



Town of Rome
Nekoosa, WI 54457
www.romewi.gov

AGENDA

TOWN OF ROME PLAN COMMISSION PUBLIC HEARING AND REGULAR MEETING

TUESDAY, OCTOBER 6, 2026

4:00 P.M.

**ROME MUNICIPAL BUILDING
1156 Alpine Drive
Nekoosa, WI 54457**

1. Call to Order
2. Roll Call
3. Certify Posting of Meeting
4. Approve Agenda
5. Citizen Comments – During the Citizen Comment period of the agenda the Plan Commission committee welcomes comments from any town resident, not a member of the Commission, on any item not on the agenda. Please know that pursuant to State law the Commission cannot engage in conversation with you but may ask questions. The Commission may refer the item to staff, a standing committee or a future Plan Commission agenda for discussion and action. Each person wishing to speak will have up to 3 minutes to speak. Speakers are asked to submit a card to the Chair providing their name, address and topic for discussion

The Commission will also take comment from the public on agenda items as called by the Chair, but not during Citizen Comment. Please note that once the Commission begins discussion on an agenda item no further comment will be allowed from the public on that issue

NO ACTION CONTEMPLATED POSSIBLE REFERRAL TO FUTURE AGENDA:

6. Information Updates, Recent Correspondences, Current Events, and Announcements
7. Open Public Hearing
 - a. Consideration of proposed amendments to Ordinance – Article XXV Entitled “Signs and Billboards”
 - b. Consideration of proposed amendments to Ordinance – Article XVII Entitled “Rome Town Center District”
 - c. Consideration of an amendment to the Site Plan/Plan of Operation for Tri-Lakes Storage, for the property located at 620 State Road 13, located in N1/2 SW1/4 NE1/4 EX HWY ROW, Section 32, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-01035-0000
 - d. Consideration of an amendment to the Site Plan/Plan of Operation for Wisconsin Trapshooting Association, for the property located at 1312 Akron Drive, described as GOV LOT 14, located in Section 06, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00608-0000

- e. Consideration of a proposed zoning map amendment from FR (Forest and Outdoor Recreation District) to R-4 (Rural Residence District) relating to the property owned by SA Properties, located in NE ¼, NW ¼, Section 22, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00869-0000; total area 40.0 acres

8. Close Public Hearing

DISCUSS AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

9. Discussion and possible action – Approval of the August 11, 2026 meeting minutes.
10. Discussion and possible action - Recommendation to the Town Board; Consideration of proposed amendments to Ordinance – Article XXV Entitled “Signs and Billboards”
11. Discussion and possible action - Recommendation to the Town Board; Consideration of proposed amendments to Ordinance – Article XVII Entitled “Rome Town Center District”
12. Discussion and possible action – Recommendation to the Town Board; Consideration of an amendment to the Site Plan/Plan of Operation for Tri-Lakes Storage, for the property located at 620 State Road 13, located in N1/2 SW1/4 NE1/4 EX HWY ROW, Section 32, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-01035-0000
13. Discussion and possible action – Recommendation to the Town Board; Consideration of an amendment to the Site Plan/Plan of Operation for Wisconsin Trapshooting Association, for the property located at 1312 Akron Drive, described as GOV LOT 14, located in Section 06, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00608-0000
14. Discussion and possible action – Recommendation to the Town Board; Consideration of a proposed zoning map amendment from FR (Forest and Outdoor Recreation District) to R-4 (Rural Residence District) relating to the property owned by SA Properties, located in NE ¼, NW ¼, Section 22, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00869-0000; total area 40.0 acres
15. Discussion and possible action – Appointment of a member to the Comprehensive Plan Subcommittee
16. Discussion only – Review of proposed amendments to Ordinance – Article XXXI Entitled “Gateway Overlay District”

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

17. Next agenda items
18. Next meeting date and time

ADJOURNMENT

“Speak Your Peace” Commitment – A reminder that the town has adopted the Nine Tools of Civility which commits the Plan Commission committee Members and the Public to be mindful of how we treat each other at meetings. Notification of this meeting has been posted in accordance with the Open Meeting Laws of the State of Wisconsin. The Plan Commission Committee may take action on any item on the agenda. It is possible that the members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the Plan Commission committee. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Wendy Newson, Town Clerk, at 1156 Alpine Drive, Nekoosa, WI 54457, ph. 715-325-8046.

Town of Rome Mission:

***Positively applying the tools of government to serve and protect our people,
strengthen our community and promote prosperity.***



Town of Rome
Nekoosa, WI 54457
www.romewi.gov

TOWN OF ROME PLAN COMMISSION PUBLIC HEARING AND REGULAR MEETING MINUTES

TUESDAY, AUGUST 11, 2026

4:00 P.M.

1. Call to Order

The meeting was called to order by Chairman Reppen at 4:00 p.m.

2. Roll Call

Present: William Kappel, Bruce Hoepfner, Jerry Wiessinger, Paul Janczak, Vito Giardino, Heather Dalton and Tim Reppen

Also present: Zoning Administrator, Emily Arndt and Deputy Clerk/Treasurer, Taylor Owczynsky

3. Certify Posting of Meeting

Taylor Owczynsky certified that on, Tuesday, July 28, 2026, the Agenda for the Town of Rome Plan Commission meeting for Tuesday, August 11, 2026 was posted at:

<i>Posted at the Rome Town Hall</i>	<i>3:02 p.m.</i>
<i>Posted at Kwik Trip, LLC</i>	<i>3:51 p.m.</i>
<i>Posted at Nekoosa Port Edwards State Bank</i>	<i>3:59 p.m.</i>
<i>Legal Notice published in WI Rapids Tribune</i>	<i>July 28 and August 4, 2026</i>

4. Approve Agenda

Motion by Wiessinger/Janczak to approve the agenda. Motion carried.

5. Citizen Comments – During the Citizen Comment period of the agenda the Plan Commission committee welcomes comments from any town resident, not a member of the Commission, on any item not on the agenda. Please know that pursuant to State law the Commission cannot engage in conversation with you but may ask questions. The Commission may refer the item to staff, a standing committee or a future Plan Commission agenda for discussion and action. Each person wishing to speak will have up to 3 minutes to speak. Speakers are asked to submit a card to the Chair providing their name, address and topic for discussion

The Commission will also take comment from the public on agenda items as called by the Chair, but not during Citizen Comment. Please note that once the Commission begins discussion on an agenda item no further comment will be allowed from the public on that issue

Citizen Comment received from Ashley Wenger, 1095 N Archers Way: Gateway Overlay District – boundary change proposal.

NO ACTION CONTEMPLATED POSSIBLE REFERRAL TO FUTURE AGENDA:

6. Information Updates, Recent Correspondences, Current Events, and Announcements

No updates given.

7. Open Public Hearing

- a. Consideration of an amendment to the findings of fact for the Site Plan/Plan of Operation for Foss's Garden Center, for the property located 1135 CTH D, located in, Section 8, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00674-0000

Zoning Administrator Emily Arndt gave an overview of the application. Applicant Foss's Garden Center is requesting an amendment to their findings of fact for the Site Plan/Plan of Operation for the property located at 1367 Alpine Dr. The property is zoned B-1 Business and located within the Gateway Overlay District. The reasoning for the amendment request is due to hardship. Letters were sent to 7 property owners within 200' of the affected property.

Applicant/owner Rich Foss was present to explain reasoning for request.

Discussion regarding the definition of a special assessment.

- b. Consideration of an amendment to the Site Plan/Plan of Operation for DCM Landscaping, for the property located at 258 Oak Dr, also described as Lots 3-4 of Fiesta Wood Unrecorded Subdivision, located in NE ¼, SW ¼, Section 12, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-01490-0000

Zoning Administrator, Emily Arndt gave an overview of the application. Applicant DCM Landscaping is requesting an amendment to the Site Plan/Plan of Operation for the property located at 258 Oak Dr. This amendment would include an addition to their heated storage buildings. Letters were sent to 8 property owners within 200' of the affected property.

- c. Consideration of a Final Plat for Luke's Bluff, to be located in the NW ¼, SW ¼ of the SE ¼ of Section 29, Town 20N, Range 6E, Town of Rome, Adams County, WI; with parcel numbers of 030-00275-0000 and 030-00276-0000; total area 80 acres

Zoning Administrator Emily Arndt gave an overview of the application. Applicant Kevin Hendricks has submitted an application for Final Plat for the subdivision "Luke's Bluff". Within the packet are materials from Combs & Associates in accordance with Town Code § 326-14 Subdivision procedure. The subdivision will have 16 lots and 2 outlots with lot sizes ranging from 2.4 acres to 3.41 acres. Letters were sent to 25 property owners within 200' of the affected property. As a Final Plat, this item is a recommendation to Town Board. This is located on Archer Ave, west of 16th Ave, on the north side of the road.

Applicant present to answer any questions.

Dee Dee Sorg, 408 Sir Winston Trail – spoke regarding her concerns for this proposed subdivision.

- d. Consideration of a Site Plan/Plan of Operation for Central Bistro, for the property located at 1144 County Road D, also described as Lot 1 of CSM 6905, located in SW ¼, NE ¼, Section 08, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00637-0020

Zoning Administrator Emily Arndt gave an overview of the application. Applicant Central Bistro has submitted a Site Plan/Plan of Operation for a Breakfast Restaurant within the multi-tenant building at the property located at 1144 CTH D. The property is zoned B-1 Business District and is also partially within the Gateway Overlay District. Letters were sent to 4 property owners within 200' of the affected

property.

Applicant Christine Pfeil was present to elaborate on her business plans.

8. Close Public Hearing

Motion by Kappel/Giardino to close the public hearing. Motion carried.

DISCUSS AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

9. Discussion and possible action – Approval of the July 14, 2026 meeting minutes.

Motion by Giardino/Dalton to approve the July 14, 2026 meeting minutes as presented. Motion carried.

10. Discussion and possible action – Recommendation to the Town Board; Consideration of an amendment to the findings of fact for the Site Plan/Plan of Operation for Foss's Garden Center, for the property located 1135 CTH D, located in, Section 8, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00674-0000

Motion by Kappel/Dalton to make a recommendation to the Town Board to amend the findings of fact for the property located at 1135 CTH D; including the allowance for an extension of 2 years (from the date of the Town Board's approval) for the paving of the lot, incorporating the FOF. Motion carried.

11. Discussion and possible action – Recommendation to the Town Board; Consideration of an amendment to the Site Plan/Plan of Operation for DCM Landscaping, for the property located at 258 Oak Dr, also described as Lots 3-4 of Fiesta Wood Unrecorded Subdivision, located in NE ¼, SW ¼, Section 12, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-01490-0000

Motion by Giardino/Janczak to make the recommendation to the Town Board for the approval of the amendment to the Site Plan/Plan of Operation for DCM Landscaping. Motion carried.

12. Discussion and possible action – Recommendation to the Town Board; Consideration of a Final Plat for Luke's Bluff, to be located in the NW ¼, SW ¼ of the SE ¼ of Section 29, Town 20N, Range 6E, Town of Rome, Adams County, WI; with parcel numbers of 030-00275-0000 and 030-00276-0000; total area 80 acres

Motion by Kappel/Wiessinger to make the recommendation to the Town Board to approve the final plat for Luke's bluff, incorporating the Findings of Fact. Motion carried.

13. Discussion and possible action – Recommendation to the Town Board; Consideration of a Site Plan/Plan of Operation for Central Bistro, for the property located at 1144 County Road D, also described as Lot 1 of CSM 6905, located in SW ¼, NE ¼, Section 08, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00637-0020

Motion by Kappel/Hoepfner to make the recommendation to the Town Board to approve the site plan/plan of operation for Central Bistro, incorporating the Findings of Fact. Motion carried.

14. Discussion only – Review of proposed amendments to Article XXV Signs and Billboards concerning signs located within the Gateway Overlay District

Discussion regarding the Signs and Billboard Ordinance, specifically the Gateway Overlay District. The Town

has received several sign permit applications in recent months that have highlighted limitations within the current sign ordinance. After reviewing these applications, staff has had to deny multiple requests because they do not comply with the existing regulations. Additionally, a review of signage within the Gateway Overlay District has identified a significant amount of existing noncompliant signage and has demonstrated that the current ordinance does not provide adequate sign area for many existing businesses. These issues suggest that revisions to the ordinance should be considered to better balance community aesthetics with the practical signage needs of local businesses while maintaining the intent of the Gateway Overlay District.

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

15. Next agenda items

- *Signs and Billboard Ordinance, including the Gateway Overlay District*
- *Site Plan/Plan Operation amendment for Tri-Lakes Storage*
- *RTC ordinance from RTC sub-committee*
- *Discussion-only concerning the Gateway District*

16. Next meeting date and time

September 8, 2026 at 4:00 p.m.

ADJOURNMENT

Motion by Dalton/Kappel to adjourn at 4:47 pm. Motion carried.

Respectfully submitted,

Taylor Owczynsky

Taylor Owczynsky

Deputy Clerk/Treasurer



Town of Rome
Nekoosa, WI 54457
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Plan Commission Zoning Administrator Report

Item 7a & 10

Included in your packet is the proposed ordinance amendments for Article XXV Entitled “Signs and Billboards”

Item 7b & 11

Included in your packet is the proposed ordinance amendments for Article XVII Entitled “Rome Town Center District”. This ordinance was amended by the Rome Town Center Subcommittee.

Item 7c & 12

Applicant Tri-Lakes Storage has submitted a Site Plan/Plan of Operation amendment to add storage buildings and a fence at their storage rental facility at 620 State Road 13. The property is zoned B-1 Business District. Letters were sent to five property owners within 200’ of the affected property.

Item 7d & 13

Applicant Wisconsin Trapshooting Association has submitted a Site Plan/Plan of Operation amendment to add an addition to their main building. The property is zoned FR Forest and Outdoor Recreation District. Letters were sent to two property owners within 200’ of the affected property.

Item 7e & 14

Applicant SA Properties is requesting an amendment in zoning from FR (Forest & Outdoor Recreation) to R-4 (Rural Residence District). This parcel is 40-acres in size. Letters were sent to nine property owners within 200’ of the affected property. This zoning amendment is also a Comprehensive Plan amendment from Forestry to Rural Residential which will be on the November agenda to meet the 30-day notice requirement.

Item 15

Appointment of a member to the Comprehensive Plan Subcommittee.

Item 16

Included in your packet are the proposed amendments to Article XXXI, “Gateway Overlay District.” These amendments are necessary as part of the ongoing update to the Rome Town Center (RTC) Ordinance. The current Gateway Overlay District directly references the RTC Ordinance. As the RTC Ordinance was being updated, I have revised the Gateway Overlay District so that it continues to closely follow the RTC standards while functioning as a standalone ordinance without direct references.

Citizen Comment

At the previous meeting, a citizen comment was made requesting that all properties located along Alpine Drive and County Highway D be removed from the Gateway Overlay District. I would not recommend a boundary amendment to remove these properties.

The current boundary extends along Highway 13 beginning just north of Dollar General and continues south to Apache Avenue. It extends west to include the entirety of the Rome Town Center area and extends a similar distance east along County Highway D to include the existing businesses before the zoning transitions to

residential uses. Maintaining this boundary is important to ensure that the Gateway Overlay District continues to serve its intended purpose and provides consistent standards along the Town's primary commercial corridors.

Recommended Boundary Amendment

The following amendment would improve the ease and consistency of enforcement while allowing the District to more effectively accomplish its intended purpose.

The stated purpose of the Gateway Overlay District is:

“The purpose of the Town of Rome's Gateway Overlay District is to advance both the aesthetic and economic objectives of the Town of Rome as a recreational community by controlling site design and appearance of development within the Town's major entrance points from the north/south and east/west. The Gateway Overlay District was created to advance this purpose in a manner that is consistent with sound economic, land use, and design principles.”

To better accomplish this purpose, I recommend adding the following language to § 360-161(B):

§ 360-161(B). Unless otherwise indicated on the map, the district boundary lines are measured at 200 feet from the center lines of roads, highways, or such lines extended or connected. If any portion of a parcel of property is located within the Gateway Overlay District boundary, the entire parcel shall be subject to all applicable requirements of the Gateway Overlay District.

This amendment would eliminate situations where only a portion of a property is subject to the Gateway Overlay District while the remainder of the same parcel is not. It would also provide a clear and easily enforceable standard for determining whether a property is subject to the District.

The intent is to prevent situations where development is designed around the 200-foot boundary, such as buildings or site improvements being located just outside the boundary or properties being partially developed under Gateway standards and partially exempt from them. Such situations can undermine the overall purpose of the ordinance because the Gateway Overlay District is intended to regulate the appearance and site design of development within the Town's major entrance corridors.

Applying the requirements to the entire parcel when any portion falls within the District would create a more consistent standard and ensure that the Gateway Overlay District better accomplishes its intended aesthetic and economic objectives.

Recommended Paving Amendment

With the proposed change to the boundary, I also recommend modifying the paving requirement to avoid creating an unnecessary financial burden for property owners.

