



Economic Development Commission Meeting
City of New Richmond, Wisconsin
Thursday, May 5, 2016
7:30 a.m.
City Hall
ED Room

Please call Kari Kraft at 246-4268 or e-mail her @ kkraft@newrichmondwi.gov if you are not attending this meeting. Thanks

AGENDA:

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of Agenda**
- 4. Approval of Minutes of the previous meeting, March 3, 2016**
- 5. Downtown Plan – Update**
 - a. Farmers Market**
- 6. Master Sign Plan**
- 7. Sign Ordinance - Update**
- 8. Development Updates**
- 9. RECON Event**
- 10. St. Croix EDC**
- 11. NRAEDC**
- 12. Chamber of Commerce**
- 13. Announcements/Communications**
- 14. Adjournment**

cc: City Council, The News, Northwest Community Communications, City Website

A majority of the members of the New Richmond City Council may be present at the above meeting. Pursuant to State ex rel. Badke v. Greendale Village Board., 173 Wis. 2d 553, 494 N.W. 2nd 408(1993) such attendance may be considered a meeting of the City Council and must be noticed as such, although the Council will not take action at this meeting. If you need a sign language interpreter or other special accommodations, please contact the City Clerk at 246-4268 or Telecommunications Device for the Deaf (TDD) at 243-0453 at least 48 hours prior to the meeting so arrangements can be made.

**CITY OF NEW RICHMOND
ECONOMIC DEVELOPMENT COMMISSION
MINUTES OF MONTHLY MEETING
THURSDAY, MARCH 3, 2016**

Pursuant to due call and notice thereof, the Monthly Meeting of the Board of Commissioners of the Economic Development Commission was called to order by President Mike Darrow at 7:30 a.m. on March 3, 2016.

Roll call was taken.

Members Present: Mike Darrow, Karl Skoglund, Summer Seidenkranz, Susan Lockwood, Jim Zajkowski, and Rob Kreibich

Members Absent: John Walsh, Judy Simon, Chris Polfus, Scott Jones, and John Soderberg

Others Present: Beth Thompson, Marie Bannink, Noah Wiedenfeld, and Steve Massey

Jim Zajkowski moved to adopt the agenda, seconded by Summer Seidenkranz, and carried.

Summer Seidenkranz moved to approve the minutes of the February 4, 2016 meeting with the correction on Jim Zajkowski being present, seconded by Susan Lockwood, and carried.

Real Estate Signs for City Owned TIF Property- Update:

Noah Wiedenfeld updated the committee with the sign designs and brochure information boxes. The flyer design is similar to the master plan. The plan is to move forward by the end of this month.

Richmond Crossing Sign:

Sara Skinner, the City Building Inspector has contacted a couple of companies to remove the sign. Costs vary from \$15,000.00 to \$25,000.00 and these do not include site work or electrical at a new site. Summer Seidenkranz stated this sign is not out of place size wise, the question is could it be used better for retail. There was discussion on putting informational signs on the highway. A master sign concept plan will be brought back in May.

TIF 6 Master Plan:

Beth Thompson stated Roosevelt Drive will be completed in late June or early July. A through road is also being considered between Cernohous and Madison for accessibility to the interior lots; this will be brought to the Council at their March 14th meeting. The question was asked if the folks behind this area know about the road being put in. Those businesses are aware and they will be revisited.

Downtown Plan - update:

Noah Wiedenfeld stated the following will be represented on the Downtown Plan:

- ⊙ EDC Representatives
 - Rob Kreibich

- John Walsh
- ⊙ Downtown Businesses
 - Cheryl Johnston – Chickadee Doo-Da
 - Devon Driscoll – Covet
 - Nate Peterson – NP Design & Photography
- ⊙ Community Member
 - Christine Melby – Messes & Masterpieces

The committee will study the following:

