

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 19, 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 Chapter 19, Sign Regulations, and its application in the City including, but not limited to, the sign variance request from Rusty Volk of the Northern Wisconsin State Fairgrounds Association. 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 March 15, 2019 at 11:30 am by BNG.

Bridget Givens

From: Paul Lasiewicz
Sent: Friday, March 15, 2019 10:28 AM
To: Bob Ferg
Cc: Committee 3; Rusty Volk (rvolk@nwsfa.com); Bridget Givens
Subject: Fairgrounds variance
Attachments: Response letter to City Zoning - Signage 3.7.19.docx

Hello Bob,

I wanted to give you some background information on the upcoming committee #3 meeting.

The Northern Wisconsin State Fairgrounds is requesting a variance from the city sign code to allow off-premise signs to be located in P-1 Public and Institutional District. The ordinance currently prohibits off-premise signs in this district. The attached letter from NWSFA expresses their concerns and request. The challenge with this request is attempting to quantify a variance due to the sign sizes and locations changing based on sponsorship or naming donors as stated in the attached letter.

The best solution I see would be to change the sign ordinance to allow off-premise advertising in the P-1 District, creating new language to address sponsorship and donor recognition signs. If the committee decides an ordinance change is the best solution, we can get some direction from them on how to frame that language, such as being specific to non-profit organizations or other criteria.

Have a good weekend,



Paul Lasiewicz

City Inspector/Zoning Administrator
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March 6, 2019

Paul Lasiewicz
City Inspector/Zoning Administrator
City of Chippewa Falls
30 West Central Street
Chippewa Falls, WI 54729

Dear Paul,

Committee 3 did not take any action on the Sign Variance request for the Northern Wisconsin State Fairgrounds at the March 5, 2019 meeting. As you stated the Fairgrounds is a different entity on property zoned public/institutional, which does not permit off-premise signs, and it has been this way for over 120 years. Off-premise signs have been placed on Fairgrounds buildings for years as evident with the RCU School Exhibits sign which has been in place for nearly 20 years. As the Executive Director of the Fairgrounds I assumed signage on buildings was not an issue due to this long-standing tradition and I was not aware this practice was in violation of the zoning ordinance.

Due to redevelopment of the Fairgrounds there is renewed interest in naming rights/sponsorships, and therefore we are seeing added signage on Fairground structures. As mentioned at the meeting other areas of the city (ball fields) also have off-premise signs that would be in violation of the city sign ordinance. I informed you and the committee that these off-premise signs are typically 5-year agreements and they could easily change depending on the company. I am providing a map of structures with current and projected off-premise signs to your department, so you have an account of these signs as of 2019.

I propose the City Council grant the Northern Wisconsin State Fairgrounds a sign variance to allow off-premise signs on structures that lie within the gated venue. This would be no different than signs inside the Chippewa Ice Arena, Ball Fields, or even Irvine Park with names and/or businesses in support of the venue. I suspect past City Council's have allowed this practice as nothing is written into the ordinance for these unique properties within public/Institutional zones.

The Northern Wisconsin State Fair Association, Inc board of directors has authorized signs to be placed on these Fairground structures and in good faith and respect to these sponsors, we plan to move forward and allow this practice to continue as it has for many years. I believe the City Council will come up with a solution for the Fairgrounds and other venues, as we unknowingly have been and will be in violation until something is resolved. I am willing to provide my input and expertise into resolving this at your earliest convenience.

Regards,

Rusty Volk CFE, Executive Director, Northern Wisconsin State Fair Association, Inc.



Other Signs: Northland Builders
EMS Building, Rotary Club, RCU,
Northwestern Bank, WEAU 13
NEWS, River Country Co-op,
Accent Finishing, Holy Ghost,
Optimist, Lions, Always!

Stage Signs: Leinentuget, Haas Inc,
H&R Electric, MEGA/Holiday,
Tractor Central.

• **19.22 - P-1 PUBLIC AND INSTITUTIONAL DISTRICT .**

SHARE LINK TO SECTION PRINT SECTION DOWNLOAD (DOCX) OF SECTIONS EMAIL SECTION

In the P-1 Public and Institutional District signs shall be regulated as follows:

(1)
PERMITTED SIGNS. Wall, window, marquee, canopy, awning, projecting, directional, ground and roof signs.

(2)
AREA. The gross area in square feet of all signs shall not exceed one time the lineal front footage of the zoning lot.

(3)
GROUND SIGNS. The area of a ground sign shall not exceed 150 square feet. No ground sign shall project higher than 20 feet above grade. Only one on-premises ground sign shall be permitted for each street frontage of the zoning lot.

(4)
OFF-PREMISES SIGNS. Off-premises signs shall be prohibited in the Public and Institutional District.