For example, Foss's has driveway areas that extend behind the principal building and are generally out of sight from the roadway. Requiring the entire property to be paved solely because a portion of the parcel falls within the Gateway Overlay District could result in significant costs without providing a corresponding aesthetic benefit.

To address this concern, I recommend revising the paving requirement to distinguish between visible, customer-facing areas and areas located behind the principal building.

The proposed language is:

(3) Parking surface. The immediate front driveway and any parking area serving a principal building shall be hard-surface paved, dust free, and properly marked. Driveway areas located to the rear of the principal building and any parking that does not serve the principal structure may remain gravel, provided they are properly maintained and do not create dust, drainage, or other nuisance conditions. When curbs are desired, they shall be concrete.

ARTICLE XXV
Signs and Billboards
[Amended 1-10-2019 by Ord. No. 19-01]

§ 360-119. Purpose.

This article regulates all signs within the Town of Rome that are visible from the public right-of-way, visible from navigable waterways, or visible from another parcel. This section is designed to ensure the implementation of the Comprehensive Plan of the Town of Rome, particularly regarding the implementation of the desired overall character of the community, and its constituent zoning districts. The purposes of this section are to:

- A. Safeguard a major natural economic asset of the Town of Rome, which is the natural beauty of the land and the scenic country roads, woodlands, and waters.
- B. Protect property values and public and private investments in property.
- C. Provide area businesses effective and efficient opportunities for identification by reducing competing demands for visual attention.
- D. To restrict off-premises signage to reduce visual clutter, thereby helping to prevent unsafe traffic conditions.
- E. Provide uniform information and direction to travelers passing through the Town.
- F. Promote quality signage through the use of design review, to emphasize that attractive signage of appropriate scale and numbers is a business asset.
- G. Enable the fair and consistent enforcement of these sign regulations.

§ 360-120. Definitions.

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning.

ABANDONED SIGN — A sign, and all of its components, which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product or activity conducted, or product available.

ALTERATION OF SIGN — Changes to the exterior appearance of any part of the frame, supporting structure, or lighting of a sign; including material, size, height, or location of a sign. Alteration does not include the normal maintenance of a sign or changing the face of a sign by the current sign permit holder.

ANIMATED SIGN — A sign that uses movement or change of lighting to depict action or create a special effect or scene. An electronic variable message display shall not be considered an animated sign.

AREA OF SIGN — The area of the largest single face of the sign within a perimeter which forms the outside shape including any frame that forms an integral part of the display, but excluding the necessary supports or uprights on which the signs may be placed. If the sign consists of more than one section or module, all areas will be totaled. Any irregular-shaped sign area shall be computed

using the actual sign-face surface. In the case of wall signs, the area of copy will be used.

BANNER — Any sign of lightweight fabric or similar material that is mounted to a building or other permanent structure by its edges. National flags, state or municipal flags, or the official flag of any institution or business, shall not be considered banners.

BILLBOARD — See "off-premises sign."

BUILDING FACE — That portion of a building which is parallel or nearly parallel to an abutting roadway.

CIVIC SIGN — Any sign displaying information relative to events relating to the community, sponsored by the Town or other organization.

CONSTRUCTION SIGN — A sign erected on a lot where construction is taking place and contains information regarding the construction, management, leasing, or future tenants of the building, as well as the development of a new subdivision.

COPY — The advertising message, announcement or decoration on a sign surface.

DIRECTIONAL SIGN — Any sign which serves to designate the location or direction of any place or area.

ELECTRONIC VARIABLE MESSAGE DISPLAY — A sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.

FLAG — Any fabric, banner, or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision, or other entity

FLASHING SIGN — Any sign which contains an intermittent or flashing light source, or which includes the illusion of flashing, light by means of animation, or an externally mounted intermittent light source, not including electronic variable message display signs.

FRONTAGE — The length of the property line of any one premises parallel to and along each public right-of-way it borders. Said public right-of-way may be known as a "frontage road."

GROUND SIGN — A sign supported by structures or supports placed on, or anchored in, the ground and that are independent from any building or other structure. The area of ground signs is calculated on one face only.

HEIGHT OF SIGN — The vertical distance measured from the grade at the street right-of-way line where the sign is located to the highest point of such sign.

ILLUMINATED SIGN — A sign in which a source of light, either internal or external, is used to make the message legible.

INCIDENTAL SIGN — A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking," "entrance," "loading only," "telephone," and other similar directives. No sign with a commercial message legible from a position off the lot on which the sign is located shall be considered incidental.

INFLATABLE DEVICE — An object that is inflated with air or gas utilized to attract attention to a use or business activity being conducted.

MONUMENT SIGN — A sign mounted on a base or platform. The base shall be constructed

out of a solid material such as stone, brick or poured concrete, and its dimensions shall be proportionate to those of the sign. The bottom of the sign shall be located within six inches of the base. All other freestanding sign types not meeting the definition of a monument sign shall be either a ground sign or a pylon sign.

NAMEPLATE SIGN — A sign indicating the name and/or address of the building, tenant of the unit or manager of the property that is located upon a premises where the sign is displayed.

OFF-PREMISES SIGN — A sign, including billboard, which advertises goods, products, facilities, or services not necessarily located on the premises, or directs persons to a different location from where the sign is located.

POLITICAL SIGN — A temporary sign used in connection with a local, state or national election or referendum, or to represent a political or philosophical position.

PORTABLE SIGN — Any sign designed to be moved intact or on its own trailer or carriage, including vehicle-mounted signs, and any other sign not permanently attached to the ground and designed to be moved from one location to another.

PYLON SIGN — A freestanding sign in excess of eight feet in height that is detached from a building and is supported by one or more structural elements which are architecturally similar to the design of the sign.

REAL ESTATE SIGN — A temporary on-site sign that advertises the sale or lease of a property.

ROOF SIGN — A sign erected upon, against or above a roof.

SIGN — Any identification, description, illustration, or device illuminated or nonilluminated which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business, or solicitation, including any permanently installed or situated merchandise; or any emblem, painting, banner, pennant, placard, or temporary sign designed to advertise, identify or convey information with the exception of window displays and flags. For the purpose of removal, signs shall also include all sign structures.

SIGN STRUCTURE — Any structure or material, which supports, has supported, or is capable of supporting or helping maintain a sign in a stationary position, including decorative covers.

SPECIAL EVENT SIGN — A collection of signs intended to be displayed for a specific event and for a restricted time frame. Examples of events include grand openings, store closings and sidewalk sales.

TEMPORARY SIGN — A sign advertising display intended to be displayed for a limited period of time. If a sign display area is permanent but the message displayed is subject to periodic changes, that sign shall not be considered as temporary.

VISION CLEARANCE AREA/TRIANGLE — An area, formed by any two existing or proposed intersecting street right-of-way lines and a line joining points on such lines as calculated under § 320-25, where no obstructions, including signs, shall be permitted between the height of 2.5 feet and 10 feet above the grade of the adjacent right-of-way.

WALL SIGN — A permanent sign attached to or erected against the wall of a building with the face parallel to the plane of the building wall. A wall sign shall not project more than 18 inches from the surface of the wall.

WINDOW SIGN — A sign designed to communicate information about an activity, business, commodity, event, sale, or service that is placed inside a window and is visible from the exterior of the premises.

YARD SALE SIGN — A sign that is used to advertise yard, garage, rummage, estate or other similar sales.

§ 360-121. Permit required.

Except as provided in § 360-124, no person shall erect, relocate, reconstruct, alter or cause the aforementioned within the Town any signs without first having obtained a sign permit issued by the Zoning Administrator. Permits shall not be required by a change of copy on a sign under the same business, nor for repainting, cleaning, and other normal maintenance or repair of the sign or sign structure.

- ~~A. Mobile or portable signs within the Town shall require a sign permit issued by the Zoning Administrator and shall be approved pursuant to § 360-124. Attached banners are prohibited. Portable sign use is limited to not more than 30 days at a time; nor more frequently than three times per year; nor more than once every 90 days at a given location. A new permit shall be required for each use. Portable signs shall not be used as permanent signs.~~
- ~~B. Permanent subdivision signs are permitted one per subdivision entrance. The individual sign copy area is limited to 16 square feet.~~
- ~~C. One multi-tenant sign per building shall be used to identify multiple tenants in a business or industrial complex. There shall be no other freestanding signs permitted on the premises. The maximum sign copy area of the multi-tenant sign shall be 10 square feet per tenant. In addition, each tenant shall be allowed one wall sign, a maximum of six square feet in area, located above or adjacent to the entrance to the tenant's space, which shall be excluded from total sign copy area calculations.~~

§ 360-122. Permit application.

Application for a sign permit shall be made in writing upon a form furnished by the Town.

- A. The applicant shall submit to the Zoning Administrator all information deemed necessary, including a drawing to scale showing the size, height, and location on the property where the sign is to be erected. Said drawing shall also contain a brief description of the type of materials that are to be used for the sign, color scheme, lettering or graphic style and lighting. Off-premises signs shall require proof of permission granted by the property owner submitted at time of application.
- B. A fee as set by the Town Board shall be paid to the Zoning Administrator by the applicant at the time the sign permit application is submitted.
- C. Each sign shall require a separate permit and is valid for the life of the sign.
- D. The applicant shall, upon completion of the installation, relocation, or alteration of a sign, notify the Zoning Administrator, which will inspect to ensure that the sign complies with the regulations of this chapter.

- E. The permit shall automatically become void if actual work on erecting the approved sign(s) is not commenced within 120 days from the date the permit is issued. Periods of delay that are not a result of willful acts or neglect of the contractor, owner or person obtaining the permit shall be excluded from this time limit.
- F. A sign permit issued in error or under a misrepresentation of fact by the applicant shall be null and void, and any signs erected there under shall be considered illegal signs

§ 360-123. Permit issuance or denial; appeals.

- A. A sign permit shall be issued when the application is properly made, all fees have been paid, and the proposed sign is found to be in compliance with all appropriate laws and regulations of the Town, including design requirements of this article. If the sign permit is denied, written notice of the denial shall be given to the applicant, together with a brief written statement of the reasons for the denial.
- B. The holder of a denied permit who feels their permit was incorrectly denied shall be entitled to an administrative appeal before the Town Board. Prior to consideration of the appeal of the requested permit, the Board shall forward the permit to the Plan Commission for review and recommendation as to approval or disapproval, together with reasons for such recommendation. The Plan Commission shall have 60 days in which to make such recommendation.

§ 360-124. ~~Signs not requiring a permit~~Exempt signs (No permit required).

Some signs are temporary in nature, others are intended to communicate and direct, and not used to identify a business or for advertising. Still others are so small that they are not obtrusive and will not affect the public welfare. Such signs will not require a sign permit; however, those used on a temporary basis shall adhere to a specific time limit for their use. Unless indicated herein, no sign may be placed inside the right-of-way for a public road.

- A. Signs with time limits. The following signs, although not needing a permit have the following restrictions:
 - (1) Political signs. Signs may not be erected earlier than the beginning of an election campaign period as defined in § 12.04, Wis. Stats., In the event the sign is not tied to an election the sign shall not be in place for longer than 60 days. Signs in the road right-of-way shall not interfere with traffic, shall conform with requirements under § 320-20 and be displayed for a period not exceeding seven days prior to a primary election and 14 days prior to a general election, and must be removed within 24 hours after the election.
 - (2) Real estate signs. Signs in residential and nonresidential districts are limited to one sign that shall not exceed 12 square feet and shall not be illuminated. Lots in any district with more than one frontage are permitted one additional sign of the same dimensions. All signs shall be removed within 30 days after sale, rental or lease of the property.
 - (3) Construction and renovation signs. Signs shall be limited to one nonilluminated sign identifying an engineer, architect, contractor, company, or product engaged in or used in the construction of a new building or development. Said sign shall not exceed 12

square feet per face and not more than 10 feet in height. Lots with more than one frontage are permitted one additional sign of the same dimensions. Said sign shall be removed when the development is completed or upon the granting of an occupancy permit for the building or upon the completion of renovation work. In no case shall a renovation sign be in place for more than 90 days.

- (4) Yard sale and open house signs. Signs in the road right-of-way shall not interfere with traffic, shall conform with requirements under § 320-20 and be displayed for a period not exceeding 72 hours. Yard sale signs on private property may be placed no more than 14 days prior to the event and shall be removed within 24 hours after said event.
- (5) Civic event signs. Signs advertising civic events shall require written approval of the Zoning Administrator and may be placed not more than 14 days prior to an event and must be removed within 24 hours after the event. Signs in the road right-of-way shall not interfere with traffic, shall conform with requirements under § 320-20 and be displayed for a period not exceeding 14 days prior to an event and must be removed within 24 hours after the event.
- (6) New subdivision development signs. For each new residential subdivision that has been approved by the Town, two subdivision development signs are permitted to be located on some portion of the subdivision. Each sign shall not be more than 32 square feet in area, and no more than 10 feet in height. No illumination is allowed. Signs established under this subsection may remain within the subject subdivision until 80% or more of the lots in the subdivision have been sold, at which time all temporary subdivision identification signs shall be removed. Such signage shall be reviewed every six months.
- (7) Special event signs. Signs advertising special events may be placed not more than 14 days prior to an event and must be removed within 24 hours after the event.

B. Signs without a time limit.

- (1) Signs established by, or by order of, any governmental agency, including plaques and markers identifying buildings or properties on federal, state or local historic registers.
- (2) Directional signs. Signs shall be located entirely on the property to which they pertain, and not exceed four feet in height and two square feet in area. The number of directional signs permitted per property shall be the minimum necessary to provide adequate information for safe pedestrian and vehicular movement.
- (3) Flags. Signs shall not contain a commercial message.
- (4) Address numerals, nameplate and identification signs not exceeding four square foot in area. Nameplate signs for a dwelling group of five or more units may not exceed five square feet in surface area.
- (5) Incidental and auxiliary signs. Signs shall be located entirely on the property to which they pertain and not contain a commercial message visible off of the property.
- (6) Name and activities/services identification signs for church, school, hospital, sanitarium, club, library or similar institutional uses, not to exceed 32 square feet in area

and may be illuminated but not flashing.

- (7) Public notices or warnings required by a valid and applicable federal, state or local law, regulation or ordinance, or court order, or other warning signs indicating possible public hazards.
 - (8) Neighborhood watch signs and related government authorized signs located within a public right-of-way.
 - (9) Memorial signs and tablets displayed on public property or in cemeteries.
 - (10) Signs indicating personal property protections shall be located entirely on the property in which they pertain and not exceed greater than two square feet in area.
 - (11) Point-of-sale signs. Signs shall be located within 10 feet of the building entrance, or outside ordering area.
 - (12) Community message boards for display of information of temporary interest to the general community regarding upcoming events or activities.
 - (13) Signs or letters carved into a building that are an integral part of the building.
 - (14) Decorations, buntings or pennants exhibited to commemorate national, state or local holidays.
 - (15) Government-related and quasi-government-related off-premises wayfinding and directional signs to give sufficient public notice of the location of governmental facilities and individual destinations, unincorporated areas, and nonprofit facilities.
- C. Special exceptions. Subject to review and approval of the Town Board upon recommendation from the Plan Commission, the following sign types may be granted a special exception permit allowing specific and documented deviation from this section, provided such sign does not possess any of the characteristics of a prohibited sign.
- (1) Organizations of civic interest including both nonprofit and profit.
 - (2) Entities of federal, state, and Town government.

§ 360-125. General signage regulations.

The regulations contained in this section shall apply to all signs in all districts.

- A. Prohibited signs. Some specific signs and classes of sign provide little value in identifying a specific business, promoting advertising for a business or communication for a business, and may only harm community aesthetics and/or the public welfare. The following signs shall be prohibited within the Town:
- (1) Signs that resemble any official marker erected by a governmental agency.
 - (2) Signs that contain or are composed of pennants, ribbons, streamers, or spinners.
 - (3) Inflatable or tethered-type balloon signs.

- (4) Roof signs and roof-mounted signs.
- (5) Signs containing or composed of any animated part.
- (6) Signs that are illuminated with radiating, revolving, intermittent or flashing lights, or are illuminated in such a manner as to shine or reflect into any residence or onto any highway. This does not include electronic variable message displays.

B. Sign location ~~restrictions and density.~~

- (1) No sign shall be erected or maintained which projects across property lines, except for official traffic control, parking, and directional signs, or as otherwise specified in this chapter.
- (2) No sign, temporary or otherwise, shall be affixed to a tree or utility pole or other natural features.
- (3) No signs shall be permitted that obstructs any window, door, fire escape, stairway, or opening intended to provide light, air, ingress or egress for any building or structure.
- (4) No sign shall be permitted that is located above buildings.
- (5) No sign shall be erected or maintained at any location where by reason of its position, proximity to the street right-of-way, wording, illumination, size, shape, or color it may obstruct, impair, obscure, interfere with the view of, or be confused with, any authorized traffic control sign, signal or device.
- (6) No sign shall be erected or maintained at any location where by reason of its position, proximity to the street right-of-way, wording, illumination, size, shape, or color creates a safety hazard for pedestrians or the operators of motor vehicles.
- ~~(7) No sign or sign structure may be located or placed on Town-owned property or adjacent road right-of-way without written approval of the Town Administrator, after receiving an application for proposed placement of a sign. Restrictions for signs in the road right-of-way shall be as provided in § 320-20. Under no circumstances shall signs be located to obstruct the vision clearance area.~~

~~(8) Off-premises. Signs may not be placed closer than 2001,000 feet apart. Signs may not be erected higher than 16 feet above surface grade.~~

~~(9) On-premises. Freestanding signs located along the same street frontage shall be separated by a minimum distance of 75 feet. Signs may not be placed closer than 100 feet apart. Signs may not be erected higher than 16 feet above surface grade.~~

~~(7) —~~

C. Single-Tenant Buildings

- (1) A property shall be permitted one freestanding sign per street frontage.
- (2) Free-standing single-tenant signs shall not exceed 48 square feet.

