

Public Hearing
Ordinance No. 514 Amend Parking, Stopping, or Standing Section and
Creating No Parking in Front of Mailboxes Section of the
Village of West Salem Code of Ordinances

April 18, 2023

Public hearing called to order at 6:50 p.m. by Village President Scott Schumacher. Trustees present: Anderson, Curtis, Lautz, Leicht, and Twining. Excused: Hennessey. Also present: Police Chief Kyle Holzhausen, Public Works Director Loren Schwier, Zach Schoh of Lamar Advertising, and Village Administrator Teresa DeLong.

The purpose of the public hearing was to hear public comment on proposed Ordinance No. 514. This Ordinance, if adopted, would amend Section 6.05(G)(7) to allow parking of emergency vehicles in the street along the curb line of Hamlin Street during school hours. Ordinance No. 514 would also create a new Section 6.05(J)(4) which would prohibit parking within five feet on either side of any mailbox.

There were no citizens present to speak for or against the proposed Ordinance.

Motion by Trustee Lautz, seconded by Trustee Twining to close the public hearing at 6:55 p.m. Motion unanimously approved by voice vote.

Teresa L. DeLong, Village Administrator

Regular Meeting

April 18, 2023

Regular meeting called to order at 7:00 p.m. by Village President Scott Schumacher. Trustees present: Anderson, Curtis, Lautz, Leicht, and Twining. Excused: Hennessey. Also present: Police Chief Kyle Holzhausen, Public Works Director Loren Schwier, Zach Schoh of Lamar Advertising, and Village Administrator Teresa DeLong.

Minutes

Motion by Trustee Curtis, seconded by Trustee Twining to approve the minutes of the April 4, 2023, meeting as written. Roll call vote: Unanimous aye. Motion approved.

Claims

Claims were presented for payment totaling \$95,815.48. Motion by Trustee Leicht, seconded by Trustee Anderson to approve the payment of all claims as listed. Roll call vote: Unanimous aye.

Ordinance No. 514

The proposed creation of a no parking in front of mailboxes ordinance was deliberated at length. It was noted the residents requesting this change were not present. Discussion

was held regarding the necessity of the ordinance, how it would be enforced, and the effect on the entire Village by addressing a problem area.

Motion by Trustee Lautz, seconded by Trustee Curtis to approve adoption of Ordinance No. 514, as presented. Roll call vote: Curtis and Leicht – nay; remainder of Board – aye. Motion approved.

Special Event Application

Motion by Trustee Leicht, seconded by Trustee Twining to approve the issuance of a Special Event Permit to June Dairy Days for the Annual Parade scheduled for Saturday, June 3, 2023, beginning at 12:00 Noon and continuing until 3:00 p.m. Roll call vote: Unanimous aye. Motion approved.

Law Enforcement Committee

Trustee Lautz reported on the April 4, 2023, Law Enforcement Committee meeting. An Application to Exceed Pet Limit was submitted by Jenna and Dylan Dettmering in order to add a third dog to their home. The third dog is a seven-week old Teddy Chiweenie Mix. The Dettmering Family presently owns two Labrador Retrievers. The two retrievers are current with rabies vaccinations and are kept primarily indoors. The Law Enforcement Committee recommended approval of the Application submitted by the Dettmerings.

Motion by Trustee Lautz, seconded by Trustee Leicht to approve the minutes of the Law Enforcement Committee meeting held on April 4, 2023, as presented. Roll call vote: Unanimous aye. Motion approved.

Motion by Trustee Lautz, seconded by Trustee Leicht to approve the issuance of a Permit to Exceed Pet Limit to Jenna and Dylan Dettmering as recommended. Roll call vote: Unanimous aye. Motion approved.

Planning Commission Public Hearings and Meeting

President Schumacher reported on the April 10, 2023, Planning Commission public hearings and meeting. The first public hearing concerned a Conditional Use Permit Application filed by Lamar Advertising of La Crosse in order to add a backside digital panel to the existing digital billboard sign at 1425 West City Highway 16. Zach Schoh explained the current digital sign has performed tremendously well, and the demand from local businesses to advertise on the sign is more than Lamar had expected. In fact, Lamar has had to turn away customers, and the Village was unable to utilize the new digital for a local fundraising event due to no space being available. Mr. Schoh stated in return for the Village allowing Lamar to add the backside of the monopole sign, the Village will have a guaranteed spot on the digital for one year. After that one year, the Village can utilize any of the digital panels in West Salem at any time as long as there is space available. This is more use than the present five hours per month. There were no citizens present to speak against the Application. The second public hearing was called to order and involved a Petition for Change of Zone submitted by Coulee Region Christian School Association, Inc, in order to change the zone of 701 Industrial Drive from Business to Residential Zoning. There were no citizens present to speak against the Petition for Change of Zone. There were many in attendance registering to speak in support of the Petition for Change of Zone. Attorney Dan Arndt addressed the changes made from the first Petition for Change of Zone to this current Petition, addressed traffic and parking

