

CITY OF CHIPPEWA FALLS, WISCONSIN

NOTICE OF PUBLIC MEETING

In accordance with the provisions of the Wisconsin State Statutes, Sec. 19.84, notice is hereby given that a public meeting of:

Committee #3 **Transportation, Construction, Public Safety and Traffic**

Will be held on Tuesday, March 5, 2019, at 5:45 pm, Council Chambers, City Hall, 30 West Central Street, Chippewa Falls, WI.

Items of business to be discussed or acted upon at this meeting are shown on the agenda below:

1. Discuss sign variance request from Rusty Volk of the Northern Wisconsin State Fairgrounds Association, Inc. to allow multiple illuminated signs on the main stage advertising off-premise businesses (see attached drawings). Possible recommendations to the Council.
2. Adjournment

NOTICE IS HEREBY GIVEN THAT A MAJORITY OF THE CITY COUNCIL MAY BE PRESENT AT THIS MEETING TO GATHER INFORMATION ABOUT A SUBJECT OVER WHICH THEY HAVE DECISION MAKING RESPONSIBILITY.
NOTE: REASONABLE ACCOMMODATIONS FOR PARTICIPATION BY INDIVIDUALS WITH DISABILITIES WILL BE MADE UPON REQUEST. FOR ADDITIONAL INFORMATION OR TO REQUEST THIS SERVICE, CONTACT THE CITY CLERK AT 726-2719.

Please note that attachments to this agenda may not be final and are subject to change. This agenda may be amended as it is reviewed.

CERTIFICATION OF OFFICIAL NEWSPAPER

I hereby certify that a copy of this notice has been posted on the City Hall bulletin board and a copy has been given to the Chippewa Herald on February 28, 2019 at 1:30 pm by BNG.

City of Chippewa Falls
Inspection/Zoning Department
30 West Central Street
Chippewa Falls WI 54729
Phone # (715)-726-2752 Fax # (715)-726-2752

Appeal # _____
Date Filed _____
Fee \$225.00
Receipt # _____

ZONING BOARD OF APPEALS APPLICATION

(Type or Print)

PAGE 1

GENERAL INFORMATION

Applicant: Northern Wisconsin State Fair Association, Inc
Address: 225 Edward Street
City: Chippewa Falls State WI Zip 54729
Home phone # 715.723.2861 Other phone # _____

PROPERTY OWNER

Name: Northern Wisconsin State Fair Association, Inc
Address: 225 Edward Street
City: Chippewa Falls State WI Zip 54729
Home phone # 715.723.2861 Other phone # _____

LOCATION OF PROPERTY FOR WHICH VARIANCE IS REQUESTED

Legal Description of property: See Exhibit A for Legal Description & Parcel Number Parcel number _____
Address: 225 Edward Street Zoning District P-1
Current Use of property: (Single family) (Two family) (Multi-family) (Commercial) (Industrial) (Vacant) (Other _____)
Circle appropriate use(s)

REQUEST INFORMATION

Applicants request: Request a variance to city ordinance 19.04 and 19.22. Fairgrounds is zoned P-1 with multiple buildings and structures with owner signage and business off-premise signage on structures to show support for Fairgrounds.
Variance request for requiring signage permits on buildings that are set back over 100 feet from roadways on Fairgrounds.
Ordinance requirement All signs need permit Ordinance Section # 19.01 (1)

AFFIDAVIT BY APPLICANT

The undersigned, being duly sworn, acknowledges that the information provided herein is accurate and true to the best of his/her knowledge and belief and hereby grants permission for members of the City of Chippewa Falls Zoning Board of Appeals and Administrative staff to conduct a site inspection of the subject property for the purposes of gathering information related to this application.