- ⊙ Benches, bicycle racks, landscaping
- ⊙ Traffic calming
- ⊙ Events at Glover Park
- ⊙ Wayfinding signs & kiosks
- ⊙ Enhancements to MaRita Park
- ⊙ Public art
- ⊙ Marketing plan

Business Visits:

Beth Thompson updated the committee on what businesses were visited:

- Wisconsin Lighting
- Bernard's Northtown
- Frontier Ag & Turf
- Warner's Dock
- Doyle's Farm & Home
- Johnson Motors
- Culver's
- Solar Season
- Maurice's
- Dollar Tree
- Mattress Galaxy
- The Jewelry Shop
- Hallmark

Beth stated in visiting with the businesses signs were a top subject. Site visits will continue in March.

Sign Ordinance - Update:

Noah stated the Plan Commission and the City Council have approved to proceed with a new comprehensive sign ordinance. Meetings at the Civic Center will be at the following times:

- Tues. March 8th from 7:30-8:30 am
- Weds. March 9th from 12:00-1:00 pm
- Thurs. March 10th from 5:00-6:00 pm

There will also be an online form to submit written comments for those who are unable to attend. Over 350 postcards have been sent out; it will also be in the Marketing Minute newsletter that will be e-blasted out. The NEWS also had an article on the new sign ordinance. We can't regulate what is on the sign, but we can regulate the size of the sign.

St. Croix EDC – Bill Rubin

No report.

NRAEDC – John Soderberg

Mike Darrow stated they are working with the NRAEDC of the possibility of a single source EDC in the future.

Chamber of Commerce

- Jeremiah Wendt is now on the Chamber Board, he replaces Nancy Petersen
- Tomorrow is the second State of the City at WITC
- April 5th is Boot Camp for small businesses, entrepreneurs and non profits
- April 14th is All St. Croix County Chamber after 5
- Women's Business Luncheon is on May 4th

Announcements /Communications:

At the March 28th Council meeting they will be looking at future industrial land in the City. The City is working on updating the Comprehensive Plan this will take about nine months.

Steve Massey appreciated the opportunity to host the EDC meeting. Westfield's had a very successful year in 2015 and is looking ahead to 2016. There will be a heavy remodel for about 1/3 of the campus. The Cancer Center will be having its five year anniversary in May. They will be updating the MRI area as well as a new MRI unit. Future additions, three to five years out, will be adding a medical office complex. A residency program will be implemented in about three years. The cloth coverings used on the surgical instruments is now being recycled into tote bags.

Adjournment:

Motion was made by Jim Zajkowski to adjourn, seconded by Karl Skoglund, and carried. The meeting adjourned at 8:40 a.m.

A tour of the Westfield's facility was offered to any interested parties.

Minutes by Marie Bannink

cc: Mayor Horne, Clerk and City Council



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

MEMORANDUM

TO: Economic Development Commission

FROM: Noah Wiedenfeld, Management Analyst

DATE: April 28, 2016

SUBJECT: Downtown Plan Update

UPDATE

A meeting was held on March 29th with a small group of downtown business owners to review the 2013 Downtown Plan. Attendees included Rob Kreibich, Cheryl Johnston, Nate Peterson, Linda Soifakis, and Devon Driscoll. Community member Troy Haines was unable to attend the meeting, but submitted written comments prior to the meeting.

DISCUSSION

The group reviewed the existing recommendations, and discussed additional ideas as well. Below is a list of some of the general themes that emerged from the meeting.

- Traffic is a major point of concern. The group discussed whether traffic flow on W First Street could be reversed, the need for a left turn arrow at the intersection of Knowles Avenue and W Fourth Street, the possibility of a truck route (W Richmond Way to CTH A to STH 64), the addition of curb bump outs similar to Somerset, and the possibility of altering the existing four vehicle lanes to three.
- New Richmond's history should be viewed as both a cultural and marketing asset. Many local businesses have historical photos and memorabilia, but there isn't a public place to showcase this for visitors. There are a lot of interesting historical figures (Governor Knowles, Johnny Blood, John Doar, etc.) with New Richmond connections that should have their story shared.
- A downtown marketing plan should be developed that identifies the geographic boundaries of the downtown and creates a unique brand/identity. Public art, such as the sculpture tour in Eau Claire, could be part of this plan.

