

Regular Meeting

June 21, 2022

Regular meeting called to order at 7:00 p.m. by Village President Scott Schumacher. Trustees present: Curtis, Hennessey, Lautz, Leicht, and Twining. Also present: Recreation Director Tony DeGaetano, Police Chief Kyle Holzhausen, Police Lieutenant Nate Cibulka, Public Works Director Loren Schwier, Director Economic and Strategic Development for Cedar Corporation Seth Hudson, Real Estate Manager for Lamar Zach Schoh, Village Attorney Bryant Klos, and Village Administrator Teresa DeLong.

Minutes

Motion by Trustee Leicht, seconded by Trustee Twining to approve the minutes of the June 7, 2022, meeting as written. Roll call vote: Unanimous aye. Motion approved.

Claims

Claims from the following funds were presented for payment:

General Fund:	\$447,513.86
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Motion by Trustee Leicht, seconded by Trustee Hennessey approve the payment of all claims as listed. Roll call vote: Unanimous aye.

Resolution 3.22

Motion by Trustee Twining, seconded by Trustee Hennessey to approve Resolution 3.22 Compliance Maintenance Annual Report as presented. Roll call vote: Unanimous aye. Motion approved.

Special Event Application

Motion by Trustee Hennessey, seconded by Trustee Leicht to approve the issuance of a Special Event Permit to Hmong Cultural Center of La Crosse to hold the annual Hmong New Year in Veteran's Memorial Park on September 24 and 25, 2022, as presented. Roll call vote: Unanimous aye. Motion approved.

2022-2023 License Applications

Motion by Trustee Hennessey, seconded by Trustee Curtis to approve the 2022-2023 License Applications as submitted. Roll call vote: Unanimous aye. Motion approved.

Planning Commission

President Schumacher reported on the June 14, 2022, Planning Commission public hearing and meeting. The public hearing concerned a conditional use permit application filed by Fairway Outdoor Funding, LLC in order to construct an off-premise digital sign at Westbowl Lanes/Features Sports Bar & Grill at 1425 West City Highway 16. There were no citizens present to speak for or against the proposed conditional use permit. The public hearing was closed, and the Planning Commission meeting was then called to order. The Commission reviewed for recommendation to the Village Board proposed Conditional Use Permit No. 52, which would allow Fairway Outdoor Funding, LLC d/b/a Lamar Advertising to construct a monopole pylon with an on premise sign at a lower level and a one-sided electronic message display at the top for off-premise

messaging on land that is zoned Business. Attorney Klos presented proposed Conditional Use Permit No. 52, including the following conditions that must be incorporated into a Real Estate Declaration of Covenants, Conditions and Deed Restrictions:

1. The exact location of the monopole pylon and sign within the legal found as Exhibit B would be as located on City Highway 16 as shown on Exhibit C.
2. The on premise sign shall have dimensions of 4 feet high and 7 feet wide and the bottom of the sign shall be 16 feet off the ground and shall have interior illumination and look as depicted on Exhibit C.
3. The off-premise electronic message board shall only advertise on its west side with no off-premise advertising on the east side of the monopole pylon.
4. The off-premise sign shall be 10 feet high and 20 feet wide and the top of the sign shall be no higher than 40 feet off ground level.
5. The electronic digital billboard could have changeable messages that have a hold time of at least 6 seconds each. Each message change must occur in one second or less. The use of traveling messages, segmented messages, or scrolling messages is prohibited. Each message must be fixed and fully static during display. The message may not flash, move, use animation, twinkle, fade, bounce, rotate, pulse, flipflop, or create effect of movement.
6. The electronic digital billboard must have illumination of no more than 5,000 nits during daylight and 500 nits during nighttime hours.
7. Fairway Outdoor Funding, LLC d/b/a Lamar Advertising will donate 5 hours of community service messaging space on the sign per month for community public service announcements and for emergency management notices.
8. The electronic digital billboard must comply with West Salem Ordinance 3.07, Wis. Stat. Sec. 84.30, and Wis. Adm. Code Trans Chapter 201 at all times.

Under West Salem Ordinance 3.07(G)(3), only one free standing ground sign above 10 feet in height is allowed per parcel. Under West Salem Ordinance 3.07(F)(3)(a) (ii), electronic message unit signs may only be used to advertise activities conducted on the premises or to present public service information. The Village Board also has the power to grant variances or exceptions to all of the sign regulations through the conditional use permit process (West Salem Ordinance 3.07(J)). The Village Planning Commission finds that the State Director of Highway Operation has granted a permission for this sign and the closest off-premise sign on Highway 16 to the west is roughly 2,000 feet away and to the east roughly 3,000 feet away and the west message side of the sign will be visible to very few, if any, residences. The Planning Commission recommended to the Village Board granting a variance to approve the signs as proposed and approval of Conditional Use Permit No. 52 as presented.

Motion by President Schumacher, seconded by Trustee Twining to approve the minutes of the Planning Commission meeting of June 14, 2022, as presented. Roll call vote: Unanimous aye. Motion approved.

Conditional Use Permit No. 52

Motion by Trustee Lautz, seconded by Trustee Curtis to approve Conditional Use Permit No. 52 as recommended. Roll call vote: Unanimous aye. Motion approved.

Motion by Trustee Lautz, seconded by Trustee Hennessey to convene in closed session at 7:27 p.m. pursuant to Wis. Stat. Sec. 19.85(1)(e) for the purpose of deliberating or negotiating the purchase of public properties, investment of public funds, or conduct of other specific public business, whenever competitive or bargaining reasons require a closed session, i.e., possible land sale incentives. Roll call vote: Unanimous aye. Motion approved.

Motion by Trustee Lautz, seconded Trustee Leicht to convene in open session at 8:07 p.m. Motion approved by voice vote.

Motion by Trustee Hennessey, seconded by Trustee Twining to adjourn the meeting at 8:08 p.m. Approved by voice vote.

Teresa L. DeLong, Village Administrator