Subscribed and sworn before me this

_____ day of _____ 20____

Notary Public, Chippewa County, Wisconsin
My Commission Expires _____

Applicants Signature (Needs notarization)

No variance to the provisions of the City Zoning Code Chapter 17 shall be granted by the Board unless it finds beyond a reasonable doubt that the following facts and conditions exist and so indicates in the minutes its proceedings. (*Responses to the following may be submitted on a separate sheet.*)

- Burden of Proof. The burden is upon the applicant to prove the need for a variance.
- Neighboring Violations. Violations by neighboring owners do not justify granting a variance.
- Exceptional Physical Conditions. Because of the particular physical surroundings, shape or topographical conditions of the specific property involved, such as a shallow or steep parcel of land, a particular hardship to the owner would result, as distinguished from a mere inconvenience, if the strict letter of the regulations were to be carried out. (*i.e., Why is your property unique when compared to others in the neighborhood?*)

The Fairgrounds property is unique due to multiple businesses and organizations utilizing the venue for economic development and social activities of citizens within our region.

- Unique Circumstances. The conditions upon which an application for a variation is based are unique to the property for which the variation is sought and are not applicable, generally, to other property within the zoning classification. (*i.e., What circumstances exist that are unique to your property when compared to others in the neighborhood?*)

The unique circumstance with is the signage size and design must corespond with the size of each building. Some buildings will have multiple signs and on various sides. Lit signs are illedqable from the roadways. All signage is designed to impact event attendees and not the general public utilizing streets and public walkways.

- Economic Hardship and Self-Imposed Hardship Not Grounds for Variance. No variance shall be granted solely on the basis of economic gain or loss. Pecuniary hardship, loss of profit, self-imposed hardships, such as that caused by ignorance, deed restrictions, proceeding without a permit, or illegal sales, are not sufficient reasons for receiving a variance. (*i.e., Do you have reasons, other than financial gain or loss, for asking for the variance? If so, explain.*)

For over a century the Fairgrounds has improved the quality of life in Chippewa Falls. Over the past 122 years, signage permits on Fairgrounds buildings has not been a requirement due to tax exempt status and now the Public Chairity status of the venue.

- Preservation of Property Rights. That such variance is necessary for the preservation and enjoyment of substantial property rights possessed by other properties in the same district and same vicinity. (*i.e., What property rights do your neighbors enjoy that you can't because of the nature of your property?*)

- Absence of Detriment. The proposed variance shall not be hazardous, harmful, noxious, offensive or a nuisance to the surrounding neighborhood by reason of physical, social or economic effect. (*i.e., Will granting the variance to you negatively affect your neighbors or the public in general?*)

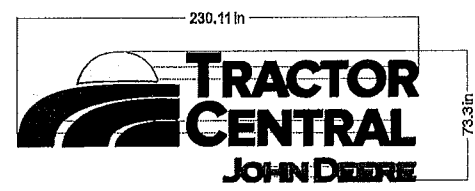
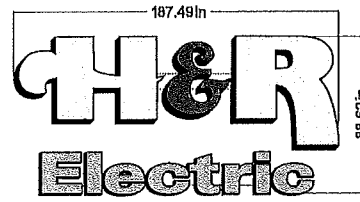
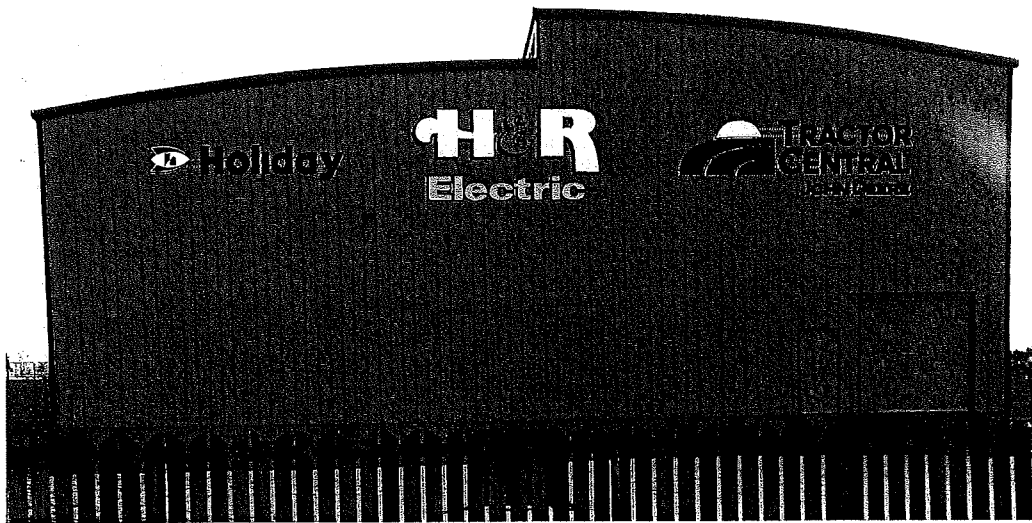
This variance will not affect our neighbors and will enhance the area as did the recent Veteran's Memorial Flag project having a lit Flagpole.