D. Multi-Tenant Buildings

- (1) One multi-tenant sign per building shall be used to identify multiple tenants in a business or industrial complex.

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- (2) Multi-tenant sign area shall not exceed 60 square feet.
- (3) Each tenant shall be allowed two square feet of sign area per lineal foot of tenant space frontage.
- (4) One (1) freestanding sign is permitted on the premises not including the permitted multi-tenant signs.

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C.E. Sign design standards. The intent of this section is to encourage creative, distinct and effective signs which are appropriate for the individual premises, yet meet the community design standards. Sign design review is limited to the aesthetic and appropriateness of sign appearance. The following concepts and standards will be used to review signs for design approval:

- (1) Area shall be calculated, generally, as the entire area of a sign on which copy may be placed, but only one side of a double-faced sign shall be included in the area calculation. Area calculations for painted or individual letter signs shall be calculated on the basis of the smallest rectangle that will enclose the entire copy area of the sign and shall include the areas between letters and lines as well as the area of any devices (whether illuminated or nonilluminated) that are intended to attract attention.
- (2) For purposes of determining frontage for buildings on corner lots, the side with the longest width shall be used.
- (3) Area restrictions for permanent signage shall not include directional or safety signs; however, the total directional and safety signage shall not exceed 50 square feet with no individual directional or safety sign greater than six square feet.

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(+)(4) Identification of businesses from moving cars must be balanced with the visual impact of signs on the rural landscape. Restraint in sign design can aid in identification, since small simple signs identify businesses with less confusion, limit counterproductive sign competition and protect the quality of the landscape.

(2)(5) Every sign shall be designed so as to complement the design elements of the building and site to which it principally relates, and where appropriate to the woodlands character, and shall be compatible with signs on adjoining premises.

~~(3)~~(6) Simplicity is the key factor to good design and readability. An effectively designed sign utilizing bold, easily recognized symbols and clear, crisp lettering will identify a business or activity efficiently and attractively, enhance the area in which it is located, and complement the general appearance of the Town. Pictures, symbols and logos can add individuality and character to signs, in addition to making them easier to read. The most common problems in commercial areas are an overabundance of signs that are often excessively large, all of which contributes to sign overload. This creates a visually chaotic situation in which no one sign gains the advantage, since the competing signs tend to cancel each other out in an unsuccessful bid to catch the buyer's eye.

~~(4)~~(7) No sign shall use any word, phrase, symbol, shape, form or character in such manner as to interfere with moving traffic, including signs which incorporate typical street-type and/or traffic control-type signage designs and colors. Signs may not depict nudity, sexual activity, illegal activity or anything of an obscene nature.

~~D.F.~~ Sign construction and installation standards.

(1) All signs, except those attached flat against the wall of a building, shall be constructed of weather-resistant materials to withstand wind loads in accordance to the most recent version of ASCE-7. Signs over 12 feet in height shall provide calculations signed and sealed by a licensed engineer showing compliance with ASCE-7.

(2) All signs shall be installed and maintained in a workmanlike manner using equipment which is adequate and safe for the task. A sign permit may be denied if the sign contractor does not have or does not arrange for use of adequate equipment.

(3) Portable signs must not be used as permanent signs.

~~(2)~~(4) One (1) off-premise sign is permitted per property.

~~E. Sign density requirements:~~

~~(1) Off premises. Signs may not be placed closer than 1,000 feet apart. Signs may not be erected higher than 16 feet above surface grade.~~

~~(2)(1) On premises. Signs may not be placed closer than 100 feet apart. Signs may not be erected higher than 16 feet above surface grade.~~

~~F.G.~~ Electronic variable message displays.

(1) In general. In addition to regulations imposed by this chapter, on-site electronic variable message displays shall be permitted in business zoning districts only with a conditional use permit, and are subject to the following restrictions, and minimum standards set by Outdoor Advertising Regulations under § 84.30(4)(bm), Wis. Stats., whichever is more restrictive.

(2) Standards for electronic variable message displays.

(a) Electronic portion size.

[1] The electronic portion of the sign fronting the road shall not exceed 50 square feet per side and a total of 100 square feet on both sides. Sign characters must have a minimum height of six inches, with recommended character heights outlined in the following table, as established using letter height guidelines

Town of Rome, WI
§ 360-125

established by the USSC Foundation.

§ 360-125

Distance from Center Line to Sign (feet)	Recommended Sign Character Height (inches)
40	6
50	7
60	9
100	18

NOTES:

- * All signage intended to be viewed from State Highway 13 shall utilize characters with a minimum height of seven inches.

- [2] No such sign shall exceed the area or height regulations specified for district sign regulations under § 360-126.
- (b) Length of messages. Each message shall remain in a fixed position for a minimum of six seconds.
 - (c) Transition of message. The transition time, or the time it takes to change the message, shall be accomplished in one second or less. Only frame effects of fading and dissolving shall be allowed. Any change of pictures or information shall not produce the illusion of blinking, flashing, expanding or contracting shapes.
 - (d) Brightness. No electronic message unit shall be illuminated to a degree of brightness greater than necessary for adequate visibility or a maximum of 500 nits (candelas per square meter) between dusk and dawn, 5,000 nits during daylight hours, or the minimum standards set by the Federal Highway Administration, whichever is more restrictive. All electronic message units shall come equipped with automatic dimming technology that automatically adjusts the sign's brightness in direct correlation with ambient light conditions. Signs found to be too bright will be adjusted to meet these standards after notification by the Town.
 - (e) Spillover light exceeding 0.2 ~~foot-candle~~foot-candle, as measured at a residential property line, is prohibited.
 - (f) Electrical regulations. All on-premises electric signs shall be manufactured and installed in compliance with NFPA 70, the National Electric Code (NEC).
 - (g) Freeze of display when malfunction occurs. Such signs shall include a default designed to freeze a display in one still position if a malfunction occurs.
 - (h) Prior to issuance of a conditional use permit, the applicant shall submit a signed letter from the manufacturer or retailer certifying that the sign has the ability to be programmed to comply with the above requirements to the satisfaction of the Plan Commission.
- (3) Permitted locations for electronic variable message displays.

- (a) Maximum number of electronic variable message signs per site. No more than one electronic message units is allowed per site. Two sides of such sign are considered one electronic message unit.
 - (b) Distance between electronic message signs. The distance between electronic message signs shall be a minimum of 200 feet throughout the street frontage, unless the street frontage is under 200 feet, where one electronic message unit sign shall be allowed.
 - (c) Granting a conditional use permit for an electronic variable message sign under this chapter may be subject, but not limited to, consideration of traffic volume, speed limit of the area, or accidents in the requested area of placement, through reference to traffic counts, if available, or police reports.
 - (d) Sign messages must be directed to a state or federal highway, or a designated connecting highway, as mapped by the Wisconsin Department of Transportation in accordance with § 84.02(12), Wis. Stats.
- (4) Hazard abatement.
- (a) If the Public Works Department or designee finds that an electronic variable message sign is causing interference with the visibility or effectiveness of a traffic signal or control, the sign shall be turned off without delay.
 - [1] The electronic variable message sign shall not attempt, or appear to attempt, to direct the movement of traffic or contain wording, colors, shapes or likenesses to official traffic control devices.
 - (b) If the Public Works Department or designee finds that an electronic variable message sign is malfunctioning in a fashion that creates a hazardous glare or other traffic hazard, the sign shall be turned off without delay.
 - (c) The Public Works Department shall be provided with the means to turn off an electronic variable message display in the case of hazardous glare, interference with the visibility or effectiveness of a traffic signal or control, or other traffic hazard caused by the sign.
 - [1] In such situations, the owner of the sign must then meet with Town staff to determine how to rectify the situation, and the sign shall not be turned back on without written approval by the Town Chairperson or designee.

§ 360-126. Regulations for certain zoning districts. [Amended 4-16-2020 by Ord. No. 20-04; 1-19-2023 by Ord. No. 23-01]

Zoning districts, by definition, encourage and allow different uses and types of development. Therefore, the requirements for permitted signs in the districts also differ as related to types of signs, their height, area of coverage and setbacks.

- A. ~~Signs in R-1, R-1C, R-2, R-3, R-4, R-5, LD Districts~~ Signs in Residential Districts.
Residential districts normally do not require the use of signs; however, certain higher-density uses and nonresidential uses create

special situations that require limited signage. No signs shall be erected except the following:

- (1) Permitted signs. Signs requiring no permits, wall sign, residential nameplate, and permanent subdivision signs.
- (2) Area restrictions. Wall signs and residential nameplates for single-family lots and lots containing four dwelling units or less (including home occupations) are limited to two square feet in area. Wall signs and residential nameplates for more than four dwelling units or other nonresidential uses are limited to 12 square feet in area.
- (3) Permanent subdivision signs are permitted one per subdivision entrance. The individual sign copy area is limited to 16 square feet and shall not be located within the setback area.

B. Signs in the RTC District. This district encourages compact development consisting of buildings that contain both single and multitenant uses. Businesses located in this district tend to rely less on passing traffic than other commercial districts. Permanent sign designs in the RTC District shall require approval by the Plan Commission. The size, scale and materials used in signs shall be complementary to the vision, guidelines and objectives identified in the Rome Town Center Design Plan. No signs shall be erected except the following:

(1) Permitted signs. ~~Signs requiring no permits~~Exempt signs, wall signs, ground signs, monument signs and hanging signs. Banners may be permitted by the Zoning Administrator on a temporary basis. Ground signs and monument signs shall be placed to ensure a clear vision triangle/clearance area.

~~(1)(2) No off-premises signs shall be allowed in the RTC District unless approved by the Town Board upon recommendation by the Plan Commission. Municipal signs are exempt from the off-premises sign requirements. Ground signs and monument signs shall be placed to ensure a clear vision triangle/clearance area.~~

(3) Area restrictions. The area of all permanent signs shall not exceed two square feet of sign area for each lineal foot of building frontage, with an additional one square foot per one lineal foot of the building on a corner lot. ~~In the case of a multi-tenant building, each tenant shall be allowed two square feet of sign area per lineal foot of tenant space frontage. No individual sign shall be greater than 48 square feet.~~

~~(2)(a) Free-standing single-tenant signs shall not exceed 48 square feet,~~

~~(a) Area shall be calculated, generally, as the entire area of a sign on which copy may be placed, but only one side of a double faced sign shall be included in the area calculation. Area calculations for painted or individual letter signs shall be calculated on the basis of the smallest rectangle that will enclose the entire copy area of the sign and shall include the areas between letters and lines as well as the area of any devices (whether illuminated or nonilluminated) that are intended to attract attention.~~

~~(b) For purposes of determining frontage for buildings on corner lots, the side with the longest width shall be used.~~

~~(c) Area restrictions for permanent signage shall not include directional or safety signs; however, the total directional and safety signage shall not exceed 50 square feet with no individual directional or safety sign greater than six square feet.~~

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~~(3)~~(4) Height restrictions. Unless otherwise noted in this article, the maximum height of the following sign types shall be as follows: No wall sign shall exceed 20 feet in height and shall not project higher than the building. Hanging signs shall be no higher than the directly adjacent porch/building soffit it is attached to. Ground signs shall not exceed nine feet above the street pavement or sidewalk grade nearest to the sign.

- (a) Projections and details such as architectural appurtenances shall not be included in sign height calculations, provided the projections and details do not include a logo or advertisement.

~~(4)~~(5) Sign illumination. Any illuminated sign or lighting device shall employ only one light emitting a light of constant intensity, and no sign shall be illuminated by or contain flashing, intermittent, rotating or moving lights, except as an approved electronic variable message display. In no event shall an illuminated sign or lighting device be directed or beamed on a public street, highway, sidewalk or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance as determined by the Zoning Administrator.

C. Signs in B-1 and B-2 Districts. This district encourages auto-related businesses and features properties with both single tenants as well as multiple tenants. Businesses in this district tend to rely heavily on passing traffic. No signs shall be erected except the following:

- (1) Permitted signs. Signs requiring no permits, wall signs, ground signs, special event signs monument signs, billboards, and mobile or portable signs.

~~(2) Area restrictions. The area of all permanent signs shall not exceed two square feet of sign area for each lineal foot of building frontage, with an additional one square foot per one lineal foot of the building on a corner lot. In the case of a multi-tenant building, each tenant shall be allowed two square feet of sign area per lineal foot of tenant space frontage. Unless otherwise noted in this chapter, the maximum sign area allowed per sign for any sign permitted in a business district other than billboards shall not exceed 40 square feet for single tenant signs. Multi tenant sign area shall not exceed 60 square feet.~~

~~(d) Unless otherwise noted in this chapter, Free-standing single-tenant signs shall not exceed 48 square feet.~~

~~(2)(a) The maximum sign area for Billboards permitted in the business district shall not exceed 300 square feet.~~

- (3) Height restrictions. No ground sign shall project higher than 20 feet or six feet above the height of the building, whichever is less. Monument signs shall not exceed nine feet as measured above surrounding grade. No billboard shall project higher than 20 feet.

- (4) Setbacks. No ground sign, monument sign, special event sign, and mobile or portable sign shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a ground sign, monument sign, special event sign, and mobile or portable sign be closer than five feet to any lot line. Billboards shall be placed with the closest edge of the sign within 10 feet of the right-of-way. In no case shall any portion of a billboard be closer than five feet of the right-of-way.

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- D. Signs in the PSP District. These districts are designed for certain public uses and do not rely on traffic for business. No signs shall be erected except the following:
- (1) Permitted signs. Sign types in the PSP District are permitted only upon approval of the Plan Commission.
 - (2) Area restrictions. No sign shall exceed 10 square feet in area unless otherwise approved

by the Plan Commission.

- (3) Height restrictions. No sign shall exceed 10 feet in height unless otherwise approved by the Plan Commission.
- E. Signs in the SP District. These districts are designed for uses that tend to present a special problem or hazard to health, safety and general welfare of the public, and do not rely on traffic for business. No signs shall be erected except the following:
- (1) Permitted signs. Signs requiring no permits, wall signs, ground signs, monument signs, billboards, and mobile or portable signs.
 - (2) Area restrictions. Unless otherwise noted in this chapter, the maximum sign area allowed per sign for any sign permitted in the SP District other than billboards shall not exceed 40 square feet for single tenant signs. Multitenant sign area shall not exceed 60 square feet. The maximum sign area for billboards permitted in the SP District shall not exceed 300 square feet.
 - (3) Height restrictions. No ground sign shall project higher than 20 feet or six feet above the height of the building, whichever is less. Monument signs shall not exceed nine feet as measured above surrounding grade. No billboard shall project higher than 20 feet.
- F. Signs in A-1 and A-2 Agricultural Districts. This district is designed for uses which rely on signs mainly for identification and not for pulling in traffic and business. No signs shall be erected except the following:
- (1) Permitted signs. Signs requiring no permits, wall signs, ground signs and billboards.
 - (2) Area restrictions. Unless otherwise noted in this chapter, the maximum sign area allowed per sign for any sign permitted in agricultural districts other than billboards shall not exceed 40 square feet for single tenant signs. Multi-tenant sign area shall not exceed 60 square feet. The maximum sign area for billboards permitted in agricultural districts shall not exceed 300 square feet.
 - (3) Height restrictions. No ground sign shall project higher than 20 feet or six feet above the height of the building, whichever is less. No billboard shall project higher than 20 feet.
 - (4) Setbacks. No ground sign shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a ground sign be closer than five feet to any side and rear lot lines. Billboards shall be placed with the closest edge of the sign within 10 feet of the right-of-way. In no case shall any portion of a billboard be closer than five feet of the right-of-way.
- G. Signs in CV and FR Districts. These districts are designed for open space uses with limited commercial activity. No signs shall be erected except the following:
- (1) Permitted signs. Signs providing directions or information about natural, historic, scientific features are permitted upon approval of the Plan Commission.
 - (2) Area restrictions. No sign shall exceed 10 square feet in area, unless otherwise approved

by the Plan Commission.

