented malt beverage and intoxicating liquor. The recording system must cover the area of the checkout, to include the facial area of the individual purchasing the beverage.

(Code 1994, § 7-2-4(a), (b), (e), (f), (i) ; Ord. No. 365, 3-19-2007)

State Law reference— License classifications, Wis. Stats. §§ 125.25, 125.26, 125.51.

Sec. 6-28. - License fees.

The fees to be paid to the City for alcohol liquor licenses shall be as established by resolution.

(Code 1994, § 7-2-5(a))

State Law reference— Alcohol liquor license fees, Wis. Stats. §§ 125.25(4), 125.26(4), 125.51(2)(d), 125.51(2)(3m)(e).

Sec. 6-29. - Application for license.

(c) Publication. The City Clerk-Treasurer shall publish each application for a *Class "A"*, *Class "B"*, *"Class B"*, or *"Class C"* license. There is no publication requirement for temporary *Class "B"* picnic beer licenses under Wis. Stats. § 126.26, or temporary *"Class B"* picnic wine license under Wis. Stats. § 125.51(10). The application shall be published once in the official City newspaper, and the costs of publication shall be paid by the applicant at the time the application is filed, as determined under Wis. Stats. § 985.08.

(e) License quotas. Retail intoxicating liquor and fermented malt beverage licenses issued by the Common Council shall be limited in number to the quota prescribed by state law. *Class "A"* and *"Class A"* licenses issued by the Common Council shall be limited in number

to a quota set by the Common Council. The City's *Class "A"* license quota shall be four licenses and the "*Class A*" license quota shall be four licenses. However, these quotas are limited to a total of four different premises. Once *Class "A"* or "*Class A*" licenses have been issued to four different premises the quota will have been met and no additional licenses shall be issued, even if there are not four *Class "A"* licenses and four "*Class A*" licenses issued.

(Code 1994, § 7-2-6(e); Ord. No. 365, 3-19-2007)

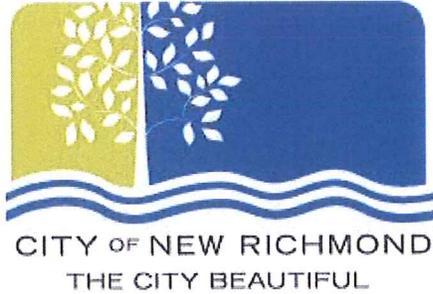
Recommendation

City Staff recommends increasing the number of licenses we allow per the following reasons:

1. Very low number of licenses vs our population.
2. Requests from current and possibly future businesses.
3. The City's Pro-Business philosophy.

Possible options for increasing the number of licenses:

1. For every 50 businesses in New Richmond we offer 1 licenses; which equates to 7 licenses.
2. For every 1,000 in population we offer 1 license; which equates to 8 licenses.
3. For every 750 in population we offer 1 license; which equates to 11 licenses.
4. For every 500 in population (such as Somerset) we offer 1 license; which equates to 17 licenses.
5. Unlimited number of licenses. If you look at River Falls and Rice Lake they have unlimited licenses but River Falls only currently has 7 and Rice Lake only has 4. Just because the City opens up the licenses does not mean every business will want this type of license.



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MEMORANDUM

TO: Mayor Horne & City Council
FROM: Craig Yehlik, Chief of Police
DATE: October 18, 2016
SUBJECT: Police special services vehicle

Background:

At the August 8, 2016 City Council meeting the New Richmond City Council approved the police Department putting out requests for bids to look at purchasing options for a police special services vehicle. One bid was received and at the Council work session on September 28th the Council approved expanding the scope of the police special services vehicle to include V-8 engines and also sedan type vehicles. Requests for bids were hand delivered to each of the three local dealerships on September 29th, 2016 and also advertised on the City of New Richmond web page. The return date for the bids was at noon on October 4, 2016. Below is a summary of the bids received:

Make	Model	Year	Total Purchase Price	Extended Warranty	Trade In Offered	Maint. w/Tires
Ford	Explorer	2017	\$43,120	✓	x	x
Chevrolet	Tahoe	2017	\$36,164	x	✓	✓
Dodge	Durango	2017	\$29,580	✓	✓	✓
Dodge	Charger	2017	\$25,310	✓	✓	✓

Recommendation:

It is the staff recommendation that the city accept the bid from Bernard's Northtown for the purchase of the 2017 Dodge Durango, (\$28,995) special services vehicle with an exterior light bar package (\$6995.00) and also accept the trade in value on Squad #19 for \$11,000.00, with a total vehicle purchase price of \$24,990. It is also recommended that the city purchase the optional 5 year/100,000 mile extended warranty with a \$0 deductible for \$2590.00 along with the vehicle maintenance package that includes 20 synthetic oil changes and one new set of replacement tires (\$2,000).

The total cost of the police special services vehicle with the external light bar and lighting package would have a total cost of \$29, 580.00 with a delivery date not before January 1, 2017.