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**LA CROSSE COUNTY BOARD OF SUPERVISORS PLANNING MEETING
PROCEEDINGS; MONDAY, DECEMBER 05, 2011**

The La Crosse County Board of Supervisors Planning Meeting was held on Monday, December 05, 2011 in the Administrative Center, Room B410. The County Clerk, Ginny Dankmeyer, took attendance. 27 supervisors were present when Chair Tara Johnson called the meeting to order at 6:00 P.M. and those otherwise present, excused or absent are noted in the roll call detail:

District Name	Attendance
1 Richmond, Andrea	Present
2 Geary, Ralph	Present
3 Feehan, Bill	Excused
4 Johnson, Jai	Present at 06:21 PM
5 Johnson, Karin	Present
6 Billings, Jill	Present
7 Plesha, Roger	Excused
8 Freedland, Maureen	Present
9 Hampson, Sharon	Present
10 Wood, Margaret	Present at 06:06 PM
11 Kader, Audrey	Present at 06:49 PM
12 Flood, Bridget	Present
13 Brockmiller, Bill	Present
14 Medinger, John	Present
15 Mach, Beverly	Present
16 Sebranek, Gerald	Excused
17 Meyer, Donald	Present
18 Johnson, Tara	Present
19 Keil, Robert	Excused
20 Bina, Donald	Present
21 Manthei, Dennis	Present
22 Ebert, Ray	Present, Excused at 07:00 PM
23 Gamroth, Tammy	Present
24 Pfaff, Leon	Present
25 Schroeder, Jeffrey	Present
26 Burke, Vicki	Present, Excused at 06:53 PM
27 Pedretti, Marilyn	Present
28 Doyle, Steve	Present
29 Kruse, Monica	Present
30 Spiker, Charles	Present
31 Ferries, Dan	Present
32 Benrud, Arlene	Excused
33 Berns, Jim	Present
34 Wehrs, Tina	Present
35 Bilskemper, Joe	Present

PLEDGE OF ALLEGIANCE

COMMUNICATIONS AND ANNOUNCEMENTS:

County Board Chair Report - Tara Johnson

- Supervisor Conference Reports - There were no Supervisor Conference Reports.

Administrator Report - Steve O'Malley

Proclamation December 2011 - Zoning, Planning and Land Information and Metropolitan Transportation Planning Month

WHEREAS, the staff of these departments assist and advise individuals, businesses, professionals and governmental communities by uniformly administering the zoning, floodplain, shoreland, subdivision, telecommunication, nonmetallic mining ordinances, and consistently carrying out the provisions of the comprehensive land use ordinances; and, **WHEREAS**, they coordinate land information systems for the assessment, taxation, mapping, building permits, planning and the educational needs of the public and private sector, one of which is the county land records website; and, **WHEREAS**, they help provide a safe and efficient transportation system plan, obtaining transportation funding, which is maintained and funded partly through Wisconsin, Minnesota and federally required metropolitan transportation planning department. **NOW THEREFORE BE IT RESOLVED**, that the La Crosse County Board does hereby proclaim the month of December 2011 as Zoning, Planning and Land Information and Metropolitan Transportation Planning Month and urges all residents to join in recognizing the valuable contributions of the staff dedicated to promoting the public health, safety and a property tax base through encouraging planned and orderly land use development.

Motion by M. Pedretti/D. Meyer to approve passed on a unanimous voice vote with 27 ayes, 3 absent - J. Johnson, A. Kader and M. Wood, 5 excused - A. Benrud, B. Feehan, R. Keil, R. Plesha and G. Sebranek.

- Retirement Party for Bill Shepherd – Administrator O'Malley reminded Supervisors of the retirement party for Bill Shepherd on Friday, January 6, 2012.
- Sign Ordinance Update – Charlie Handy
 - Sign Ordinance Timeline: Staff began drafting the Sign Ordinance in January 2009. Meetings with the Towns began in 2009-2011. Sign regulations were put within the Zoning Ordinance in March 2011. Interest in the Sign Ordinance went to a higher level when Olympus installed an LED Billboard on Monaghan overpass in April 2011. The County then adopted a moratorium on signs in May 2011. Drafting of the stand-alone Sign Ordinance began in June 2011. Planning Resource & Development Committee began drafting the Sign Ordinance on September 21 and continued on October 5, October 31, and November 28, 2011. This was done along with their normal committee schedule. The moratorium on signs was extended until February 2012.
 - Are there too many billboards in La Crosse County? There are areas with significant amount of signs. Zoning does not regulate signs, they are regulated by the Wisconsin Department of Transportation. The billboard on the Monaghan overpass is what really started this debate.
 - Different types of sign are: Off premise Led or electronic billboard; Off premise directional signs; Monument signs, (fixed to the ground); Pole signs (fixed to the ground with poles); Subdivision signs; and Wall signs.
 - Unique ordinance drafting process: Planning, Resource & Development Committee reviewed two ordinance proposals and combined them into one draft. Today the Board is reviewing the committee proposal.
 - Most typical signs in the ordinance are: Maximum of 20' in height with some exceptions, maximum 32 sq. feet in residential, maximum 64 sq. feet in agricultural, 200 sq. feet in commercial. There are some exceptions to those rules but these are typical. Two signs per street frontage per parcel are allowed. Lighted signs may be allowed in all districts. Electronic signs only

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allowed in agricultural and commercial districts with a buffer from residential district.