- (3) Height restrictions. No sign shall exceed 10 feet in height unless otherwise approved by the Plan Commission.
 - (4) Setbacks. No ground sign shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a ground sign be closer than five feet to the side and rear lot lines.
- H. Signs in the Gateway Overlay District. The Gateway Overlay District is designed to maintain a higher quality of design with more restrictive sign regulations. No signs shall be erected except the following:
- (1) Permitted signs. ~~Signs requiring no permits~~ Exempt signs, wall signs, ground signs and monument signs. Only one monument sign per lot shall be permitted.
 - (2) Area restrictions. The area of all permanent signs shall not exceed two square feet of sign area for each lineal foot of building frontage, with an additional one square foot per one lineal foot of the building on a corner lot. In the case of a multi-tenant building, each tenant shall be allowed two square feet of sign area per lineal foot of tenant space frontage. The maximum sign area per business of all permanent signs in the Gateway Overlay District shall not exceed 80 square feet. No individual permanent sign in the Gateway Overlay District shall exceed: Single tenant ground signs and monument signs shall not exceed 40 square feet and multitenant ground signs and monument signs shall not exceed 60 square feet.
 - (2)(a) Free-standing single-tenant signs shall not exceed 48 square feet.
 - (3) Height restrictions. Ground signs and monument signs shall not exceed nine feet in height as measured from the surrounding grade.
 - (4) Setbacks. No ground sign or monument sign shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a ground sign or monument sign be closer than five feet to the side and rear lot lines.

§ 360-127. Maintenance of signage; abandonment.

All signs within the jurisdiction of this article, including but not limited to those signs for which a permit is required, shall remain in a state of proper maintenance.

- A. Proper maintenance shall include cleaning; the removal of loose materials such as peeling paint, plastic, paper or other material; the replacement of missing, damaged or defective parts; the prevention of excessive rust, the prevention of excessive vibration or shaking; and the maintenance of the original structural integrity of the sign, frame and other supports, its mounting and all components thereof.
- B. Any signs which may be or may hereafter become unsafe, unsightly, or improperly maintained shall be repaired or removed by the owner or lessee of the property upon which the sign stands upon notice of the Zoning Administrator.
- C. If the sign is damaged, the owner shall have 90 days in which to repair or remove the sign.

by the Plan Commission.

- D. The entire area located within a minimum of 10 feet of any part of any on-premises and off-premises sign shall be maintained and/or mowed as appropriate and kept free of weeds and debris.

- E. All signs shall be removed by the owner or lessee of the premises upon which the sign is located when a business which it advertises has not been conducted for a period of four months or when, in the judgment of the Zoning Administrator, such sign is so old, dilapidated or has become so out of repair as to be dangerous or unsafe, whichever occurs first. If the owner or lessee fails to remove it, the Zoning Administrator may remove the sign at cost to the owner, following 30 days written notice.

§ 360-128. Nonconforming signs.

To maintain and enhance property values, aesthetics, and safety and to improve the uniformity of design in the Town of Rome, this section of the Zoning Ordinance is intended to eliminate all individual signs, groupings of signs and accumulations of signs that do not comply with the regulations of this article and other provisions of this chapter. To accomplish this objective, stringent requirements for the removal of nonconforming signs have been established. These regulations have been formulated with the understanding that the magnitude of hardships likely to be encountered by sign owners as a result of adherence of this article should not be great since most signs have a relatively short physical and economic lifespan.

- A. Signs lawfully existing at the time of the adoption or amendment of this article, and were previously permitted, which do not conform to the provisions of this article, may be continued although the use, size, or location does not conform to the provisions of this article. However, it shall be deemed a nonconforming use or structure and no changes may be made in number, size, copy or subject matter. Normal maintenance and repair of a nonconforming sign is permitted. Normal maintenance and repair ~~does~~do not include the alteration of a sign and is limited to painting and/or replacement of non-supporting members such as the facing material or cross-bracing.
- B. The following situations shall result in the loss of nonconforming status for signs:
- (1) Placement of new signs. New signs, not to exceed the maximum allowable aggregate sign area, may be erected only upon the complete removal of all nonconforming signs of the same category existing on the property at the time of adoption of this chapter;
 - (2) Alteration of signs. The sign is structurally altered in any way, except for normal maintenance or repair, which tends to or makes the sign less in compliance with the requirements of this article than it was before alteration;
 - (3) Change of location. Relocation of a nonconforming sign is prohibited, except in the case of a sign which is nonconforming only in relation to a setback and the new location is more compliant with the required setbacks;
 - (4) Damage to sign. In the event the nonconforming sign is damaged to such an extent that the cost to repair or reconstruct the sign exceeds 50% of the value of the sign;
 - (5) Cessation or change of business or activity to which the sign pertains; and
 - (6) Failure to maintain. Failure to comply with the maintenance, repair, construction standards, or abandoned sign regulations of this article.
- C. Upon the occurrence of any of the above, the sign shall be brought into compliance with this

article within 30 days of receiving a written notice of noncompliance from the Town and a new permit shall be secured. Upon failure to comply with this notice, the Town may cause removal to be executed pursuant to § 360-129.

- D. Nothing in this section shall relieve the owner or user of a legal nonconforming sign or the owner of the property on which the sign is located from the provisions of this article regarding safety, maintenance, and repair of signs.
- E. Notwithstanding any other provision of this chapter, a nonconforming sign or sign structure damaged or destroyed by violent wind, vandalism, fire, flood, ice, snow, mold or infestation after March 2, 2006, may be restored to, or replaced at, the size, location, and use that it had immediately before the damage or destruction occurred, and no limits may be imposed on the costs of the repair, reconstruction, or improvement of said sign or sign structure. **[Added at time of adoption of Code (see Ch. 1, General Provisions, Art. II)]**

§ 360-129. Noncompliance; violations and penalties; sign removal.

- A. All signs constructed or maintained in violation of any of the provisions of this article are hereby declared public nuisances within the meaning of this Code. Any person who shall violate or cause to be violated any provision of this article shall, upon conviction thereof, be fined in accordance with § 1-3, General penalty.
- B. If, upon inspection, the Zoning Administrator finds that a sign or sign structure is in violation of this article, the Zoning Administrator shall issue a written order to the owner or operator of the premises upon which the sign or sign structure is located stating the nature of the violation and requiring repair, removal, or conform the sign or sign structure within 30 days of the date of order. The Zoning Administrator may order the immediate removal of a sign or sign structure deemed dangerous or unsafe. The Zoning Administrator may bring an action to abate a sign deemed a nuisance in the manner set forth in the Wisconsin State Statutes. When it becomes necessary for the Zoning Administrator to remove or cause to be removed, or take down a nonconforming, abandoned, obsolete, defective, unsafe or dangerous sign or sign structure, the cost thereof may be placed on the tax roll as a special assessment and become a lien against the benefitted property, unless paid sooner.
- C. Prohibited signs or sign structures in the road right-of-way or on public property may be removed and destroyed by the Zoning Administrator, Public Works Department or Police Department without notice.

ARTICLE XVII
Rome Town Center District
[Added 4-16-2020 by Ord. No. 20-04¹]

§ 360-80. Purpose.

The purpose of the Rome Town Center District (RTC) is to implement the vision, guidelines, and objectives identified in the Rome Town Center Design Plan and the Town of Rome Comprehensive Plan to ensure high-quality development of lands located in the Town Center that seamlessly blends the convenience of contemporary living with nature and the timeless charm of rustic Wisconsin. The RTC District is intended to strengthen and promote prosperity in the community by creating a regional center of commerce and community gathering and permit developments that will be enhanced by coordinated area site planning and mixing of compatible uses, while maintaining standards that promote the health, safety and general welfare of Town residents and visitors.

§ 360-81. Requirements for Rome Town Center

A. Dimensional, area, and other requirements:

(1) Lot requirements:

(a) Frontage: minimum 70 feet.

(2) Roadway setback (from the furthest building projection):

(a) Internal Town Center road (whichever is greater):

[1] From center of roadway: minimum 43 feet.

[2] From lot line (no sidewalk): minimum 10 feet.

[3] From building edge of sidewalk: minimum five feet.

(b) Other Town roads (whichever is greater):

[1] From center of roadway: minimum 63 feet.

[2] From lot line: minimum 30 feet.

(3) Building setback (from the furthest building projection):

(a) Side: minimum 5 feet.

(b) Rear: minimum 5 feet.

(c) Between buildings: minimum 10 feet

(4) Other requirements:

(a) Building height: maximum 35 feet. Architectural appurtenances such as cupolas, finials and other ornaments shall not be included in building height calculations.

(b) Accessory building height: maximum 24 feet. Architectural appurtenances such as

cupolas, finials and other ornaments shall not be included in building height calculations.

- (c) Accessory buildings shall comply with the architectural standards and shall not be constructed before the principal structure is present.
 - (d) All septic fields shall be located in rear or side yards.
 - (e) On-site parking shall be as set forth in § 360-81.2C and included on the site plan.
 - (f) Loading docks and doors larger than 100 square feet are permitted at the rear of the building and must be screened from view from any street. Such doors shall be included on the site plan submitted.
 - (g) No outdoor storage of goods or materials, unless otherwise approved by the Plan Commission. Outdoor storage of waste containers must be screened. Merchandise may be displayed outdoors adjacent to a business during business hours.
 - (h) Landscape plans shall be subject to the following standards, unless otherwise approved by the Plan Commission on the conceptual landscape plan.
 - [1] Street and side yard plants may be planted anywhere within the yard area and per the following standards: street yard: horizontal mass or one small tree or two large shrubs per 10 feet of frontage; side yard: one small tree each side.
 - [2] Parking lot area landscaping shall be located within 15 feet of the periphery of the lot or within a planting island, spaced at a rate of one large tree per four parking spaces with a minimum of one tree per lot.
- (5) Architectural standards:
- (a) Exterior finish materials: Materials shall be constructed of durable, permanent architectural commercial quality materials. At least 50% of all street and entry area elevations (including roof trim and eaves) shall incorporate one or more of the following materials into their design: rough wood or log siding, brick, stone, architectural block or textured concrete materials. Exposed plain-faced concrete block or plain-faced structural concrete panels are not permitted on any elevation. Metal siding shall be allowed as an acceptable quality material for all elevations except the 50% approved street and entry area materials as required above. Roof

materials shall be architectural asphalt/fiberglass shingles, artificial slate or colored standing-seam metal or other material as approved by the Plan Commission.

- (b) Building massing: Structures must avoid a monolithic, "big box," appearance. Roofs may be pitched or flat. If pitched, they shall be minimum 6/12 roof pitch and shall be gable end, hip, or gambrel type or a combination of these. Massing shall be further diminished by breaking up building sections with such elements as variable planes, projections, bays, dormers, setbacks, or changes in the roofline.
- (c) Building elevations: At least 25% of all elevations other than street and entry elevations shall include one of the building materials approved for street and entry elevations. All elevations shall be designed in a consistent and coherent architectural manner.
- (d) Building color: Colors shall be primarily (approximately 80%) earth-toned in appearance with accents (approximately 20%) of a contrasting color. Percentage shall include building wall and roof finish materials. Complementary colors, textures and materials are encouraged. No white, grey or primary colors shall be used as the overall color of the building. Building colors and accents shall be submitted as part of the site plan application.
- (e) HVAC units and miscellaneous equipment: Rooftop and ground-mounted mechanical and electrical units and other miscellaneous equipment shall either be integrated into the design of the building and/or screened from view.
- (f) Projections and architectural details: All projections and details such as louvers, exposed flashing, flues, vents, gutters, downspouts, flower boxes and planters are to be recognized as architectural features and shall be treated to match the color of the adjacent surface or a complementary color used elsewhere on the building and shall be noted on the site plan.

§ 360-81.1. Requirements for Residential Areas in Rome Town Center

A. Residential development sites shall have the following general characteristics:

- (1) Requires buffering/screening from adjacent commercial properties.
- (2) Provides for higher-density housing in the Town with close access to essential services and goods.
- (3) Providing a variety of housing options beyond single-family homes.
- (4) Smaller residential designs compatible with the character of Rome Town Center and the housing needs of the greater community.
- (5) Accessory buildings shall comply with the architectural standards and shall not be constructed before the principal structure is present.

§ 360-81.2. Landscaping, Lighting, and Parking

A. Landscaping.

- (1) Generally. Landscape standards should provide for an installation which incorporates

regionally native plants and trees which complement an overall common, public landscape design and is consistent with the guidelines in the Rome Town Center Design Plan.

- (2) Buffering. Landscape buffering between uses shall be in a manner which creates a visual screen, where determined necessary, while preserving a woodland character and overall common public landscape design for Rome Town Center as a whole. Buffering shall have the following standards:
 - (a) Allowing limited visibility opening of 15 feet.
 - (b) Where required, buffers shall be continuous, with complementary small trees or large shrubs. Buffers may also be accomplished with fencing, plants, or a combination of these, where small trees or large shrubs are not already present, if permitted by the Plan Commission.
 - (c) Where a buffer is required between uses, a buffer shall be a minimum of 10 feet wide per lot.
 - (d) Where trees are used for buffering, coniferous trees must be a minimum of four feet tall, and deciduous trees must have a minimum of 1.5" diameter trunk at the time of planting. Buffer trees species shall be of native species.
- (3) Screening. Screening of mechanical equipment, trash dumpsters, loading areas, or outside storage areas shall be accomplished in a manner which visually screens them from public streets and surrounding developed properties. Screening shall have the following standards:
 - (a) The height of a screen shall equal or exceed the height of the item to be screened, to a maximum height of 10 feet.
 - (b) Screening may be accomplished with fencing, berming, plants or a combination of these. Screening shall be continuous, with the planting of buffer trees and with complementary small trees or large shrubs, if needed.
 - (c) Where fencing is used for screening, fencing must include wood, simulated wood or masonry walls. Steel or wrought iron may also be used in fencing but may not make up over 50% of the material used.
- (4) Location and design. Areas of landscaping shall be located to provide resource protection, transitions between adjacent sites, and a visual transition between public streets or parking lots and buildings.
 - (a) All unimproved areas of every developed lot in the Rome Town Center shall be maintained. Any unimproved area disturbed by construction shall be fine graded to provide adequate drainage, covered with four inches of nutrient-rich, friable, humus-like topsoil and seeded or sodded to be maintained as a lawn.
- (5) Installation. Unless otherwise referenced in a developer's agreement, all landscaping shall be completed within 90 calendar days of issuance of a certificate of occupancy or similar document allowing occupation and use of the property. If occupancy occurs after October 15 of any given year, the developer of the site may complete the landscaping within 90 calendar days of April 1 of the following year, provided best management practices are utilized and maintained to control soil erosion until the ground cover (lawn)

becomes established.

- (6) **Maintenance.** All lawns, trees, shrubs and other ground cover shall be kept in good appearance at all times. If grass is not cut, or trees or shrubs not properly pruned and maintained, the Town may serve notice of violation. Prosecution and remediation of violations shall be as provided in § 360-81.4.

B. Outdoor lighting.

- (1) **Illumination.** All outdoor lighting shall be provided by cut-off type fixtures which shall keep off-site overspill and night sky illumination to a minimum. Maximum illumination, as measured horizontally at the lot line at chest height shall not exceed 1.0 foot-candle.
- (2) **Location.** Lighting fixture location shall emphasize intersections and pedestrian access routes while providing uniform illumination of pedestrian access routes. The scale of fixtures shall be lowered in pedestrian and biking areas to emphasize sidewalk-type surfaces. Outdoor lighting shall be mounted and located so as to be consistent with illumination requirements of this subsection.
- (3) **Design.** All lighting designs shall be reviewed and approved by the Plan Commission to ensure consistency with illumination and location guidelines in the Rome Town Center Design Plan.

C. Parking.

- (1) **Parking location.** All parking, including employee and visitor parking, shall be provided on-site as set forth in the following schedule, unless otherwise approved by the Plan Commission:

Use	Minimum Parking Requirements
Motels, hotels, or resorts	One space for each guest room, plus one space for each three employees
Rooming and boarding houses, fraternity and sorority houses, dormitories, rectories	One space for each bed plus one for each employee
Retirement homes	One and one-half spaces per dwelling unit

Use	Minimum Parking Requirements
Nursing homes	One space for each three beds plus one space for each three employees plus one space for each staff physician
Medical and dental clinics, day spas	One space for each 100 square feet of waiting room area
Churches, theaters, auditoriums, community centers, vocational and night schools, and other public assembly	One space for each three seats
Restaurants, bars and similar places of entertainment	One space for every six seats
Manufacturing and processing plants (including meat and food processing), laboratories and warehouses	One space for each 500 square feet of primary floor area, plus one space for each two employees
Funeral homes	Twenty spaces for each viewing room
Bowling alleys	Five spaces for each alley
Lodges and clubs	One space for each five members
Automobile repair and service garages, car washes	One space for each regular employee plus one space for 250 square feet of floor area used for repair work/washing
Motor vehicle sales (new and used)	One space for each 500 square feet of outdoor display area on which motor vehicles are to be displayed (this requirement does not include service garages, see above)
Gasoline filling stations	Three spaces for each grease rack or similar facility plus one space for each attendant
Repair shops, retail and service stores	Two spaces for each 800 square feet of sales floor area
Golf courses	Two spaces per hole
Barber and beauty shops	Two spaces plus one-half space per chair
Offices and call centers	One space for each 300 square feet of primary floor area
Art gallery, museum and other civic uses	Two spaces for each 800 square feet of floor area
Bank/credit union	One space for each 300 square feet of floor area

Use	Minimum Parking Requirements
Uses not listed	The provisions for a similar use shall apply
Combinations of any of the above uses	The sum of the number of stalls required for each individual use shall be provided

All on-site parking shall be located at least 10 feet from any parcel line, unless otherwise approved by the Plan Commission. Required off-street parking shall be on the same lot as the use it serves or on a lot located not more than 100 feet distant.

