



Minutes  
Committee #3

Transportation, Construction, Public Safety and Traffic

Committee #3 met on Tuesday, July 2, 2019 at 5:45 pm in the Council Chambers, City Hall, 30 West Central Street, Chippewa Falls, WI.

Committee Members present: Paul Olson and CW King

Council Members present: Mayor Hoffman and John Monarski

Others present: Building/Zoning Inspector Paul Lasiewicz, Stacey and Laurie Miller, and City Clerk Bridget Givens.

The meeting was called to order at 5:45 pm.

1. **Discuss sign variance request from Stacey Miller for his business located at 4 Division Street. Possible recommendations to the Council.**

Building/Zoning Inspector Lasiewicz explained that the sign variance request was predicated upon an order to correct that he had issued. Lasiewicz had no issues with the variance request as presented by Mr. Miller.

**Motion by King** to recommend Council approve the sign variance request from Stacey Miller for his business location at 4 Division Street including issuance of the appropriate permit. **Motion died for lack of a second.**

Councilor Olson asked for additional information regarding the sign including the number requested and the size. Mr. Miller requested two signs so the business could be identified whether travelling north or south. Inspector Lasiewicz indicated that logos and lettering are taken into consideration when determining sign size, not white space.

**Motion by King/Olson** to recommend Council approve the sign variance request from Stacey Miller for his business location at 4 Division Street including issuance of the appropriate permit. **All present voting aye, motion carried.**

2. **Adjournment**

**Motion by King/Olson** to adjourn at 5:51 pm. **All present voting aye, motion carried.**

Minutes submitted by:  
Paul Olson, Vice-Chair

## **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 1<sup>st</sup> 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 ft<sup>2</sup>. 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