- Preservation of Intent. No variance shall be granted that is not consistent with the purpose and intent of the regulations for the district in which the development is located. No variance shall have the effect of permitting a use in any district that is not a stated permitted use, accessory uses or conditional use in that particular district.

(*i.e., How do you intend to preserve the intent of the Ordinance?*)

The ordinance will be preserved by allowing signage over 100 feet from roadways. This distance far exceeds other districts with regards to signage setback.

ILLUMINATED CHANNEL LETTERS



Approved by: _____ Date: _____ Landlord: _____ Date: _____

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2602 Malby Street • Eau Claire, WI 54603 • 715-835-8189

Drawing by: Brian Anderson
Sign Type: Channel Letters
Date Created: 1-11-2019
Last Modified: 1-18-2019
Scale: None

Job Name: Northern WI State Fair
Job Address: Chippewa Falls, WI
Salesperson: Bill Hedrlington
Job Number: 103715

Revision Number:
Job File Location:
S:\Eau Claire\Job Name\
(Sales) Artwork PDFs

- 1 ■
- 2 ■
- 3 ■
- 4 ■
- 6 □

Colors TBD

LOGOS OR TEXT ON SELECTED BY OWNER REPRESENTATION. REVISED COLOR OF FINISH PRODUCT MAY DIFFER.

Bridget Givens

From: Rusty Volk <rvolk@nwsfa.com>
Sent: Monday, February 25, 2019 10:45 AM
To: Paul Lasiewicz
Cc: Bridget Givens; Rusty Volk
Subject: RE: NWSF Sign Variance - 1
Attachments: 20190221_132538.jpg; 20190221_132607.jpg; 20190221_132622.jpg; 20190221_132634.jpg; 20190221_132415.jpg; 20190221_132450.jpg

Paul,
I am copying Bridget on this email, so she has the Fairground Building Sign pics as well. The attached zip file has current pictures of the buildings with signs already on the structure and I have included 4 buildings that will likely have signs on them within the near future (1-2 years). I have also attached a rendition of the three new signs scheduled to be placed on the Leinenkugel Main Stage back side. The attached Fairgrounds Pic is a map listing current names of buildings so when we discuss a building/area, we are all talking about the same structure/area. Believe me it can get very confusing for people because of the number of buildings and various names over the past 100 years.

Business signs currently on the Fairgrounds are for a designated number of years from 1 to 5 years depending on the business. The revenues from these signs make it possible for NWSF to maintain these buildings. During the Fairgrounds Acquisition Campaign in 2007 the City of Chippewa Falls made a financial donation to the campaign. The goal was that we would never have to return to donors to repurchase the Fairgrounds in the future. As part of our Mission, Vision, and Values statement we are to remain fiscally responsible for the stewardship of retaining the Fairgrounds and business name recognition/advertising on buildings is one way to maintain these buildings for everyone to enjoy.

The NWSFA board would like to seek a variance to the City ordinance requiring permits for signage on buildings. It is understandable and agreeable that any signage located next to any roadways, would need to be compliant for reasons listed in the ordinance. We discussed a Digital message sign on the corner of Hwy 124 & Edwards by Parkview School as a real value to our citizens and of course this would need to be compliant. Keep in mind currently all building signs are on structures to be viewed and utilized during events on the Fairgrounds and not intended for commercial traffic on roadways.