- (2) Parking space access and design. Each parking space shall be not less than nine feet wide and 20 feet in length, exclusive of the space required for driveways. Adequate access to a public street shall be provided for each parking space.
 - (3) Parking surface. All parking areas and driveways shall be hard-surface paved, dust free, and properly marked. When curbs are desired, they shall be concrete.
- D. General property maintenance. All real property within the boundaries of the RTC District, whether occupied or unoccupied, and any buildings or other improvements placed thereon, shall at all times be maintained in such a manner as to prevent becoming unsightly by reason of accumulation of rubbish, or debris thereon, or unsightly condition of the improvements thereon. No building or improvement in the District shall be permitted by its owner to fall into disrepair, and such building and improvements shall at all times be kept in good condition and repair and adequately painted or otherwise finished. If, in the opinion of the Town, proper maintenance is not being undertaken, the Town may serve notice of violation. Prosecution and remediation of violations shall be as provided in § 360-81.4.
- E. Signage. General signage restrictions shall be as set forth in § 360-126B.

§ 360-81.3. Project review and approval.

The following describes the application and review process for development projects in the RTC:

- A. Pre-application conference. The pre-application conference is designed to allow an applicant to present a concept plan to the Town Zoning Administrator for a discussion of suggestions and concerns. Applicants are required to have a pre-application conference prior to submission of an offer to purchase.
- B. Application. Following the acceptance of an offer to purchase and development agreement, a developer shall submit to the Zoning Administrator eight copies of a completed site plan and plan of operation along with the application fee. A complete application shall be comprised of all the following for proper review:
 - (1) General information. The name and address of the owner or developer, the North point, date and scale of drawing, at a scale not less than one inch for each 100 feet.
 - (2) All property boundaries with dimensions.
 - (3) All setbacks.
 - (4) Locations of any existing buildings, proposed buildings, or additions.

- (5) Samples of proposed exterior finish colors.
- (6) Depiction/description of compliance with all requirements set forth in the design and architectural standards in this article and the Rome Town Center Design Plan.
- (7) Proposed floor elevation in relation to existing grade and street grade.
- (8) Location and names of center line of adjoining streets, proposed driveways, and parking.
- (9) Existing and proposed contours/grading.
- (10) Locations and descriptions of easements.
- (11) Utility plans: size and location of sewer and water main connection from curb to building. Show proposed metering points and arrangement.
- (12) Locations and type of proposed lighting (lighting plan with lighting specifications).
- (13) Design of ingress and egress.
- (14) Locations and type of proposed signs and/or existing signs.
- (15) Locations and type of refuse enclosure.
- (16) Completion of drainage plan specification form.
- (17) Drainage plan with drainage calculations (including total impervious area) as required by this article and county requirements.
- (18) NR 216 post-construction stormwater management plans (SWMP).
- (19) Best management practices, structures and areas with elevations and slope ratios.
- (20) High water line elevation of any adjoining stream or lake; floodways/floodplains and water elements.
- (21) A conceptual landscape plan, which includes the anticipated location/use of the following: landscaping and fencing, yards and setback area, use of landscaping and/or wall or fencing for screening purposes, and use of and/or removal of existing trees.
- (22) Any other plans and information deemed necessary by the Zoning Administrator or the Plan Commission to ensure that the requirements of this chapter are or will be fulfilled. This may include executing a contract by which the developer agrees to reimburse the Town for its reasonable costs incurred in considering Subsection B(7), (9), (11), (13), and (17) through (20) herein, together with any other issues identified by the Plan

Commission or Town Board for compliance with federal, state and local regulations.

C. Review process.

- (1) Review and recommendation by Plan Commission. Within 40 days after submission of a completed application, the Plan Commission shall meet to review the application and make a recommendation to the Town Board. The applicant or developer must be available to present and explain how the project meets the conditions set forth in this article and the Rome Town Center Design Plan. The Plan Commission may recommend approval, approval with conditions, or denial of the project proposal. If the Plan Commission fails to make a recommendation on an application within 40 days after a complete application submittal, the application shall be forwarded to the Town Board without a recommendation.
 - (a) At the time of recommendation of a site plan and plan of operation to the Town Board, the applicant shall, at the discretion of the Plan Commission, file a bond, certificate of deposit, irrevocable letter or credit or certified check with the Town Clerk/Treasurer in an amount equal to the estimated cost of the required improvements as determined by the Plan Commission. Such security shall be in a form deemed acceptable by the Town Attorney and shall guarantee that all required improvements will be completed according to Town specifications by the applicant or its contractors not later than 24 months from the date the building permit is issued.
- (2) Review and action by Town Board. Upon recommendation by the Plan Commission, or its failure to make a recommendation within 40 days, the Town Board will review the application and any recommendation received from the Plan Commission. The Town Board shall consider the application within 45 days of the Plan Commission's recommendation or the expiration of 40 days after submission of a completed application to the Plan Commission, if the Plan Commission fails to make a recommendation.

D. Amending a site plan. After the approval of a site plan and plan of operation pursuant to this section, a developer may apply for approval of an amendment to the site plan and plan of operation under the following process:

- (1) An application must be submitted including a statement of the proposed amendment(s) and a site plan depicting the proposed amendment(s), along with payment of an application fee.
- (2) The Plan Commission shall review an application for amending a site plan and solicit a recommendation from the Zoning Administrator. The Plan Commission may recommend approval, approval with conditions, or denial of the application.
- (3) Upon recommendation by the Plan Commission, the Town Board will review the application and any recommendation received from the Plan Commission. The Town Board is vested with the final authority to approve amendments to a site plan and plan of operation.

§ 360-81.4. Violations.

The Town Zoning Administrator shall receive and investigate any suspected violations for properties located in the RTC District.

- A. Upon report of a suspected violation, the Zoning Administrator shall conduct a site visit for the purpose of determining whether a violation has, in fact, occurred. If a violation exists, the Zoning Administrator shall meet in person with the property owner to discuss the violation and establish a timetable for remedying it. The initial discussion with the owner shall be followed by a letter from the Zoning Administrator confirming the discussion, the nature of the violation and a timetable to remedy.
- B. If the problem is substantially resolved within the timetable established, the Zoning Administrator shall contact the owner regarding any remaining issues that need to be addressed in order to bring the property into total compliance. That contact shall be followed up with a confirmation letter.
- C. If a problem has not been substantially resolved within the established timetable, the Zoning Administrator shall refer the matter to the Town Attorney for review and recommendation. The referral shall include an identification of the violation(s) of this article, the developer's agreement, or other agreements, as well as any nuisance issues to be addressed. Prosecution and remediation of violations shall be as provided in § 360-30.

**OFFICE USE ONLY:**

Date: 7/29/20 PERMIT #: _____
Parcel #: 30-1035 Zoning District: B-1
Waterfront Yes (N)

Zoning Department

1156 Alpine Drive Phone: 715 325-8019
Nekoosa, WI 54457 Fax: 715 325-8035
Email: zoning@romewi.gov
www.romewi.gov

**SITE PLAN & PLAN OF
OPERATION REVIEW APPLICATION
\$350.00 APPLICATION FEE**

* **ADDITIONAL REGULATIONS:** The undersigned hereby applies for a Permit to do work described and located as shown on this application and the attached plot plan. For your protection, you should determine if your project is subject to regulations of any other entity such as Adams County, the State of Wisconsin, or a homeowners association.

* **SETBACKS:** All lot lines shall be physically marked for all setbacks that are less than ten feet greater than the required setback (e.g. side lot setback = 10 ft., if actual setback will be less than 20 ft., must mark lot line). **IMPORTANT NOTE:** Permits are issued based upon information submitted including the plot plan. It is the property owner/contractor responsibility to complete construction according to the approved submittals and in accordance with all ordinances and with all laws of the State of Wisconsin applicable to said premises and work.

CIRCLE ONE: DWELLING ATTACHED ACCESS. BUILDING DETACHED ACCESS. BUILDING SHED COMMERCIAL OTHER

PLEASE PRINT CLEARLY & FILL OUT COMPLETELY

Owned By: Gillette Holdings, LLC (Scott Gillette) Phone: [REDACTED]

{First} {Middle Initial} {Last}
Mailing Address: [REDACTED]

Property Description:

Gov. Lot: Parcel #03001035 or SW 1/4, NE 1/4, Sec. 32, T 20 N, R 06 E

Lot: N/A; Block: N/A; Addition: N/A; Subdivision: N/A

Property Address: 620 State Road 13, Town of Rome, WI 54457

Lot / Parcel Size: Width: 660.30-FT Length: 1233.50-FT Acres / Sq. Ft.: 18.71 acres

Construction Description: Addition/expansion to current commercial storage use (Phase 1-outside trailer parking. Phase 2-three additional storage buildings)
(New Dwelling, Addition, Accessory Building, Shed)

Use: Commercial
(Residence, Residential Accessory, Commercial, Industrial, Public etc.)

Type of Construction (if Manufactured Home, list year): Phase 2-frame
(Frame, Masonry, Manufactured, Pole, etc.)

Building Description: Width: See site plan Length: See site plan Area: See Site Plan Sq. Ft.
Height: 12' interior clear height (<35) No. of Stories: 1 No. of Bedrooms: N/A

IMPORTANT NOTES: IT IS THE RESPONSIBILITY OF THE PERSON SIGNING TO CALL FOR REQUIRED INSPECTIONS. THE UNDERSIGNED FURTHER ACKNOWLEDGES: (1) THAT THEY HAVE READ *NOTES ABOVE. AND THE NOTICE ON THE BACK OF THIS PERMIT APPLICATION REGARDING WETLANDS. (2) THAT THE SIGNATURE BELOW ALSO GRANTS CONSENT FOR DEPARTMENT STAFF TO ENTER PREMISES.

Signature of Owner or Agent: [Signature] Cell # [REDACTED]

Printed Name: GILLETTE HOLINGS, LLC; SCOTT GILLETE E-mail [REDACTED]

Address: 620 State Rd 13

OFFICE USE ONLY:

Zoning: \$ online Comments / Conditions: _____
Paid: \$ _____
(check # or cash)

Date: 7/29/20 Approved by: _____ Date: _____
By: [Signature] Denied by: _____ Date: _____

TOWN OF ROME
SITE PLAN AND PLAN OF OPERATION
CHECKLIST

NOTE: ***Bold Italic*** items are to be indicated on the Site Plan. Use the space provided on this form for comments.

1. Project Owner: Gillette Holdings, LLC (Scott Gillette) Phone: [REDACTED]
Mailing Address: [REDACTED]
2. Project Operator: Gillette Holdings, LLC (Scott Gillette) Phone: [REDACTED]
Mailing Address: [REDACTED]
3. ***Project Site Information:***
Parcel Number: 030-01035-0000 Legal Description: N1/2 of the SW1/4, NE1/4, S32, T20N, R06E Address: 620 State Rd 13
Lot Size: Depth: 1233.50-FT Width: 660.30 Acres: 18.71 Zoning: B-1 Commercial
4. ***Name and address of all owners of abutting parcels:*** See site plan.
5. ***All existing lot lines, easements and rights-of-way. Include area in acres or square feet, abutting land uses and structures:*** See site plan.
6. ***The location and use of all existing and proposed structures within the development. Indicate design details to make new construction compatible with existing structures:*** See site plan. Phase 2 buildings will be construction with similar materials and colors as existing structures.
7. ***Dimensions and Number of Stories of all Buildings:***
Building A:
Dimensions: 30-FT x 120-FT Stories / Height: 1 / 12' interior clear height (<35') Use: Commercial
Building B:
Dimensions: 40-FT x 120-FT Stories / Height: 1 / 12' interior clear height (<35') Use: Commercial
Building C:
Dimensions: 30-FT x 150-FT Stories / Height: 1 / 12' interior clear height (<35') Use: Commercial
Total Floor Area: 12,900 SQ-FT
8. ***Outside Storage:*** No ☒ Yes Phase 1 Outdoor Trailer Parking (20-15-FT x 50-FT parking stalls)
9. ***Traffic flow patterns within the site, entrances and exits, loading and unloading areas, parking areas, sidewalks, ramps, curb cuts on the site and within 100 feet of the site:*** See Site Plan
- Parking:*** Number of Spaces: 20 (15-FT X 50-FT) Employee Parking: N/A
Dimensions of Parking Lot: 175-FT x 160-FT Type of Construction: Gravel
10. ***Outside Events:*** ☒ No Yes Frequency: _____
11. Maximum Number of Employees: Full-Time: N/A Part-Time: N/A
12. Days & Hours of Operation: 24/7 Self Serve Access
13. ***A landscape plan showing existing and proposed vegetation cover and water sources, and all proposed changes to these features, including size and type of plant material, drainage and storm-water retention areas and grade alterations:*** See Site Plan
14. ***Outdoor Lighting:*** Type: 25-FT Pole, power from road Location: See Site Plan

15. **Signs:** The location, height, size, materials, and design of all proposed signage:

Free-Standing Number: 1 Size(s): 5'H x 10'W Location(s): Existing sign near ROW and access drive
Single or Double Faced: Single Materials: Composite, wood beams
Wall Mounted Number: 0 Size(s): _____ Materials: _____
Lighted: No Yes: Yes

16. **Outside Food and / or Beverage Service:** ☒ No Yes: _____

17. **Inside and / or Outside Music (type, hours & days):** ☒ No Yes: _____

18. Refuse Disposal: Public: N/A Private: N/A
Refuse Containers (type & location): _____

19. Is a Commercial Transfer Site Permit Required: ☒ No Yes Date Issued: _____

20. **Fencing or Screening:** No ☒ Yes Fencing as part of Phase 1 only. Secured outdoor storage with code entrance.

21. **Sanitary System:** N/A

22. Any Potential Problems or Nuisances such as Odor, Smoke, Vibration or Noise Resulting from this Operation ☒ No Yes: _____

23. **Surface Water Drainage Facilities:** Storm Water Retention, Flow of Surface Water, and Amount of Impervious surfaces: WDNR NOI permit will be applied for. Grass filter strips to perimeter infiltration swales with overflow to existing ponds.

24. Any Special License Required to be obtained from Local, State or Federal Licensing Agencies for the proposed Operation: ☒ No Yes: _____

25. Did the Wisconsin Department of Commerce Approve the Building Plans?: ☒ No Yes
Date Approved: _____ Comments: To Be Submitted

26. **Expansion of an Existing Operation:** No ☒ Yes _____

27. **Onsite Sale of any Items and / or Services:** ☒ No Yes: _____

28. Does this Operation Involve the Production of any Items? ☒ No Yes: _____

29. Description of the Production Process: Storage Indoor/Outdoor Only, no production.

30. **Any Chemicals, Hazardous Waste, Solvents, Gasoline or other Petroleum Products Stored on the Site:** ☒ No Yes: _____
How are the Chemicals, Wastes and Solvents Disposed of: N/A

31. **Does this Operation Involve the Boarding of Animals:** ☒ No Yes: _____

Additional information may be required by the Zoning Administrator, Town Plan Commission, Town Board, and any other governmental agencies having jurisdiction of this site plan and plan of operation.

Property Owner Signature: [Signature] Date: 6-8-26

**Zoning Department**

1156 Alpine Drive

Nekoosa, WI 54457

Email: zoning@romewi.govwww.romewi.gov

Phone: 715 325-8019

Fax: 715 325-8035

OFFICE USE ONLY: Date: _____

Permit #: _____ Parcel #: _____

Zoning District: _____ Waterfront: Yes _____ No _____

FENCE PERMIT APPLICATION**Application Fee:****\$100.00 APPLICATION FEE**

Application Date: _____

Property Address: 620 State Road 13, Town of Rome, WI 54457

Property Use: ☐ Residential ☒ Commercial ☐ Industrial ☐ Agricultural**FENCE AND LOT INFORMATION:**☒ New Fence ☐ Replacement Fence ☐ Addition to Existing FenceFence Type: ☐ Ornamental ☐ Open ☐ Solid ☒ Security ☐ AgricultureLocation of Fence: ☐ Front Yard ☒ Rear Yard ☒ Side Yard Is This a Corner Lot? ☐ Yes ☒ No

Note: No person shall erect or construct any perimeter fence, wall or hedge without having first obtained a permit from the Zoning Administrator. The application shall be accompanied by a drawing, site plan or plat map displaying property boundaries, the location of the buildings and structures on the property, the proposed location of the fence, wall or hedge and its distance from the property lines and the existing structures on the property. The property owner is responsible for proper placement of fencing.

