

PLAN COMMISSION AGENDA

March 17, 2014
5:30 p.m.

Meeting Rooms D & E
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

I. OPENING CEREMONIES

- A. Attendance
- B. Declaration Quorum Present

II. APPROVAL OF MINUTES

February 17, 2014

III. PUBLIC HEARINGS

A. REPEAL AND RECREATION OF THE ZONING CODE AND ZONING MAP

Effect: Repeal and recreate the City of Fond du Lac 1984 Zoning Ordinance and the Zoning Map, and adopt a new zoning code and zoning map, Chapter 720 of the Code of Ordinances for the City of Fond du Lac
Initiator: Principal Planner

B. REZONING

Effect: Rezone land from R-2 (Single Family Residential) to R-4, (Multifamily Residential)
Location: Vacant land located on Fourth Street east of National Ave (FDL-15-17-13-23-518-00)
Initiator: Michael Birschbach

IV. PETITIONS AND COMMUNICATIONS

A. SPECIAL USE PERMIT

Effect: Replace existing sign with new Electronic Message Center sign
Location: 550 Fond du Lac Ave/FDL County Fairgrounds
Initiator: David Burke o/b/o Fond du Lac County

V. REPORTS OF OFFICERS

VI. ADJOURN

PLAN COMMISSION MINUTES

February 17, 2014
5:30 P.M.

Meeting Rooms D&E
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

OPENING CEREMONIES

ROLL CALL: Present - Dave Erickson
Lee Ann Lorrigan
Jordan Skiff
Paul Smedberg
Marilyn Zangl
Stan Ramaker
Hertha Longo

Absent - Brent Schumacher (excused)
David Washkoviak (excused)

Administrative Staff - Joellyn Dahlin, Principal Planner
Wayne Rollin, Dir of Comm Devel

Chairman Smedberg declared a quorum present.

APPROVAL OF MINUTES

December 9, 2013

Motion made by Commissioner Skiff to approve the
December 9, 2013 minutes of the Plan Commission as
presented.

Seconded by Commissioner Lorrigan.

ROLL CALL VOTE: Aye - Erickson, Longo, Lorrigan,
Ramaker, Skiff, Smedberg,
Zangl
Nay - None

Carried.

PUBLIC HEARING

**PUBLIC HEARING REGARDING THE PROPOSED CREATION OF TAX
INCREMENTAL DISTRICT NUMBER EIGHTEEN BOUNDARIES AND THE PROPOSED
PROJECT PLAN FOR THE DISTRICT**

PLAN COMMISSION MINUTES

February 17, 2014

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Effect: Designate the boundaries of Tax Incremental District Number Eighteen as set forth in the Project Plan; adopt the Project Plan for Tax Incremental District Number Eighteen; recommend to the City Council that Tax Incremental District Number Eighteen be created.

Location: Holiday Inn

Initiator: Community Development Director

Chairman Smedberg declared the Public Hearing open.

Appeared in Support and to Ask/Answer Questions:

Wayne Rollin, Director of Community Development

Craig Molitor, Fond du Lac Visitors Bureau

With no further appearances being made Chairman Smedberg declared the Public Hearing closed.

Motion made by Commissioner Erickson to recommend to the City Council to designate the boundaries of Tax Incremental District Number Eighteen as set forth in the Project Plan; adopt the Project Plan for Tax Incremental District Number Eighteen; recommend to the City Council that Tax Incremental District Number Eighteen be created.

Seconded by Commissioner Skiff.

ROLL CALL VOTE: Aye - Erickson, Longo, Lorrigan,
Skiff, Smedberg, Zangl

Nay - None

Abstain - Ramaker

Carried.

PETITIONS AND COMMUNICATIONS

SPECIAL USE PERMIT

Effect: Construct hotel (Hampton Inn) on vacant land zoned for business use.

Location: 77 North Pioneer Road

Initiator: Surendra Burman o/b/o A2N2 LLC

Appeared in Support and to Ask/Answer Questions:

Eric Otte, J. E. Arthur & Associates

Surendra Burman, PO Box 186, Lomira, WI

PLAN COMMISSION MINUTES

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Appeared as Interest May Appear:

Tyler Wehner, 879 Forest Ave., Fond du Lac

Debbie Baier, 80 Pioneer Ct., Fond du Lac

Herbert & Dolores Barthuly, 86 Pioneer Ct., Fond du Lac

John Zorn, 89 N Pioneer Rd., Fond du Lac

Motion made by Commissioner Erickson to recommend to the City Council approval of the Special Use Permit, subject to the following conditions:

1. A detailed site plan prepared by a licensed professional shall be reviewed and approved by the Site Plan Committee. The site plan shall effectively address site drainage, stormwater management, vehicular access and circulation, on-site parking, fire protection, utilities, and landscaping of required setback and parking areas.
2. The principal building entry to the hotel, including accommodation for vehicular access for guest registration, shall be situated on the west side of the building.
3. Outdoor trash and recycling receptacles shall be confined to an enclosed area sited on the north or south ends of the property/building. No trash enclosure may be sited on the east side of the hotel, along the east property line or within the required front yard area. The trash enclosure shall be constructed of a solid wall not less than 6' in height, with materials and colors to match the building.
4. Driveway location and configuration is subject to review and approval by the Fond du Lac County Highway Engineer.
5. Building height shall comply with requirements of the Fond du Lac County Airport Zoning Code. The maximum permissible elevation is 825 feet above mean sea level.