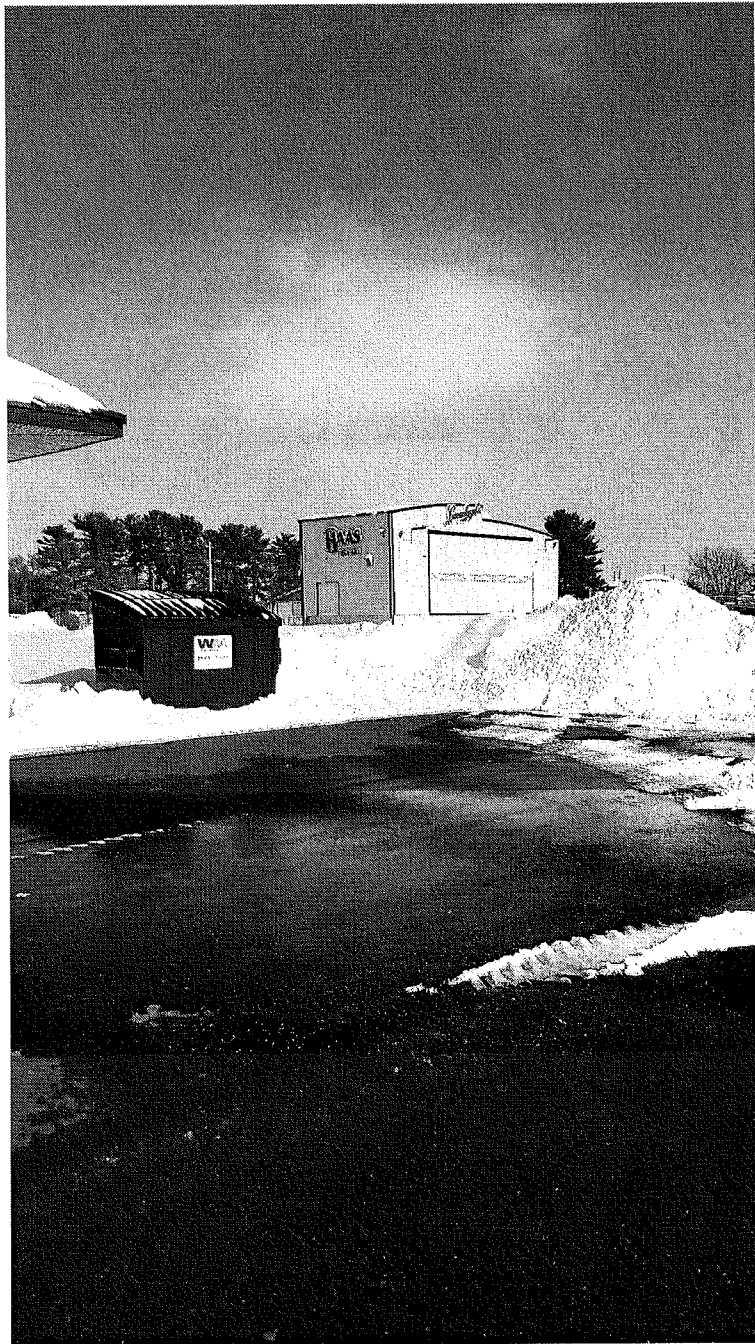
Please let me know if this can be addressed and I would be happy to attend meetings to answer questions on these signs. As of this date all proposed signs are on hold until we can obtain a variance. If this can be addressed at the counsels earliest meeting it is greatly appreciated.

Kindest regards,

Note: you will be receiving more emails with pictures.