concerns, cited the current comprehensive smart growth plan and the draft update comprehensive plan, and the School's role in the Village of West Salem. Cindy Moses, Administrator for the Coulee Christian School, stated if the Petition and Conditional Use Permit Application were approved, the School would immediately begin using the facility for grades 7 through 12. The added space would allow the school to add new tracts of educational opportunities. Lack of space is a significant issue at the current site on West Garland Street. Katie Trussoni described the many changes that have taken place in the present school due to lack of space. Ms. Trussoni stated there are 50 high school students, and at least 20 of those are driving to school. Adam Foye, Zachary Graw, Bradley Chandler, Roger Parrett, Chris Davis, Cindi Hutman, and Jared Heesch all spoke in favor of the Petition for Change of Zone. Jim Brickl, Owner and President of Select Trusses & Lumber, Inc., stated he was present to speak on behalf of Select Trusses, not the Business Park tenants as some are in favor and some are not. Mr. Brickl cited positive merits in evaluating the rezoning, including having an open mind in evaluating the pros and cons of rezoning, keeping a sense of value in mind, and the ergonomics of this land as a school. He stated the entrance and exit driveways are conducive to positive traffic flow and the parking is sufficient. In reviewing comparable schools for traffic and pedestrian flow, the subject property is superior to Aquinas High School and La Crosse Central High School and is comparable to Logan High School, which is also located next to a County Highway and an industrial park. Mr. Brickl does not feel traffic on Industrial Drive is an issue. Select Trusses fully endorses the rezoning of this property. In attendance and registering in favor of the Petition were Sandra LeCleur, Cliff LeCleur, Dana Post, Tammy Chandler, Tom LaLond, Ronda Leahy, Craig Halvorson, Lacey Wellsfry, Judith Halvorson, Kala LaLond, Sherri Lewison, Jarrod Roll, Heather Roll, Scott Paulson, Jennifer Wulf, and Christopher Lois. The third public hearing concerned a Conditional Use Permit Application submitted by Coulee Region Christian School Association, Inc, in order to locate a new school for grades 7 through 12 at 701 Industrial Drive. Attorney Dan Arndt spoke in favor of the Conditional Use Permit Application stating the School intends to limit the new building use to grades 7 through 12 and the Village would then maintain control over the future use of the facility. The Planning Commission meeting was then called to order by Chair Scott Schumacher. The Commission reviewed the Conditional Use Permit Application submitted by Lamar Advertising of La Crosse to add a backside digital panel to the existing digital billboard sign at 1425 West City Highway 16. Attorney Klos presented a proposed Conditional Use Permit setting forth seven conditions as follows:

1. The exact location of the monopole pylon upon which the second digital sign would be located within the legal description found as Exhibit B would be as located on City Highway 16 as shown on Exhibit C.
2. The off-premise electronic message board shall only advertise on its east side of the monopole pylon.
3. 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.
4. 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.

5. The electronic digital billboard must have illumination of no more than 5000 nits during daylight and 500 nits during nighttime hours.
6. Fairway Outdoor Funding, LLC., d/b/a Lamar Advertising will donate \$10,000 worth of community service advertising on this specific sign for the benefit of the Village of West Salem and the West Salem School District for one year commencing when the sign is first up and advertising for 3rd parties and thereafter when advertising space allows for community public service announcements and for emergency management notices.
7. 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.

Attorney Klos stated the Village Board has the power to grant variances or exceptions to all of the sign regulations through the conditional use permit process. The Planning Commission recommended approval of Conditional Use Permit No. 58, as proposed. The Planning Commission discussed the Petition for Change of Zone submitted by Coulee Region Christian School Association, Inc. and the comments given at the public hearing. The Commission discussed surrounding zoning districts, how zoning cannot be inconsistent with the adopted comprehensive smart growth plan, traffic patterns and plans, pedestrian safety, and planned use of the property. The Commission unanimously recommended the Village Board approve the Petition for Change of Zone submitted by the Coulee Region Christian School, Inc. for its property located at 701 Industrial Drive. The Commission discussed the Conditional Use Permit Application submitted by Coulee Region Christian School, Inc. in order to locate a new school for grades 7 through 12 at 701 Industrial Drive along with proposed conditions to be incorporated in the permit. The Commission voted to defer the proposed Conditional Use Permit to the April 25, 2023, Planning Commission meeting.

Motion by President Schumacher, seconded by Trustee Twining to approve the minutes of the April 10, 2023, Planning Commission public hearings and meeting. Roll call vote: Unanimous aye. Motion approved.

Motion by Trustee Lautz, seconded by Trustee Curtis to approve Conditional Use Permit No. 58 to Fairway Outdoor Funding, LLC d/b/a Lamar Advertising as presented. Roll call vote: Unanimous aye. Motion approved.

Motion by Trustee Leicht, seconded by Trustee Lautz to adjourn the meeting at 7:49 p.m. Approved by voice vote.

Teresa L. DeLong, Village Administrator