- Existing non-conforming signs: Existing signs that do not comply with this ordinance will be grandfathered in. They will have a limited ability to be maintained, but not improved, unless they come into compliance. Electronic signs that can be reprogrammed to comply must do so within 90 days of publishing the Sign Ordinance.
 - Electronic Billboards: 1320' – 1500' from RPA (Residential, Public, or Agricultural) District. They will be limited to conversions of existing static billboards with approval at a public hearing. New LED billboards must remove 2 sq. feet of existing billboard per 1 sq. foot of new sign space and only in areas that have a minimum of 20,000 average daily trips (traffic flow). A public notice to residents within 1,000 feet.
 - Off Premises Static Billboards: Permitted on commercial or industrial with a buffer distance from RPA district of 300' for unlit and 900' if lit. Signs must be set back 600' from other billboards. Also signs are limited to 300 sq. feet per side 30' high on highways, 672 sq. feet per side - 50' high on I-90.
 - This Sign Ordinance is not done yet. There could be some changes that come from the public hearing with suggestions. By Statutes, this ordinance will not apply in towns, cities, or villages that adopt an ordinance regulating signs or billboards. State regulations on signs and billboards are pretty generous with signs allowed up to 1200 sq. feet.
 - Deputy Corporation Counsel Dave Lange, Planner Charlie Handy and Zoning Supervisor Nathan Sampson responded to several questions from the Board.
 - A public hearing on the Sign Ordinance will be held on Monday, December 12, 2011 at 6:00 P.M. at the Omni Center Banquet Hall #4, Onalaska.
- Zoning Ordinance Update – Charlie Handy, Nathan Sampson
 - Why Redo Zoning Ordinance: There is a new Comprehensive plan, new Farmland Preservation plan, new State Statutes, was last updated in 1980, and staff and committee have experienced issues with the current ordinance in 30 plus years.
 - La Crosse County Zoning Ordinance Rewrite Timetable:
 - March 2008 – begin drafting revised Zoning Ordinance
 - 2008-2011 – met with staff, stakeholders Town Boards and County Towns Unit over 50 times for input
 - March 16 – staff proposes draft
 - April 4 – Planning Resource & Development Committee supports rolling out draft
 - June 6 – draft to County Board Policy Planning meeting
 - June – August – public informational meetings with towns
 - September – 3 public hearings and revisions approved by committee
 - October 28 – additional public hearing
 - November 28 – committee approves revisions from comments
 - December 5 – presentation to County Board Policy Planning
 - December 15 – County Board to hear first reading of ordinance
 - Areas where We Have Received Comments: animal units (removed all reference to animal units in rural district). Conditional Use Permit required for an increase of 200 animal units (not proposing to amend the existing policies). Reducing the loopholes that allow numerous residential homes in the Farmland Preservation Zoning Districts. Timing, Zoning was accused of moving too fast. They are proposing to not require a permit for a detached accessory structure (shed/garage) for 100 sq. feet or less. Original proposal was 64 sq. ft or less. They are also proposing to continue the practice of not requiring solely agricultural buildings to get a permit, just a certification.
 - Zoning Ordinance Districts proposed:

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- Residential A, Residential B, Residential C, Rural, Exclusive Agricultural, General Agricultural, Recreational and Natural Resources, Commercial, Light Industrial, Industrial, Manufactured Home Community, and Public Facilities and Institutional.
- Animal Units: Current proposal does not limit animal units within the Zoning Ordinance. This was amended on November 28, 2011.
- Residential Density: The density of residential developments remains the same in all districts, except Farmland Preservation Districts. The number of homes will be limited up to five homes per farm, or development can occur on up to 3% of the farm.
- Planner Charlie Handy and Zoning Supervisor Nathan Sampson responded to questions from the Board.

SUGGESTIONS FOR FUTURE AGENDA TOPICS

There were no suggestions for future agenda topics.

ADJOURN

Motion by B. Brockmiller/D. Manthei to adjourn at 7:32 PM passed on a unanimous voice vote with 28 ayes, 7 excused - A. Benrud, V. Burke, R. Ebert, B. Feehan, R. Keil, R. Plesha and G. Sebranek.

STATE OF WISCONSIN)

COUNTY OF LA CROSSE)

I, Ginny Dankmeyer , La Crosse County Clerk, in and for the County of La Crosse, Wisconsin, do hereby certify that the foregoing is a true and correct copy of the Journal of Proceedings of the La Crosse County Board of Supervisors at the La Crosse County Board of Supervisors Planning Meeting held Monday, December 05, 2011 and that it is the whole thereof. IN WITNESS THEREOF, I HAVE HEREUNTO SET MY HAND AND AFFIXED THE OFFICIAL SEAL THIS DAY 7 OF DECEMBER 2011.