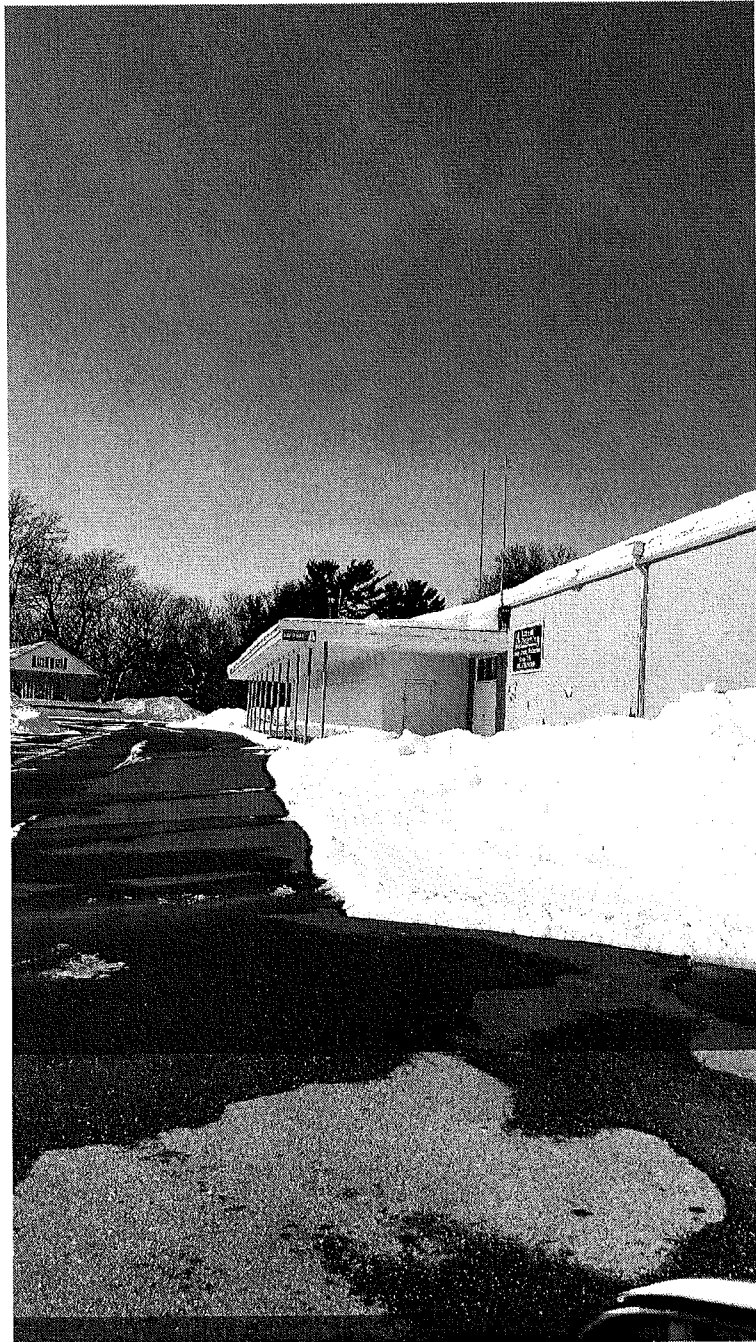
Rusty Volk CFE
Northern Wisconsin State Fairgrounds
225 Edward Street
Chippewa Falls, WI 54729
715.723.2861 Ext 102
www.nwsfa.com

