

**VILLAGE OF MARSHALL
PLAN COMMISSION MINUTES
NOVEMBER 16, 2011**

Chairperson Hensler called the Plan Commission meeting to order at 7:00 p.m. Members present: Kiefer, Hlavaty, Krebs, Lowrey, Vick-Peck, Bindl and Hensler. Arnold was absent. Others present: Larry Leistikow, Mark Shepler and Sue Peck-Clerk/Treasurer.

Pledge of Allegiance

1. Consideration on a site plan for Leistikow Properties, 118 E Main Street, to add a 10' x 24' rear porch and balcony. Mr. Leistikow said he is proposing a 10' x 24' structure. The structure would have a roof over it. They want to add a deck. They had a smoke shack last year in the beer garden and they want to provide an area for the people to go. It will also draw people away from the front of the building and more to the back of the building. They are not proposing to enclose it. Mr. Leistikow said before they can get into codes etc. he need site plan approval first. It currently is an open deck on the main floor with no ceiling. They have ample room to add the area.

A motion was made by Hlavaty and seconded by Vick-Peck to approve the site plan for 118 E Main Street adding a deck. Motion carried unanimously.

2. Review and discussion on possible changes to be considered for the Village's ordinances regarding Signs & Billboards; Title 13 Article H of the Municipal Code.

Mr. Hensler said one of the reasons for this meeting was a discussion with Mr. Leistikow about implementation of some of the sign ordinances. What is happening businesses are using banners, sandwich signs and we have regulations but we don't enforce them. One example is the Mexican restaurant has two establishments, but is only allowed one sign on the front of their building. Mr. Leistikow is interested in having a digital sign on the front of this building. As of now he can't happen.

Mr. Leistikow said to get people into his business they put up their banners with specials. They wanted to put up a nice sign above their front window that would be lit. They can only have one sign on their building for downtown. He would have to take down a sign and redo. This is another expense. It would be another way to advertise and clean up the front of his business. Some places have multiple signs on their buildings. Example is Kwik Trip which has seven signs that say Kwik Trip. For small businesses the restrictions get tough.

Mr. Kiefer said from the small business standpoint he would like half of the regulations gone. He feels they are very restrictive. Mr. Hensler said we have turned our head. Some of the banners are fine, but some are ripped and they are left up. It looks trashy. It was also brought up about people putting stuff outside their businesses? Ex. Dollar General- many of them do that; it isn't unique to Marshall.

Ms. Krebs said in Sun Prairie they do signage based on a percentage of area. (7%). Mr. Lowrey concurred it would be a good idea to clean it up and not have the banners. Mr. Hensler suggested having an avenue to come to the plan commission for approval on a case by case base. He felt we can't make rules that are a hindrance; we want the businesses and they need the ability to advertise.

Ms. Vick-Peck said it needs to be looked at. Need to find a way to make it eye appealing. If there is a way to have curb side appeal. There has to be a way to remedy it; it isn't a one size fits all.

Mr. Bindl suggested on an individual basis and see what works. We have become lacks and it is hard and we want to keep business.

Possibly change from a variance option to having Plan Commission approval.

Ms. Krebs said a conditional use permit may be a process. We could attach conditions – and then there is an avenue for enforcement if they aren't following the rules. Mr. Lowrey suggested changing the section on variances and exceptions –use a different direction; conditional use permit. Ms. Krebs suggested a special exception as another option.

It was noted that section 13-1-108 and 13-1-112 conflict; one says 6 months other says 60 days.

Mrs. Peck will speak with Mr. Butschke and see where he is having enforcement issues and changes he would recommended to make the ordinance better.

IDENTIFICATION OF TOPICS FOR FUTURE DISCUSSION AND/OR ACTION

1. Next regular meeting 1/25/12.
2. Ms. Vick-Peck said for a long time she has felt our Main Street has been lacking. There is nothing that is cool that stands out. She has tried to observe other communities and what they are doing. One town is Deerfield; they have shaped up their downtown. They have precast planters and are changed seasonally. She asked who takes care of them etc. MABA has talked about it some; she feels there is a need to give back to the community. They've talked about planters, or additional flags. In Deerfield the Village put the planters in and they contract with a person to maintain them. The Village of Deerfield has a Business Improvement District (BID) that pays for it. She feels it needs to come through the Village and someone needs to maintain it. How many towns have eye appeal and others don't; we don't. We are in the category where we don't look good.

The Sun Prairie also uses a BID. Ms. Vick-Peck feels we need to improve our business district. What would make you stop in Marshall?

Adjournment

Having no further business a motion was made by Hlavaty and second by Kiefer to adjourn at 8:08 p.m. Motion carried unanimously.

Respectfully submitted,

Sue Peck
Clerk/Treasurer