OWNER INFORMATION:

Name: Gillette Holdings, LLC (Scott Gillette)

Mailing Address (if different from property address): _____

Phone No.: _____ Email: _____

CONTRACTOR INFORMATION (if applicable):

Company Name: TBD

Mailing Address: _____

Phone No.: _____ Email: _____

Applicant's Statement / Waiver:

I hereby certify that the above information is accurate and I agree to comply with all applicable codes and ordinances of the Town of Rome and with the conditions of this permit. I understand that I am responsible for locating fence on said property and certify that fence will not encroach onto public right-of-way, easements, into the road vision triangle, or onto neighboring properties; and that I am responsible for removal and replacement of fencing located in easement areas. I understand that it is my responsibility to determine if my project is subject to regulations of any other entity such as Adams County, the State of Wisconsin, or a homeowners association. The issuance of this permit creates no legal liability, express or implied, on the Town of Rome.

Applicant's Signature

Date: 6.8.26

OFFICE USE ONLY:Paid: \$ _____
(check # or cash)Approved by: _____
Denied by: _____Date: _____
Date: _____Date: _____
By: _____

Comments / Conditions: _____

FINDINGS OF FACT:

1. A full and complete application was filed by Gillette Holdings, LLC, and received July 29, 2026 (herein referred to as "Application") seeking a Site Plan and Plan of Operation Review for 620 State Road 13, located in N1/2 SW1/4 NE1/4 EX HWY ROW, Section 32, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-01035-0000.
2. The property is zoned (B-1) Business District, as defined in Chapter 360 of the Town Code.
3. The Town of Rome Plan Commission duly set this matter upon the agenda of a public meeting and considered the above-described application with the public hearing a matter of record of the Plan Commission meeting of October 6, 2026.
4. At the public hearing for the Application held by the Town of Rome Plan Commission on October 6, 2026, evidence and testimony was presented by the Applicant, and all interested persons were allowed an opportunity to speak, a full and complete record of which will be detailed in the minutes of the Plan Commission.
5. At its meeting, the Town of Rome Plan Commission reviewed the Zoning Administrator's report of Site Plan and Plan of Operation Application completeness, as well as consistency with applicable standards in the Town of Rome Zoning Ordinance. A full and complete record the review shall be detailed in the minutes of the Plan Commission.
6. Based upon a review of the Application, and the report received by staff, the following findings were found by the Plan Commission:
 - a. The Applicant has met or is in the process of complying with all of the submittal requirements, as specified on the Site Plan and Plan of Operation Checklist.
 - b. The purpose and location of the proposed project conforms with the standards under the applicable subdistrict as a permitted use and in general characteristics.
 - c. The proposed project conforms to the applicable development, architectural, landscape and signage standards for the B-1 Business District.

The Town of Rome Plan Commission hereby recommends approval of the Site Plan and Plan of Operation Application submitted by Gillette Holdings, LLC, and recommends to the Town Board approval of the developer's project proposal. The following additional conditions were placed on the approval (if applicable):

- a. _____
- b. _____
- c. _____

Planning Commission Chair: _____ Date: _____

Planning Commission Secretary: _____ Date: _____

By signing, Applicant agrees to comply with all conditions placed on approval. Applicant further understands that failure to comply with the stated conditions may result in the termination of the approval.

Signature of Owner/Applicant: _____ Date: _____

Signature of Owner/Applicant: _____ Date: _____

Note: if Owner is other than Applicant and is unable to sign, please attach written authorization from Owner allowing Applicant to sign on their behalf.

**OFFICE USE ONLY:**

Date: 8/24/20 PERMIT #: _____
Parcel #: 30-008 Zoning District: FR
Waterfront Yes (No)

Zoning Department

1156 Alpine Drive Phone: 715 325-8019
Nekoosa, WI 54457 Fax: 715 325-8035
Email: zoning@romewi.gov
www.romewi.gov

**SITE PLAN & PLAN OF
OPERATION REVIEW APPLICATION
\$350.00 APPLICATION FEE**

* **ADDITIONAL REGULATIONS:** The undersigned hereby applies for a Permit to do work described and located as shown on this application and the attached plot plan. For your protection, you should determine if your project is subject to regulations of any other entity such as Adams County, the State of Wisconsin, or a homeowners association.

* **SETBACKS:** All lot lines shall be physically marked for all setbacks that are less than ten feet greater than the required setback (e.g. side lot setback = 10 ft., if actual setback will be less than 20 ft., must mark lot line). **IMPORTANT NOTE:** Permits are issued based upon information submitted including the plot plan. It is the property owner/contractor responsibility to complete construction according to the approved submittals and in accordance with all ordinances and with all laws of the State of Wisconsin applicable to said premises and work.

CIRCLE ONE: DWELLING ATTACHED ACCESS. BUILDING DETACHED ACCESS. BUILDING SHED COMMERCIAL OTHER

PLEASE PRINT CLEARLY & FILL OUT COMPLETELY

Owned By: Wisconsin Trapshooting Association Phone: _____
(First) (Middle Initial) (Last)

Mailing Address: _____

Property Description:

Gov. Lot: 14 or 1/4, 1/4, Sec. 06, T 20 N, R 06 E

Lot: _____; Block: _____; Addition: _____; Subdivision: _____

Property Address: 1312 Akron Drive, Nekoosa, WI 54457

Lot / Parcel Size: Width: _____ Length: _____ Acres / Sq. Ft.: 40

Construction Description: Addition to Main Building built in 2018

(New Dwelling, Addition, Accessory Building, Shed)

Use: Commercial

(Residence, Residential Accessory, Commercial, Industrial, Public etc.)

Type of Construction (if Manufactured Home, list year): Pole Building

(Frame, Masonry, Manufactured, Pole, etc.)

Building Description: Width: 50 Length: 73 Area: 3650 Sq. Ft.
Height: 10 No. of Stories: 1 No. of Bedrooms: 0

IMPORTANT NOTES: IT IS THE RESPONSIBILITY OF THE PERSON SIGNING TO CALL FOR REQUIRED INSPECTIONS. THE UNDERSIGNED FURTHER ACKNOWLEDGES: (1) THAT THEY HAVE READ *NOTES ABOVE, AND THE NOTICE ON THE BACK OF THIS PERMIT APPLICATION REGARDING WETLANDS. (2) THAT THE SIGNATURE BELOW ALSO GRANTS CONSENT FOR DEPARTMENT STAFF TO ENTER PREMISES.

Signature of Owner or Agent: [Signature] Cell # _____

Printed Name: John Atkielski - WTA President E-mail _____

Address: _____

OFFICE USE ONLY:

Zoning: \$ 250
Paid: \$ ✓ #1021
(check # or cash)
Date: 8-24-20
By: [Signature]

Comments / Conditions: _____

Approved by: _____ Date: _____
Denied by: _____ Date: _____

TOWN OF ROME
SITE PLAN AND PLAN OF OPERATION
CHECKLIST

NOTE: ***Bold Italic*** items are to be indicated on the Site Plan. Use the space provided on this form for comments.

1. Project Owner: Wisconsin Trapshooting Association Phone: [REDACTED]
Mailing Address: [REDACTED]
2. Project Operator: John Atkielski Phone: [REDACTED]
Mailing Address: [REDACTED]
3. ***Project Site Information:***
Parcel Number: 030-00808-0000 Legal Description: Govt Lot 14 Address: 1312 Akron Drive, Netosoa, WI 54457
Lot Size: Depth: _____ Width: _____ Acres: 40 Zoning: _____
4. ***Name and address of all owners of abutting parcels:*** Wisconsin Trapshooting Association
5. ***All existing lot lines, easements and rights-of-way. Include area in acres or square feet, abutting land uses and structures:*** North - WTA Govt Lot 08, South - Akron Drive, East - WTA Govt Lot - 11, West - WTA Govt Lot - 13
6. ***The location and use of all existing and proposed structures within the development.*** Indicate design details to make new construction compatible with existing structures: _____
Same type of pole frame construction with same siding type and colors _____
7. ***Dimensions and Number of Stories of all Buildings:***
Building A:
Dimensions: 50X96 Stories / Height: 1 Story/10 Feet Use: Commercial
Building B:
Dimensions: 54X120 Stories / Height: 1 Story/16 Feet Use: Storage
★ Building C:
Dimensions: 50X73 Stories / Height: 1 Story/10Feet Use: Commercial
Total Floor Area: 14,930 sq.ft.
8. ***Outside Storage:*** No Yes: _____
9. ***Traffic flow patterns within the site, entrances and exits, loading and unloading areas, parking areas, sidewalks, ramps, curb cuts on the site and within 100 feet of the site:*** _____
- Parking:*** Number of Spaces: 227 Employee Parking: Yes
Dimensions of Parking Lot: 390X236 Type of Construction: Gravel
10. ***Outside Events:*** No Yes Frequency: No Change
11. Maximum Number of Employees: Full-Time: 0 Part-Time: 96
12. Days & Hours of Operation: As When Needed for Shooting Events April - October
13. ***A landscape plan showing existing and proposed vegetation cover and water sources, and all proposed changes to these features, including size and type of plant material, drainage and storm-water retention areas and grade alterations:*** N/A
14. ***Outdoor Lighting:*** Type: LED Location: On Trap Fields 10-16

15. **Signs:** The location, height, size, materials, and design of all proposed signage:

Free-Standing Number: _____ Size(s): _____ Location(s): _____

Single or Double Faced: _____ Materials: _____

Wall Mounted Number: _____ Size(s): _____ Materials: _____

Lighted: No Yes: _____

16. **Outside Food and / or Beverage Service:** No Yes: Yes

Licensed food vendors during events

17. **Inside and / or Outside Music (type, hours & days):** No Yes: NO

18. Refuse Disposal: Public: _____ Private: Waste Management & Adams Co.

Refuse Containers (type & location): Dumpsters and Roll Offs

19. Is a Commercial Transfer Site Permit Required: No Yes Date Issued: No

20. **Fencing or Screening:** No Yes: Tree buffer on all sides

21. **Sanitary System:** YES, will be extended for more bathrooms

22. Any Potential Problems or Nuisances such as Odor, Smoke, Vibration or Noise Resulting from this Operation: No Yes: Noise from Shotgun Shooting

23. **Surface Water Drainage Facilities:** Storm Water Retention, Flow of Surface Water, and Amount of Impervious surfaces: Storm Water Retention Ponds per WI DNR

24. Any Special License Required to be obtained from Local, State or Federal Licensing Agencies for the proposed Operation: No Yes: NO

25. Did the Wisconsin Department of Commerce Approve the Building Plans?: No Yes
Date Approved: _____ Comments: Not Yet, Plans are Submitted to WI DSPS

26. **Expansion of an Existing Operation:** No Yes: YES

27. **Onsite Sale of any Items and / or Services:** No Yes: Shooting Related Items

28. Does this Operation Involve the Production of any Items? No Yes: NO

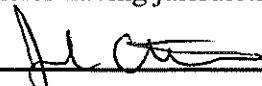
29. Description of the Production Process: _____

30. **Any Chemicals, Hazardous Waste, Solvents, Gasoline or other Petroleum Products Stored on the Site:** No Yes: No

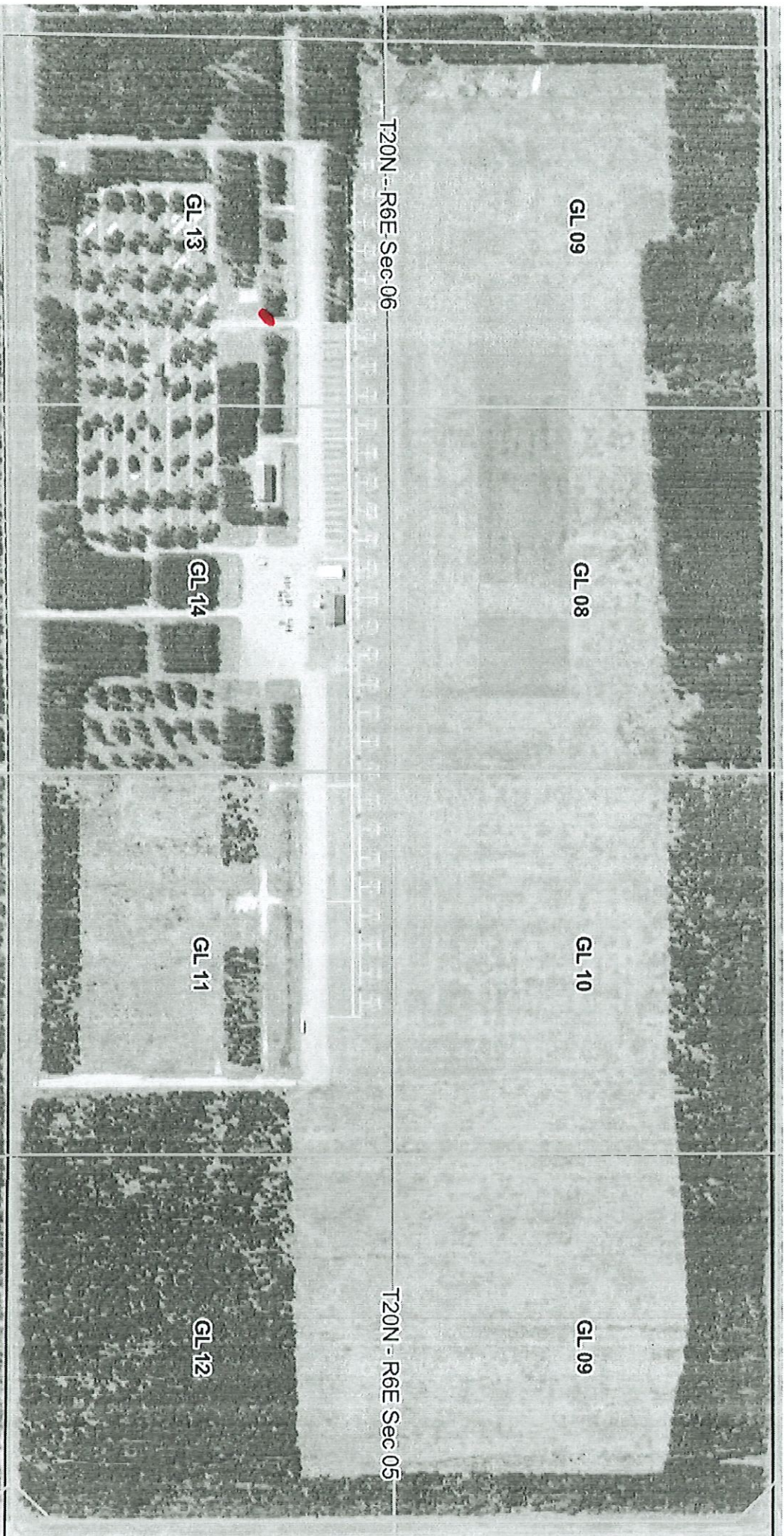
How are the Chemicals, Wastes and Solvents Disposed of: _____

31. **Does this Operation Involve the Boarding of Animals:** No Yes: NO

Additional information may be required by the Zoning Administrator, Town Plan Commission, Town Board, and any other governmental agencies having jurisdiction of this site plan and plan of operation.