See you at the Fair July 10 - 14, 2019





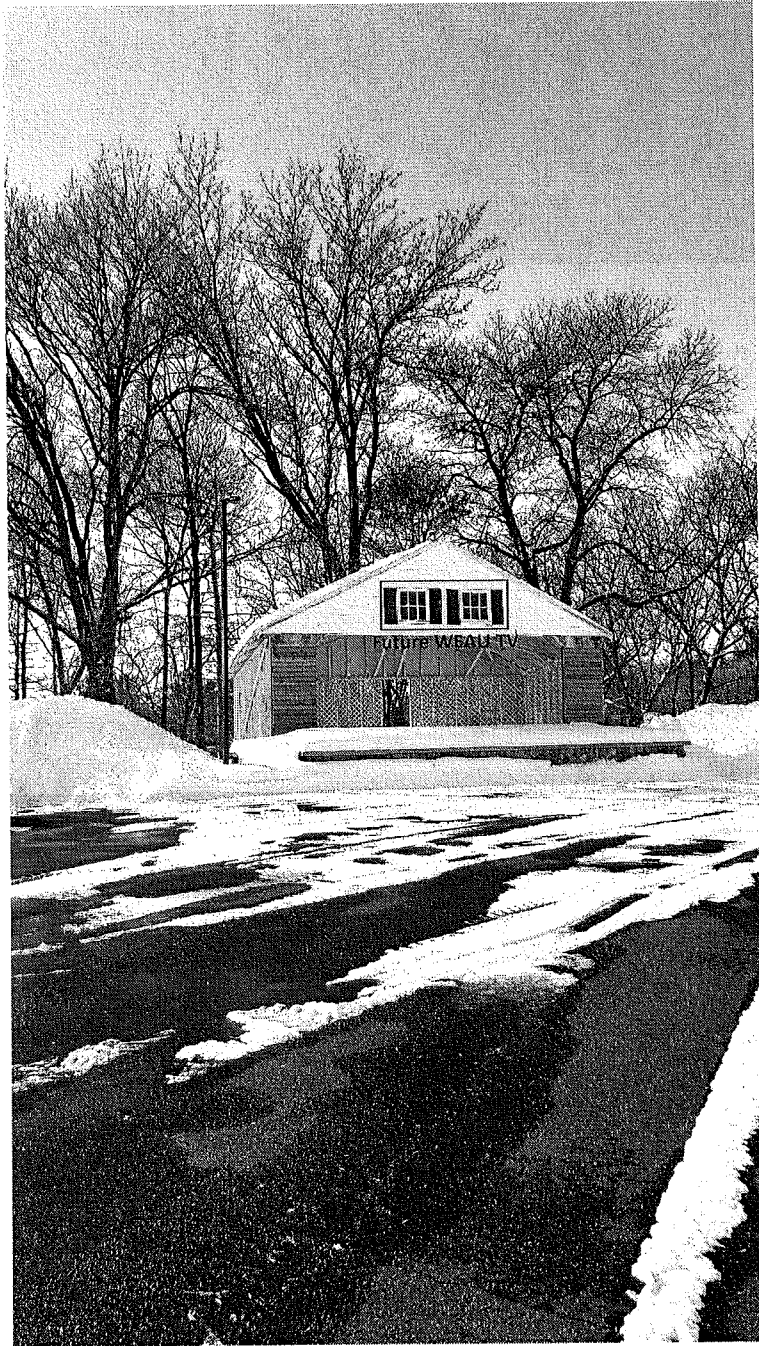




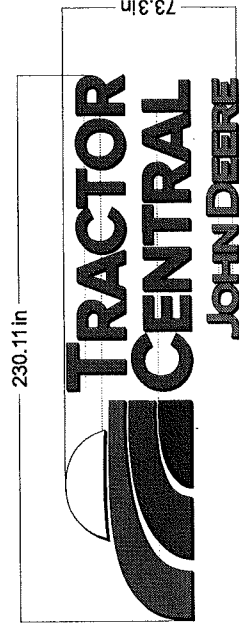
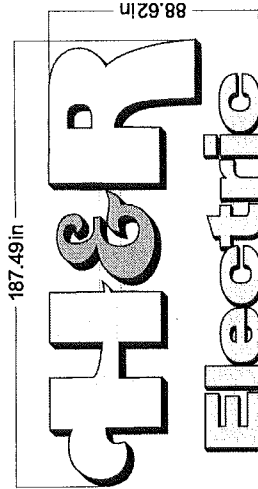
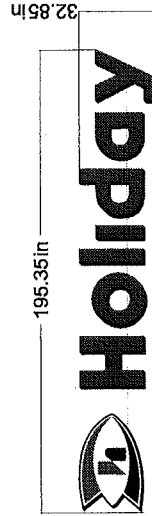








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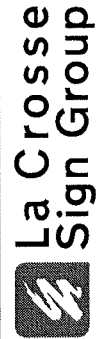
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- 5

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