

**MINUTES OF THE ALTOONA, WI
REGULAR PLAN COMMISSION MEETING
July 25, 2016**

(I) Call Meeting to Order.

The meeting was called to order by Mayor Brendan Pratt at 6:00 p.m. held in the Council Chambers at Altoona City Hall.

(II) Roll call.

Members present: Mayor Brendan Pratt, Craig Olsen, Kimberly Devereaux,
Larry Sturz, Ray Henning, and Barbara Oas-Holmes.

Members Absent: Andrew Schlafer

Also Present: City Planner, Joshua Clements
Building Inspector Eric Velin
City Clerk Cindy Bauer
Kevin Erickson, LaCrosse Signs on behalf of School District of Altoona
CUP applicant

(III) Citizen Participation Period.

Motion by Sturz/Henning to close Citizen Participation Period. **Motion carried.**

(IV) Approval of minutes.

Motion by Olsen/Oas-Holmes to approve the minutes of the June 13, 2016 Plan Commission meeting. Sturz abstained. **Motion carried.**

(V) Unfinished Business – none.

(VI) New Business

(1) Public Hearing at 6:00 p.m. or as soon thereafter as is practical for a Conditional Use Permit to allow a wall sign and monument sign each larger than 32 square feet requested by LaCrosse Sign Company on behalf of the School District of Altoona for the Elementary School property at 157 Bartlett Avenue, Altoona (parcel #201-1028-02-000). The conditional use is regulated by Section 19.58.080 A. 2. a. and b. of the Altoona Municipal Code.

Mayor Pratt opened the public hearing at 6:03 p.m.

City Planner Joshua Clements explained that the School District of Altoona is completing their Elementary School at 157 Bartlett Avenue, (parcel #201-1028-02-000). They are requesting a Conditional Use to install two signs as follows:

1. A northeast facing wall sign would display the name of the school and the district logo. The sign would be approximately one hundred forty-eight square feet (148 sq. ft.) and would measure approximately six feet by twenty-four feet (6ft. X 24 ft.)

2. A monument sign would be placed on the base that has been installed at the entrance to the property on Bartlett Avenue. The sign would have approximately sixty-two square feet (62 sq. ft.) of copy area. It would measure six and one half feet by nine and one half feet (6.5 ft. X 9.5 ft.) and would be placed above the four foot (4 ft.) tall base. The upper portion of the sign would permanently display of the name of the school and the district logo. The lower portion of the sign would be an electronic changeable-copy "readerboard/message center". The signs are regulated by Section 19.58.080 A. 2. a. and b. of the Altoona Municipal Code as a conditional use.

Kevin Erickson of LaCrosse Graphics, representing the School District of Altoona was present to answer any questions members had regarding the sign.

Motion by Devereaux/Oas-Holmes to close the public hearing at 6:07 p.m. **Motion carried.**

(VI)(2) Discuss/consider approval of Conditional Use Permit requested by LaCrosse Sign Company on behalf of the School District of Altoona for the Elementary School property at 157 Bartlett Avenue, Altoona WI (parcel #201-1028-02-000).

Motion by Devereaux/Olsen to approve a Conditional Use Permit requested by LaCrosse Sign Company on behalf of the School District of Altoona for the Elementary School property at 157 Bartlett Avenue, Altoona WI (parcel #201-1028-02-000) subject to the following condition(s):

1. The operation of the changeable copy sign shall be subject to the limitations of Section 19.58.080 D. 3 c. of the Altoona Municipal Code. **Motion carried.**

(VI)(3) Discuss/consider recommendation to Council regarding a Specific Implementation Plan for multi family units in the River Prairie Mixed Use Development in the northwest quadrant of River Prairie as submitted by Kramer Land Design Studio on behalf of Bascom Capital LLC.

City Planner Clements explained that Bascom Capital LLC withdrew their Specific Implementation Plan at this time until further notice.

(VII) Miscellaneous Business and Communications.

(VIII) Adjournment.

Motion by Henning/Devereaux to adjourn at 6:09 p.m. **Motion carried.**

Minutes transcribed by Cindy Bauer, Altoona City Clerk