- There's interest in developing a plan for downtown trees. Shorter, more decorative trees with landscaping below should be considered when replacing trees. Some of the existing trees brush up alongside the buildings.
- More events should be held at Glover Park, MaRita Park, and some of the side streets or public parking lots near the downtown. This might include farmers markets, concerts, outdoor movies, block parties, etc.
- Wayfinding signage and a downtown business directory that can be regularly updated would be nice additions. The new public parking signs are a nice start, although some of them still might be too small.
- Research should be done on other communities that have a state highway running through the downtown for the purpose of getting additional ideas for traffic calming and community events.

NEXT STEPS

Since the meeting, City staff have started to pursue some of the ideas that were discussed (downtown farmers market, outdoor movies at Glover Park, grant application for wayfinding signs, new crosswalk striping, etc) and will continue to do so over the next couple of months. A meeting will likely be held in early June with the same group of business owners to update them on progress that has been made and what initiatives they can expect to see in the immediate future and long-term.

ACTION

No formal action by the Economic Development Commission is needed at this time.



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MEMORANDUM

TO: Economic Development Commission
FROM: Noah Wiedenfeld, Management Analyst
DATE: April 28, 2016
SUBJECT: Downtown Farmers Market

THE PROPOSED CONCEPT

One of the recommendations proposed in the 2013 Downtown Plan and still supported today by downtown business owners is developing a downtown farmers market. The goals of the farmers market would be to increase access to healthy, locally grown food while also bringing more community members to the downtown. The farmers market would be held weekly on Thursdays from 4-7 pm. Given that this is a new event, vendors would not be required to pay a fee to reserve a space. Vendors would be required to complete a vendor information form for administrative purposes, as well as a Wisconsin Temporary Event Operator and Seller Information form as required by the State of Wisconsin. The farmers market would begin in June and continue into October. The proposed date would not conflict with farmers markets at the Heritage Center (Saturday mornings) or Westfields Hospital & Clinic (Tuesday afternoons).

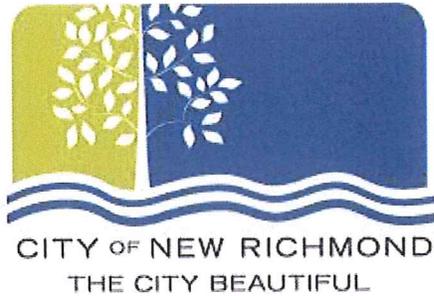
LOCATION

Glover Park was originally considered, however due to parking constraints, MaRita Park has been chosen as the preferred location by the Park Board. Currently this park is primarily open green space with some tree cover. There are plenty of parking spaces available, and there would still be high visibility from W 4th Street.

ACTION REQUESTED

No formal action needs to be taken from the Economic Development Commission. However, input about the proposed concept would be appreciated as we begin to develop more details over the course of the next month.





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MEMORANDUM

TO: Economic Development Commission

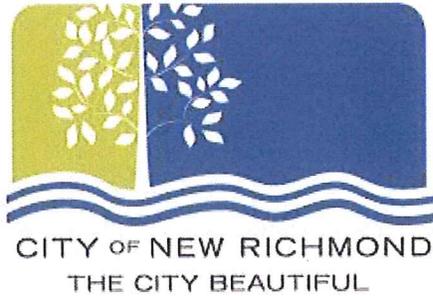
FROM: Beth Thompson, Community Development Director

DATE: April 28, 2016

SUBJECT: Master Sign Plan

MASTER SIGN PLAN FOR TIF 6 (BUSINESS & TECHNICAL PARK)

The City has contracted with Danyelle Pierquet, from Landform, to work with us on a Master Sign Plan for TIF 6 in conjunction with our Sign Ordinance update. Further information, concepts and explanations will be available at the May 5th meeting.