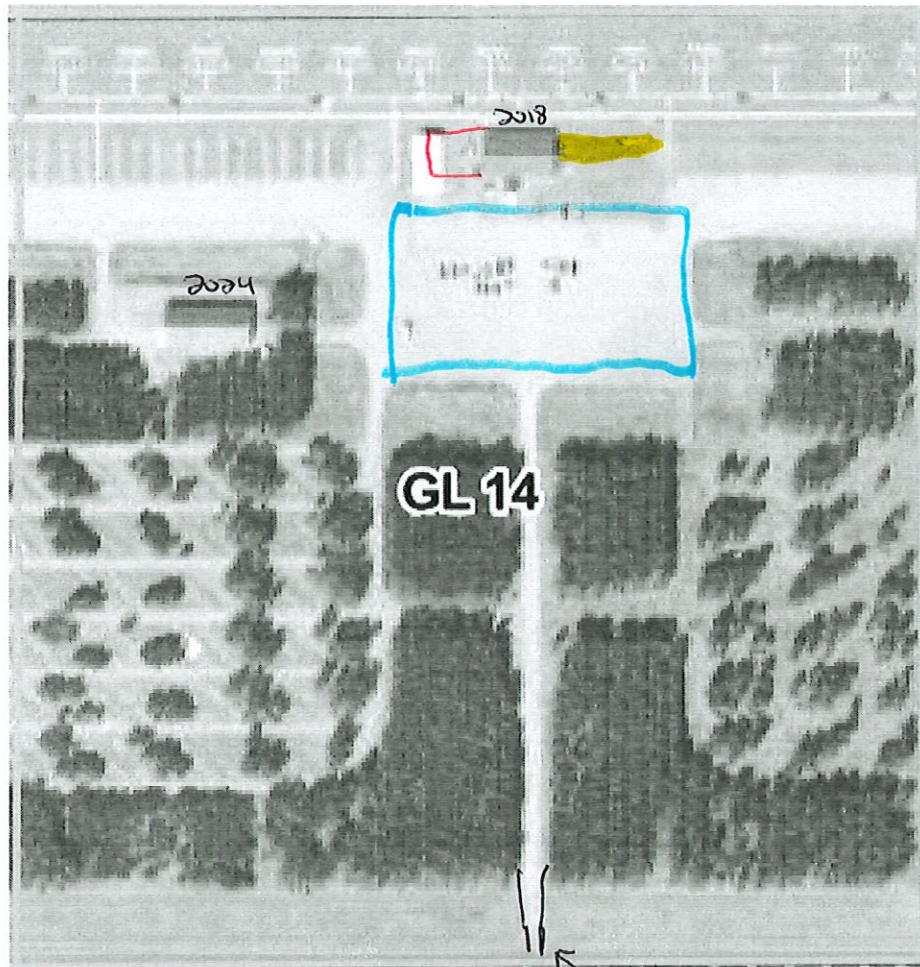
Property Owner Signature:  Date: 08/24/2026

 dumpsters



Akron Drive

- proposed building
- existing buildings ~ 2018 + 2024
- septic field
- parking



Akron Drive Entrance

FINDINGS OF FACT:

1. A full and complete application was filed by Wisconsin Trapshooting Association, and received August 8, 2026 (herein referred to as "Application") seeking a Site Plan and Plan of Operation Review for 1312 Akron Drive, described as GOV LOT 14, located in Section 06, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00608-0000.
2. The property is zoned (FR) Forest and Outdoor Recreation District, as defined in Chapter 360 of the Town Code.
3. The Town of Rome Plan Commission duly set this matter upon the agenda of a public meeting and considered the above-described application with the public hearing a matter of record of the Plan Commission meeting of October 6, 2026.
4. At the public hearing for the Application held by the Town of Rome Plan Commission on October 6, 2026, evidence and testimony was presented by the Applicant, and all interested persons were allowed an opportunity to speak, a full and complete record of which will be detailed in the minutes of the Plan Commission.
5. At its meeting, the Town of Rome Plan Commission reviewed the Zoning Administrator's report of Site Plan and Plan of Operation Application completeness, as well as consistency with applicable standards in the Town of Rome Zoning Ordinance. A full and complete record the review shall be detailed in the minutes of the Plan Commission.
6. Based upon a review of the Application, and the report received by staff, the following findings were found by the Plan Commission:
 - a. The Applicant has met or is in the process of complying with all of the submittal requirements, as specified on the Site Plan and Plan of Operation Checklist.
 - b. The purpose and location of the proposed project conforms with the standards under the applicable subdistrict as a permitted use and in general characteristics.
 - c. The proposed project conforms to the applicable development, architectural, landscape and signage standards for the B-1 Business District.

The Town of Rome Plan Commission hereby recommends approval of the Site Plan and Plan of Operation Application submitted by Wisconsin Trapshooting Association, and recommends to the Town Board approval of the developer's project proposal. The following additional conditions were placed on the approval (if applicable):

- a. _____
- b. _____
- c. _____

Planning Commission Chair: _____ Date: _____

Planning Commission Secretary: _____ Date: _____

By signing, Applicant agrees to comply with all conditions placed on approval. Applicant further understands that failure to comply with the stated conditions may result in the termination of the approval.

Signature of Owner/Applicant: _____ Date: _____

Signature of Owner/Applicant: _____ Date: _____

Note: if Owner is other than Applicant and is unable to sign, please attach written authorization from Owner allowing Applicant to sign on their behalf.

FINDINGS OF FACT:

1. A full and complete application was filed by SA Properties LLC, and received August 26, 2026 (herein referred to as "Application") seeking a Zoning Map Amendment for the property located in NE ¼, NW ¼, Section 22, Town 20N, Range 06E, Town of Rome, Adams County, WI, with a parcel number of 030-00869-0000; total area 40.0 acres
2. The property herein is currently classified as FR (Forest and Outdoor Recreation) on Map 9 in the Town's Comprehensive Plan and is zoned Forestry, as defined in Chapter 360 of the Town of Rome's Zoning Ordinance.
3. The Proposed classification change is R-4 (Rural Residence District) in the Town's Zoning Ordinance for the purpose of building a house.
4. At the public hearing for the Application held by the Town of Rome Plan Commission on October 6, 2026, evidence and testimony was presented by the Applicant, and all interested persons were allowed an opportunity to speak, a full and complete record of which will be detailed in the minutes of the Plan Commission.
5. The proposed Zoning Map Amendment conforms to the purpose, intent, spirit and regulations of the Zoning Ordinance because it aligns with the neighboring residential properties while maintaining large lot size consistent with the rural area.

The Town of Rome Plan Commission hereby recommends approval of the Zoning Map Amendment request submitted by SA Properties LLC for parcel #030-00869-0000, for the purpose of building a house with the following conditions:

- a. _____
- b. _____
- c. _____

Planning Commission Chair: _____ Date: _____

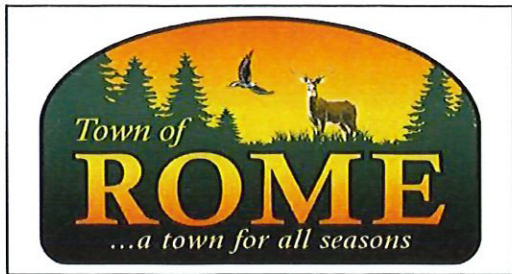
Planning Commission Secretary: _____ Date: _____

By signing, Applicant agrees to comply with all conditions placed on approval. Applicant further understands that failure to comply with the stated conditions may result in the termination of the approval.

Signature of Owner/Applicant: _____ Date: _____

Signature of Owner/Applicant: _____ Date: _____

Note: if Owner is other than Applicant and is unable to sign, please attach written authorization from Owner allowing Applicant to sign on their behalf.



30-8609

Planning and Zoning Department

1156 Alpine Drive

zoning@romewi.gov

Nekoosa, WI 54457

Phone: 715-325-8019

www.romewi.gov

Fax: 715-325-8035

**PETITION FOR ZONING MAP AMENDMENT
and COMPREHENSIVE PLAN AMENDMENT**

FEE: \$400.00⁽¹⁾

⁽¹⁾ If the applicant does not appear or is not represented at the public hearing, the petition may be denied or tabled and the applicant may be required to pay another application fee to reschedule the hearing.

Attach plot plan or location sketch showing the entire land parcel including the location, boundaries, uses and sizes of the following: subject site, portion to be rezoned, existing and proposed structures, street rights-of-way, easements, alleys, off-street parking, loading areas, road access points, driveways and all other pertinent features.

Office use:

File #

Date received 8-26-26

⁽¹⁾ Fee \$

Check # 8022 #400.00

Parcel #

Total acres (sq. ft.) _____

Applicant:

Name of Owner SA Properties LLC

Mailing Address _____

Phone _____

Property Location / Description:

NE 1/4 NW 1/4 Sec. 22 T20 NR 6 E

Lot _____ Block _____ Addition _____

Subdivision or CSM _____

Address _____

The total area of the property is: 40 acres and the current zoning district is: Forest and Outdoor Recreation

Current Comprehensive Plan classification is: Forestry

Current use of the property is: Outdoor Recreation



I request that the comprehensive plan classification for the above described property be changed to Rural Residential



I request that the zoning classification of the above described property be changed to the R4 Rural Residence district.

Proposed use of the property is: Rural Residence

Proposed zoning and/or comprehensive plan classification conforms to the purpose, intent, spirit and regulations of the zoning ordinance and/or the Comprehensive Plan because:

Applicant wants to build a rural residence for outdoor recreation

²⁾ The applicant's signature on this form grants consent for Dept. staff and Plan Commissioners to enter the property for inspection related to this application. Said consent does not include consent to enter a dwelling or other structure on the property. Furthermore, the undersigned hereby applies for the zoning map change requested above and states that the information on this application and the attached documents are accurate. The application must be signed by all property owners of record. If an agent is to sign the application, written proof of authority is required to accompany the application. If the property is in a Trust, the Trustee must sign the application, provide proof of trustee authority. If needed, obtain a **TRUST INFORMATION form** from the Planning and Zoning Department. The application must be complete including an address and phone number where someone can be reached for questions or information.

Landowner signature ⁽²⁾

Wayne R. Ashenberg
Registered Agent

Date 8/25/26



State of Wisconsin

Department of Financial Institutions**Corporations Bureau****Form 5-Domestic Limited Liability Company Annual Report****Name of Entity**

Search by Entity Name or ID:

Formed under the laws of:

SA PROPERTIES, LLC
Entity ID: S088958
Wisconsin

Registered Agent

Registered Agent Individual:

WAYNE R. ASHENBERG

Name of Entity:

Address:

Address 2:

City:

State:

Zip Code:

Registered Email Address:

Principal Office

Address:

Address 2:

City:

State:

Zip Code:

Management

Where management is vested:

Management is vested in Members

Members

Name:

Shawn Ashenberg

Name:

Chad Ashenberg

Signature

Title:

Wayne R. Ashenberg

Date:

8/18/2026

I understand that checking this box
constitutes a legal signature:

Yes

Signatory's Name:

Wayne R. Ashenberg

Contact Information (Optional)

Name:

Wayne R. Ashenberg

Address:

City:

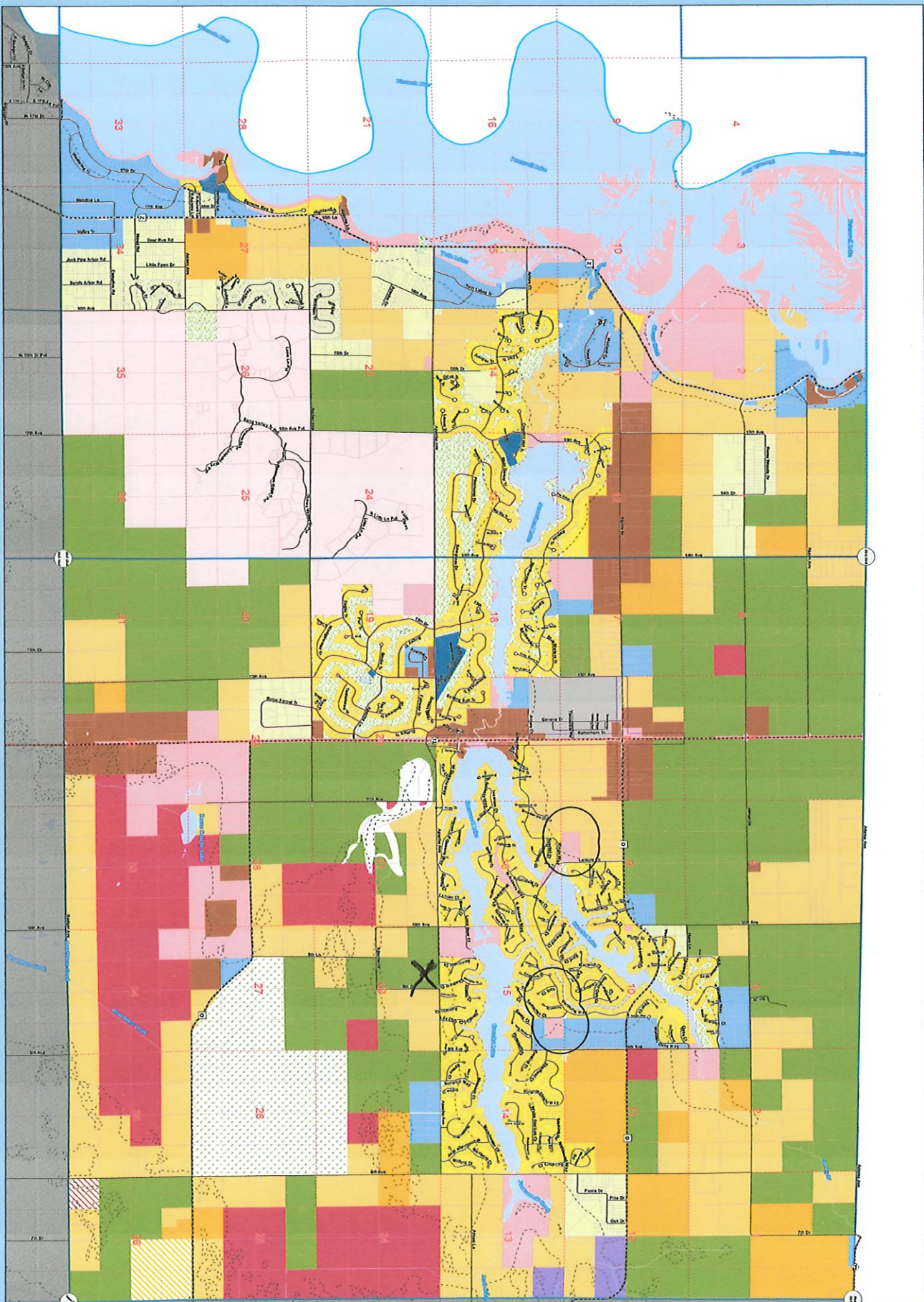
T.20N. - R.5E. - R.6E
Adams County
Wisconsin
Revised: 6/28/2023

[illegible]

- ☐
 RAS Selection
- ☐
 RAS Boundary
- ☐
 Land Parcel
- ☐
 On-Tower Boundary
- ☐
 State Highway
- ☐
 County Highway
- ☐
 Local Road
- ☐
 Fencible
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 Easement
- ☐
 Open Water
- ☐
 Adams County Encroachment, Wetland, and
 Federal Position Offshore Boundary



Call for information
Researchers at the Wisconsin Department of Transportation and the University of Wisconsin-Stevens Point are seeking information on Wisconsin's 24th transportation trust funds.
At the state's Adams County



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030022360000
030022340010
030022330000 SE 1/4
T20N-R6E Sec 16
SESE
ROW

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PLSS Quarter Quarter Sections

A horizontal scale bar with tick marks at 0, 0.05, 0.1, 0.15, and 0.2. Above the bar, the unit 'mi' is at the 0.15 mark and 'km' is at the 0.2 mark. Below the bar, the unit 'mi' is at the 0.15 mark and 'km' is at the 0.2 mark. The text '1:4,286' is centered above the bar.



Samuel Bortz, Adams County GIS, Vantor

ArcGIS Web Map



**TOWN OF ROME, ADAMS COUNTY, WISCONSIN
AN ORDINANCE AMENDING ARTICLE XXXI OF THE ZONING CODE
ENTITLED “GATEWAY OVERLAY DISTRICT”**

The Town Board of the Town of Rome, Adams County, Wisconsin, do ordain as follows:

SECTION 1: Section 360 of the Zoning Code of Ordinances of the Town of Rome, Adams County, Wisconsin entitled Gateway Overlay District is hereby amended as set forth on the attached Exhibit A.

SECTION 2: If any provision of this Ordinance is invalid or unconstitutional, or if the application of this Ordinance to any person or circumstances is found invalid or unconstitutional by a Court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the provisions or application of this Ordinance which can be given effect without the invalid or unconstitutional provision or application.

SECTION 3: All Ordinances and parts of ordinances in conflict herewith are hereby repealed.

SECTION 4: This Ordinance shall take effect and be in full force and effect from and after its passage and publication or posting as required by law.

Adopted this _____ day of October, 2026.

TOWN OF ROME

Carl Hasdal, Chairman

ATTEST:

Wendy Newsom, Clerk

Adopted: _____

Published: _____

ARTICLE XXXI
Gateway Overlay District

§ 360-160. Purpose.

Main corridors into the Town of Rome provide a first impression of the Town for many visitors. It is imperative that they present a positive and welcoming impression. As such, the appearance is second only to the importance of safety. The purpose of the Town of Rome's Gateway Overlay District is to advance both the aesthetic and economic objectives of the Town of Rome as a recreational community by controlling site design and appearance of development within the Town's major entrance points from the north/south and east/west. The Gateway Overlay District was created to advance this purpose in a manner that is consistent with sound economic, land use, and design principles. The specific objectives of the Gateway Overlay District are to:

- A. Create a vibrant environment that emphasizes the area as a gateway to the Town of Rome;
- B. Promote a positive visual impression of our gateway corridor.

§ 360-161. Boundaries.

- A. The location and boundaries of the Gateway Overlay District are set forth on the Map entitled "Town of Rome Zoning Map," which is incorporated herein and hereby made a part of these guidelines. Said map, together with everything shown therein and all amendments thereto, shall be as much a part of this document as though fully set forth and described herein.¹
- B. Unless otherwise indicated on the map, the district boundary lines are measured at 200 feet from the center lines of roads, highways, or such lines extended or connected. ~~Where not otherwise indicated on the map, it is intended that the district boundary line be measured at right angles to the nearest highway right-of-way line.~~ If any portion of a parcel of property is located within the Gateway Overlay District boundary, the entire parcel shall be subject to all applicable requirements of the Gateway Overlay District.

§ 360-162. Standards for Gateway Overlay District.

A. Dimensional, area, and other requirements:

(1) Lot requirements:

(a) Frontage: minimum 70 feet.

(2) Roadway setback (from the furthest building projection):

(a) Town roads (whichever is greater):

[1] From center of roadway: minimum 63 feet.

[2] From lot line: minimum 30 feet.

(3) Building setback (from the furthest building projection):

(a) Side: minimum 15 feet.

(b) Rear: minimum 15 feet.

