

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, July 2, 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 Stacey Miller for his business located at 4 Division Street. 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 June 28, 2019 at 9:40 am by BNG.

To Chippewa Falls City Council Committee No. 3

I would respectfully like to request a variance regarding sign size for my property located at 4 Division St.

A quick background here. I purchased this property on April 1st of this year. It was formerly the Auto Pilots Driving School building. This location is zoned O-1 Office. My usage of the building is for a staff of 3 operating an insurance agency, which is within the specifications for that zoning. I have 2 professionally made 4' x 8' signs (pictures attached) that I would like to keep placed on the building on the sides that generally face south and east. These are unlighted signs. As you may know, the sign size maximum for O-1 is 12 ft². This is the same sign size as allowed for the downtown area.

Please consider allowing these signs for the following reasons:

1. The driving school had none, or virtually no customers that came to the building. My business averages about 4-5 customers per day coming to our business. Their familiarity with Chippewa Falls varies greatly, from very familiar to no familiarity at all.
2. As one comes from the north, the speed limit is 35 MPH, then reduced to 25 MPH somewhere near the intersection of Kennedy and East streets. Coming from the south the speed limit is 25 MPH all the way up Grand Avenue. The traffic goes by this building much faster than anywhere downtown. Therefore, it is imperative that signage be larger than downtown so traffic can slow sufficiently once seeing the sign to negotiate the turn into the driveway.
3. Should the signs be too small, drivers will potentially not see them until the last second, hitting their brakes hard enough to cause the car behind them to hit them. So, there is a safety aspect to this.

4. A rule of thumb I've found is you should have 1" of letters for every 10' of viewing distance. In other words, 3" letters can generally be viewed comfortably from about 30'.
5. A calculator I found says that at 25 MPH, 6" letters will allow 5 seconds of visibility. (Source: the SignChef). My sign letters are 10" at the top level, which would allow 10 seconds of visibility according to the calculator.
6. Another factor to keep in mind is the building is set back off the road at a much greater distance than typical downtown buildings. The building sits about 50' from the south road and about 50' from the east road.
7. My primary company, Rural Mutual Insurance has very specific requirements for sign language and layout. Therefore, it may be difficult to meet their requirements with a smaller sign.

Respectfully submitted,



Stacey Miller
Northwest WI LLC