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MEMORANDUM

TO: Economic Development Commission

FROM: Noah Wiedenfeld, Management Analyst

DATE: April 28, 2016

SUBJECT: Sign Ordinance Update

UPDATE

Three public meetings were held March 8-10 to get community input on the new sign ordinance. An online survey was completed by nearly 60 community members. City staff also spoke to a group of 15-20 local realtors and lenders. Based on the public input received and the new content-neutral guidelines set by the United States Supreme Court, the first draft ordinance has been developed by the City's planner. The first draft has been discussed by City staff and will be next reviewed and revised by the Plan Commission at their upcoming May meeting.

ACTION

No formal action by the Economic Development Commission is needed at this time. City staff will provide a brief update about the process thus far and the timeline of events moving forward. The first draft of the sign ordinance is attached with this memo for your review.

ORDINANCE #__

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

Section 1. Section 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 COPY 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 of a public noncommercial nature including public notification signs, safety signs, traffic signs, direction to public facilities when erected by or on behalf of a public official or employee in the performance of official duty.

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 thirty (30) 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 one (1) minute.

(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:

Business Identification Sign.

Construction Sign.

Directional 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:

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.

Speech:

- A. Commercial: Messages identifying or advertising a business, profession, commodity, service or entertainment.
- B. Non-Commercial: Dissemination of messages not defined as commercial speech which include, but are not limited to, messages concerning political, religious, social, ideological, public service, and informational topics.

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

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.

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 for commercial and industrial businesses, and a more limited variety of signs for other uses, 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 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. Freestanding signs shall be setback 10 feet from any property line, shall not encroach upon any drainage and utility easement, and shall not 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 uses within individual zoning districts shall be as provided for by Table 11.

Table 11			
	Single Family, Two Family, Townhouse	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 home occupations: 1 wall or window sign not to exceed 6sf.	Area: 15% of wall Per Sign: 300sf.	Number: 1 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		

2. Within the Z6 District:

- a. Freestanding signs shall be constructed as ground signs; the sign base and supporting material constructed of stone, brick, or decorative masonry shall be equal to at least forty 40% percent of the total allowable sign area, but shall not be counted toward the allowed sign area and shall not contain any display.

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 32 square feet or 20 percent of the area allowed within the zoning district, whichever is greater, may be integrated within an allowed freestanding 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. Drive Through Facilities: Commercial uses with drive through facilities may display 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. 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.

3. 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.
4. Projecting Signs: Projecting signs, including awnings, shall be allowed for commercial uses 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.
5. Sandwich board signs shall be allowed for commercial uses within the Z6 District, provided that:
- a. 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.
 - b. The sign shall only be displayed when the business is open to the public.
 - c. The sign shall conform to the following maximum dimensions:
 - (1) Height: 4 feet
 - (2) Width: 3 feet
 - d. Location:
 - (1) The sign shall be located so as to maintain a minimum 5 foot pedestrian walkway and so as not to obstruct vehicular traffic.
 - (2) The sign shall be set back a minimum of 2 feet from the back of curb of a public street or private drive.
 - (3) For signs to be located upon the sidewalk or boulevard portion of a public right-of-way, issuance of a sign permit shall be required each calendar year.
 - (4) The owner of the sign located upon the sidewalk or boulevard portion of a public right-of-way shall provide a certificate of general liability insurance with minimum coverage of \$300,000.00 naming the City as an additional insured.
6. Secondary Freestanding Signs. One additional ground sign shall be allowed for commercial, industrial, and