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(c) Waterfront: minimum 75 feet

(d) Between buildings: minimum 10 feet

(e) Side/rear abutting residential: minimum 50 feet

(4) Other requirements:

(a) Building height: maximum 35 feet. Architectural appurtenances such as cupolas, finials and other ornaments shall not be included in building height calculations.

(b) Accessory building height: maximum 24 feet. Architectural appurtenances such as cupolas, finials and other ornaments shall not be included in building height calculations.

(c) Accessory buildings shall comply with the architectural standards and shall not be constructed before the principal structure is present.

(d) All septic fields shall be located in rear or side yards.

(e) On-site parking shall be as set forth in § 360-163C and included on the site plan.

(f) Loading docks and doors larger than 100 square feet are permitted at the rear of the building and must be screened from view from any street. Such doors shall be included on the site plan submitted.

(g) No outdoor storage of goods or materials, unless otherwise approved by the Plan Commission. Outdoor storage of waste containers must be screened. Merchandise may be displayed outdoors adjacent to a business during business hours.

(h) Landscape plans shall be subject to the following standards, unless otherwise approved by the Plan Commission on the conceptual landscape plan.

[1] Street and side yard plants may be planted anywhere within the yard area and per the following standards: street yard: horizontal mass or one small tree or two large shrubs per 10 feet of frontage; side yard: one small tree each side.

[2] Parking lot area landscaping shall be located within 15 feet of the periphery of the lot or within a planting island, spaced at a rate of one large tree per four parking spaces with a minimum of one tree per lot.

(5) Architectural standards:

(a) Exterior finish materials: Materials shall be constructed of durable, permanent architectural commercial quality materials. At least 50% of all street and entry area elevations (including roof trim and eaves) shall incorporate one or more of the following materials into their design: rough wood or log siding, brick, stone, architectural block or textured concrete materials. Exposed plain-faced concrete block or plain-faced structural concrete panels are not permitted on any elevation. Metal siding shall be allowed as an acceptable quality material for all elevations except the 50% approved street and entry area materials as required above. Roof materials shall be architectural asphalt/fiberglass shingles, artificial slate or colored standing-seam metal or other material as approved by the Plan Commission.

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- (b) Building massing: Structures must avoid a monolithic, "big box," appearance. Roofs may be pitched or flat. If pitched, they shall be minimum 4/12 roof pitch and shall be gable end, hip, or gambrel type or a combination of these. Massing shall be further diminished by breaking up building sections with such elements as variable planes, projections, bays, dormers, setbacks, or changes in the roofline.
- (c) Building elevations: At least 25% of all elevations other than street and entry elevations shall include one of the building materials approved for street and entry elevations. All elevations shall be designed in a consistent and coherent architectural manner.
- (d) Building color: Colors shall be primarily (approximately 80%) earth-toned in appearance with accents (approximately 20%) of a contrasting color. Percentage shall include building wall and roof finish materials. Building colors and accents shall be submitted as part of the site plan application.
- (e) HVAC units and miscellaneous equipment: Rooftop and ground-mounted mechanical and electrical units and other miscellaneous equipment shall either be integrated into the design of the building and/or screened from view.
- (f) Projections and architectural details: All projections and details such as louvers, exposed flashing, flues, vents, gutters, downspouts, flower boxes and planters are to be recognized as architectural features and shall be treated to match the color of the adjacent surface or a complementary color used elsewhere on the building and shall be noted on the site plan.

§ 360-163. Landscaping, Lighting, and Parking

A. Landscaping.

- (1) Generally. Landscape standards should provide for an installation which incorporates regionally native plants and trees which complement an overall common, public landscape design.
- (2) Buffering. Landscape buffering between uses shall be in a manner which creates a visual screen, where determined necessary, while preserving a woodland character. Buffering shall have the following standards:
 - (a) Allowing limited visibility opening of 15 feet.
 - (b) Where required, buffers shall be continuous, with complementary small trees or large shrubs. Buffers may also be accomplished with fencing, plants, or a combination of these, where small trees or large shrubs are not already present, if permitted by the Plan Commission.
 - (c) Where a buffer is required between uses, a buffer shall be a minimum of 10 feet wide per lot.
 - (d) Where trees are used for buffering, coniferous trees must be a minimum of four feet tall, and deciduous trees must have a minimum of 1.5" diameter trunk at the time of planting. Buffer trees species shall be of native species.
- (3) Screening. Screening of mechanical equipment, trash dumpsters, loading areas, or

outside storage areas shall be accomplished in a manner which visually screens them from public streets and surrounding developed properties. Screening shall have the following standards:

- (a) The height of a screen shall equal or exceed the height of the item to be screened, to a maximum height of 10 feet.
- (b) Screening may be accomplished with fencing, berming, plants or a combination of these. Screening shall be continuous, with the planting of buffer trees and with complementary small trees or large shrubs, if needed.
- (c) Where fencing is used for screening, fencing must include wood, simulated wood or masonry walls. Steel or wrought iron may also be used in fencing but may not make up over 50% of the material used.
- (4) Location and design. Areas of landscaping shall be located to provide resource protection, transitions between adjacent sites, and a visual transition between public streets or parking lots and buildings.
 - (a) All unimproved areas of every developed lot shall be maintained. Any unimproved area disturbed by construction shall be fine graded to provide adequate drainage, covered with four inches of nutrient-rich, friable, humus-like topsoil and seeded or sodded to be maintained as a lawn.
- (5) Installation. All landscaping shall be completed within 90 calendar days of issuance of a certificate of occupancy or similar document allowing occupation and use of the property. If occupancy occurs after October 15 of any given year, the developer of the site may complete the landscaping within 90 calendar days of April 1 of the following year, provided best management practices are utilized and maintained to control soil erosion until the ground cover (lawn) becomes established.
- (6) Maintenance. All lawns, trees, shrubs and other ground cover shall be kept in good appearance at all times. If grass is not cut, or trees or shrubs not properly pruned and maintained, the Town may serve notice of violation. Prosecution and remediation of violations shall be as provided in § 360-81.4.

B. Outdoor lighting.

- (1) Illumination. All outdoor lighting shall be provided by cut-off type fixtures which shall keep off-site overspill and night sky illumination to a minimum. Maximum illumination, as measured horizontally at the lot line at chest height shall not exceed 1.0 foot-candle.
- (2) Location. Lighting fixture location shall emphasize intersections and pedestrian access routes while providing uniform illumination of pedestrian access routes. The scale of fixtures shall be lowered in pedestrian and biking areas to emphasize sidewalk-type surfaces. Outdoor lighting shall be mounted and located so as to be consistent with illumination requirements of this subsection.

C. Parking.

- (1) Parking location. All parking, including employee and visitor parking, shall be provided on-site as set forth in the following schedule, unless otherwise approved by the Plan Commission:

<u>Use</u>	<u>Minimum Parking Requirements</u>
<u>Motels, hotels, or resorts</u>	<u>One space for each guest room, plus one space for each three employees</u>
<u>Rooming and boarding houses, fraternity and sorority houses, dormitories, rectories</u>	<u>One space for each bed plus one for each employee</u>
<u>Retirement homes</u>	<u>One and one-half spaces per dwelling unit</u>

<u>Use</u>	<u>Minimum Parking Requirements</u>
<u>Nursing homes</u>	<u>One space for each three beds plus one space for each three employees plus one space for each staff physician</u>
<u>Medical and dental clinics, day spas</u>	<u>One space for each 100 square feet of waiting room area</u>
<u>Churches, theaters, auditoriums, community centers, vocational and night schools, and other public assembly</u>	<u>One space for each three seats</u>
<u>Restaurants, bars and similar places of entertainment</u>	<u>One space for every six seats</u>
<u>Manufacturing and processing plants (including meat and food processing), laboratories and warehouses</u>	<u>One space for each 500 square feet of primary floor area, plus one space for each two employees</u>
<u>Funeral homes</u>	<u>Twenty spaces for each viewing room</u>
<u>Bowling alleys</u>	<u>Five spaces for each alley</u>
<u>Lodges and clubs</u>	<u>One space for each five members</u>
<u>Automobile repair and service garages, car washes</u>	<u>One space for each regular employee plus one space for 250 square feet of floor area used for repair work/washing</u>
<u>Motor vehicle sales (new and used)</u>	<u>One space for each 500 square feet of outdoor display area on which motor vehicles are to be displayed (this requirement does not include service garages, see above)</u>
<u>Gasoline filling stations</u>	<u>Three spaces for each grease rack or similar facility plus one space for each attendant</u>
<u>Repair shops, retail and service stores</u>	<u>Two spaces for each 800 square feet of sales floor area</u>
<u>Barber and beauty shops</u>	<u>Two spaces plus one-half space per chair</u>
<u>Offices and call centers</u>	<u>One space for each 300 square feet of primary floor area</u>
<u>Art gallery, museum and other civic uses</u>	<u>Two spaces for each 800 square feet of floor area</u>
<u>Bank/credit union</u>	<u>One space for each 300 square feet of floor area</u>

<u>Use</u>	<u>Minimum Parking Requirements</u>
<u>Uses not listed</u>	<u>The provisions for a similar use shall apply</u>
<u>Combinations of any of the above uses</u>	<u>The sum of the number of stalls required for each individual use shall be provided</u>

All on-site parking shall be located at least 10 feet from any parcel line, unless otherwise approved by the Plan Commission. Required off-street parking shall be on the same lot as the use it serves or on a lot located not more than 100 feet distant.

(2) Parking space access and design. Each parking space shall be not less than nine feet wide and 20 feet in length, exclusive of the space required for driveways. Adequate access to a public street shall be provided for each parking space.

(3) Parking surface. The immediate front driveway and any parking area serving a principal building shall be hard-surface paved, dust free, and properly marked. Parking areas and driveway areas located to the rear of the principal building may remain gravel, provided they are properly maintained and do not create dust, drainage, or other nuisance conditions. When curbs are desired, they shall be concrete.

D. General property maintenance. All real property within the boundaries of the RTC District, whether occupied or unoccupied, and any buildings or other improvements placed thereon, shall at all times be maintained in such a manner as to prevent becoming unsightly by reason of accumulation of rubbish, or debris thereon, or unsightly condition of the improvements thereon. No building or improvement in the District shall be permitted by its owner to fall into disrepair, and such building and improvements shall at all times be kept in good condition and repair and adequately painted or otherwise finished. If, in the opinion of the Town, proper maintenance is not being undertaken, the Town may serve notice of violation. Prosecution and remediation of violations shall be as provided in § 360-81.4.

E. Signage. General signage restrictions shall be as set forth in § 360-126B.

§ 360-164. Project review and approval.

The following describes the application and review process for development projects in the RTC:

A. Pre-application conference. The pre-application conference is designed to allow an applicant to present a concept plan to the Town Zoning Administrator for a discussion of suggestions and concerns. Applicants are required to have a pre-application conference prior to submission of an offer to purchase.

B. Application. Following the acceptance of an offer to purchase and development agreement, a developer shall submit to the Zoning Administrator eight copies of a completed site plan and plan of operation along with the application fee. A complete application shall be comprised of all the following for proper review:

(1) General information. The name and address of the owner or developer, the North point, date and scale of drawing, at a scale not less than one inch for each 100 feet.

(2) All property boundaries with dimensions.

- (3) All setbacks.
- (4) Locations of any existing buildings, proposed buildings, or additions.
- (5) Samples of proposed exterior finish colors.
- (6) Depiction/description of compliance with all requirements set forth in the design and architectural standards in this article.
- (7) Proposed floor elevation in relation to existing grade and street grade.
- (8) Location and names of center line of adjoining streets, proposed driveways, and parking.
- (9) Existing and proposed contours/grading.
- (10) Locations and descriptions of easements.
- (11) Utility plans: size and location of sewer and water main connection from curb to building. Show proposed metering points and arrangement.
- (12) Locations and type of proposed lighting (lighting plan with lighting specifications).
- (13) Design of ingress and egress.
- (14) Locations, type, and dimensions of proposed and/or existing signs.
- (15) Locations and type of refuse enclosure.
- (16) Completion of drainage plan specification form.
- (17) Drainage plan with drainage calculations (including total impervious area) as required by this article and county requirements.
- (18) NR 216 post-construction stormwater management plans (SWMP).
- (19) Best management practices, structures and areas with elevations and slope ratios.
- (20) High water line elevation of any adjoining stream or lake; floodways/floodplains and water elements.
- (21) A conceptual landscape plan, which includes the anticipated location/use of the following: landscaping and fencing, yards and setback area, use of landscaping and/or wall or fencing for screening purposes, and use of and/or removal of existing trees.
- (22) Any other plans and information deemed necessary by the Zoning Administrator or the Plan Commission to ensure that the requirements of this chapter are or will be fulfilled. This may include executing a contract by which the developer agrees to reimburse the Town for its reasonable costs incurred in considering Subsection B(8), (10), (12), (14), and (18) through (21) herein, together with any other issues identified by the Plan Commission or Town Board for compliance with federal, state and local regulations.

C. Review process.

- (1) Review and recommendation by Plan Commission. Within 40 days after submission of a completed application, the Plan Commission shall meet to review the application and make a recommendation to the Town Board. The applicant or developer must be

available to present and explain how the project meets the conditions set forth in this article. The Plan Commission may recommend approval, approval with conditions, or denial of the project proposal. If the Plan Commission fails to make a recommendation on an application within 40 days after a complete application submittal, the application shall be forwarded to the Town Board without a recommendation.

(a) At the time of recommendation of a site plan and plan of operation to the Town Board, the applicant shall, at the discretion of the Plan Commission, file a bond, certificate of deposit, irrevocable letter or credit or certified check with the Town Clerk/Treasurer in an amount equal to the estimated cost of the required improvements as determined by the Plan Commission. Such security shall be in a form deemed acceptable by the Town Attorney and shall guarantee that all required improvements will be completed according to Town specifications by the applicant or its contractors not later than 24 months from the date the building permit is issued.

(2) Review and action by Town Board. Upon recommendation by the Plan Commission, or its failure to make a recommendation within 40 days, the Town Board will review the application and any recommendation received from the Plan Commission. The Town Board shall consider the application within 45 days of the Plan Commission's recommendation or the expiration of 40 days after submission of a completed application to the Plan Commission, if the Plan Commission fails to make a recommendation.

D. Amendments

(1) For the purpose of promoting the purpose of these guidelines, the general welfare and conserving the value of property throughout the Town, the Town Board may, from time to time, in the manner hereinafter set forth, amend the regulations imposed by this article, provided that all amendments adopted under the authority of this section, due allowance shall be made for existing conditions, the conservation of property values, the direction of building development to the best advantage of the entire community, the uses to which property is devoted at the time of such amendments, and the purpose and intent of the Gateway Overlay District.

(2) Amending a site plan. After the approval of a site plan and plan of operation pursuant to this section, a developer may apply for approval of an amendment to the site plan and plan of operation under the following process:

(a) An application must be submitted including a statement of the proposed amendment(s) and a site plan depicting the proposed amendment(s), along with payment of an application fee.

(b) The Plan Commission shall review an application for amending a site plan and solicit a recommendation from the Zoning Administrator. The Plan Commission may recommend approval, approval with conditions, or denial of the application.

(c) Upon recommendation by the Plan Commission, the Town Board will review the application and any recommendation received from the Plan Commission. The Town Board is vested with the final authority to approve amendments to a site plan and plan of operation.

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~~A. Although all of the property included in the Gateway Overlay District is not part of the Rome Town Center District, the standards found in Article XVII of this chapter of the Rome Town Code shall apply in the Gateway Overlay District as follows:-~~

- ~~(1) Permitted land uses, general characteristics, development standards and architectural standards shall be as set forth in § 360-81.1, Commercial "A" Subdistrict, of Article XVII of this chapter, with the exception that outdoor display of merchandise is permitted in areas more than 25 feet from the roadside property line. Any area used for outdoor merchandise display shall have been designated on an approved site plan.~~
- ~~(2) Landscaping, lighting, parking, maintenance, and procedure for abatement of violations shall be per the standards set forth in § 360-81.6, General requirements for all Rome Town Center Subdistricts, and § 360-81.8, Violations, of Article XVII of this chapter. Signage requirements shall be per the standards set forth in Article XXV of this chapter.~~

~~(3) Project review and approval shall be per the standards set forth in § 360-81.7, Project review and approval, of Article XVII of this chapter.~~

~~B.A. Applicable standards in all other underlying Town of Rome Code sections shall be the minimum allowable standards in the Gateway Overlay District.~~

~~§ 360-163. Nonconforming structures and uses.~~

~~Shall be per § 360-11 and shall be applicable to all areas of the Gateway Overlay District.~~

~~§ 360-164. Amendments.~~

~~A. For the purpose of promoting the purpose of these guidelines, the general welfare and conserving the value of property throughout the Town, the Town Board may, from time to time, in the manner hereinafter set forth, amend the regulations imposed by this article, provided that all amendments adopted under the authority of this section, due allowance shall be made for existing conditions, the conservation of property values, the direction of building development to the best advantage of the entire community, the uses to which property is devoted at the time of such amendments, and the purpose and intent of the Gateway Overlay District.~~

~~B.A. The procedure for amendments to the development standards and design guidelines within the Gateway Overlay District shall be per § 360-24.~~