institutional uses 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 48 square feet.
 - c. The maximum height of the sign shall be 16 feet.
7. Subdivisions: For subdivisions having 3 or more lots the following signs shall be allowed:
- a. Permanent Signs: One sign ground sign shall be allowed at each public street entrance to a subdivision from a collector or arterial street defined by the Comprehensive Plan provided that:
 - (1) The area of the face of each sign shall not exceed 100 square feet.
 - (2) The maximum height of the sign shall be:
 - (a) Residential uses: 8 feet.
 - (b) Commercial and industrial uses: 25 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) Model homes 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 flags 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 flags 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 flag, 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 for commercial, industrial, and institutional uses shall be subject to the following provisions:
 - (a) Not more than 1 temporary sign 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. 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 30 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 for residential uses and 6 inches in height for all other uses.
- c. One sign per property for residential uses not to exceed 16 square feet.
- d. Signs with non-commercial speech 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 of a non-commercial nature including public notices, safety signs, traffic signs erected by the City of New Richmond, St. Croix County, or State of Wisconsin.
- f. One sign shall be allowed per street frontage when a property or building is offered for sale or lease, provided that:
 - (1) For single family, two-family and townhouse residential uses the maximum area of a sign shall be 12 square feet with a maximum height of 8 feet.
 - (2) For all other uses and in those cases where a parcel of land exceeds five acres, regardless use, the maximum area of a sign shall be 64 square feet with a maximum height of 12 feet.
 - (6) Additional temporary signs not exceeding 6 square feet may be placed within the public right-of-way of streets a maximum distance of 1,000 feet from the property on Saturdays

and Sundays from 8:00AM to 6:00PM; any signs that remain within the public right-of-way outside of the allowed days and times specified by this subsection are subject to immediate removal and disposal as abandoned property.

- g. Flags mounted on poles displaying non-commercial speech.
 - h. Window signs limited to 40 percent of the total area of the window in which they are displayed.
2. Substitution. The owner of any sign which is otherwise allowed by this Section may substitute noncommercial messages in lieu of any other commercial or noncommercial message without any additional approval or permitting. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message. This provision prevails over any more specific provision to the contrary.

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 principal use 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 displaying commercial speech.
6. Roof signs.
7. Rotating signs.
8. Shimmering signs.
9. Swinging signs.
10. 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.
11. Signs installed in the public right-of-way other than those installed at the direction of the Wisconsin Department of Transportation, St. Croix County, or the City of New Richmond.
12. 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 used in regular operation of the business occupying the property.
 - (c) 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

ATTEST: _____
Tanya Reigel, City Clerk



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

MEMORANDUM

TO: Economic Development Commission

FROM: Beth Thompson, Community Development Director

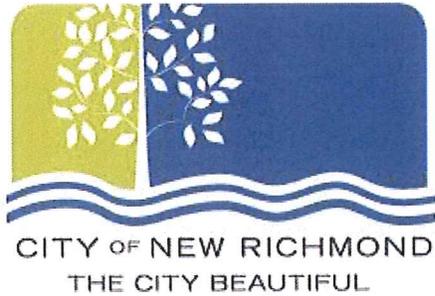
DATE: April 28, 2016

SUBJECT: Development Updates

City of New Richmond Development Updates

During the Economic Development Commission meeting I will be updating the Commissioners on the current developments and upcoming developments within the City.

Discussion will focus on developments for the north end of New Richmond, TIF 6 developments and developments on the south end of New Richmond.



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

MEMORANDUM

TO: Economic Development Commission
FROM: Beth Thompson, Community Development Director
DATE: April 28, 2016
SUBJECT: RECon Event

2016 RECON EVENT

RECon is a global convention related to the shopping center industry which provides networking, deal making and educational opportunities for retail real estate professionals from all around the world.

- Over 34,000 attendees and 1,000 exhibitors
- Do a year's worth of business in just three days
- This convention is a place to meet retailers to discuss new or existing leases, view the latest industry products and services that are critical to our current businesses, attend educational sessions or find the next deal.

In 2013 Summer and I attended the RECon event, made several contacts and were able to meet with several influential companies and development groups.

From May 22 - May 24 I will be attending the 2016 RECon convention. I have started the process of researching the 1,067 Exhibitors and have already made several appointments.