**NOTICE OF PUBLIC HEARING
REPEAL AND RECREATION OF THE ZONING CODE AND ZONING MAP**

NOTICE IS HEREBY GIVEN that the Plan Commission of the City of Fond du Lac, Wisconsin, will conduct a Public Hearing at 5:30 PM, March 17, 2014 in meeting rooms D & E of the City-County Government Center, 160 South Macy Street for the purpose of receiving public comment on the proposed repeal and recreation of the City of Fond du Lac 1984 Zoning Ordinance and the Zoning Map, and the adoption of a new zoning map and zoning code, Chapter 720 of the Code of Ordinances for the City of Fond du Lac.

The proposed changes to the zoning code are intended to streamline use, interpretation and enforcement of the code; remove inconsistencies and/or conflicts between sections of the Zoning Code and other chapters of the City Code; incorporate changes in State law; and address code provisions that are out of date or obsolete.

A copy of the proposed Zoning Code and the proposed Zoning Map are available for public inspection in the office of the City Clerk and in the Community Development Department at the City-County Government Center, 160 South Macy Street, Fond du Lac.

For further information you are invited to contact the City of Fond du Lac Community Development Department at 322-3440.

Published in accordance with Section 62.23 of the Wisconsin Statutes.

Dated this 30th day of January, 2014

MARGARET HEFTER
Deputy City Clerk

Publish February 23, 2014 and March 9, 2014

plan commission memorandum

Date: March 12, 2014
To: Plan Commission
From: Joellyn Dahlin, Principal Planner
RE: Zoning Code – Chapter 720

Revisions to the Zoning Code and Zoning Map have been prepared as part of the recodification of the municipal code. The Plan Commission has twice reviewed the proposed code – last year in September and again last month. No changes were suggested by the Plan Commission. The ‘new’ Zoning Code is user-friendly, removes provisions that are out of date, eliminates duplicate regulations and merges zoning classifications that overlap. The consolidation of zoning districts will not affect current development standards.

Public outreach for the project has been extensive. The draft zoning code and map were made available on the City’s website in late January, a press release announced the proposed changes and a community meeting was organized to offer opportunity for public comment. Information for the proposed update and the community meeting was featured in news stories by local radio stations, the *Fond du Lac Reporter* and the *Downtown Fond du Lac Partnership* newsletter. Dozens of invitations for the community meeting were mailed to architects, engineers, builders, financial institutions, real estate brokers and appraisers. To date no persons have expressed specific concern, comment or objection.

The proposed Zoning Code and the Zoning Map can be viewed on the City’s website: www.fdl.wi.gov. Both documents are available on the Community Development Department PLANNING & ZONING page of the website.

Recommendation

Community Development staff suggests the Plan Commission recommend that the City Council repeal and recreate the City of Fond du Lac 1984 Zoning Ordinance and the Zoning Map, and adopt Chapter 720 as presented.

NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the Plan Commission of the City of Fond du Lac, Wisconsin, will conduct a Public Hearing at 5:30 PM, March 17, 2014 in meeting rooms D & E of the City-County Government Center, 160 South Macy Street, at the request of Michael Birschbach to rezone property from R-2, Single Family Residential District to R-4, Multifamily Residential District located at:

**Property located on Fourth Street east of National Ave
identified as FDL 15-17-13-23-518-00**

SEC 13-15-17, PART OF NW1/4 SW1/4 AND SW1/4 NW1/4 DESC AS:
LOT 2 OF CSM #7314 V53 P18

All persons having an interest in the area are invited to participate in the hearing and express their opinions. Written communications will also be considered. For further information you are invited to contact the Community Development Department at 920-322-3440. Published in accordance with Section 62.23, Wisconsin Statutes.

Dated this 3rd day of March 2014

MARGARET HEFTER
Deputy City Clerk

Published: March 7th , 2014 and March 10th , 2014

ZONING PETITION - REZONING



ADDRESS/LOCATION OF PROPERTY TO BE REZONED

Tax Key Number if vacant land: FPL-15-17-13-23-518-00

Petitioner: MICHAEL J BIRSENBACH
(Name) (Address)

Petitioner Phone Number: [REDACTED]

Email: [REDACTED]

Property Owner: LIGHTHOUSE CHRISTIAN CHURCH
(If not the same as Petitioner) (Name) (Address)

PROPOSED CHANGE OF ZONING FROM R-2 TO R-4

Existing Property Zoning Classification:

- | | | |
|--|---|---|
| <input type="checkbox"/> B-2 (Neighborhood Shopping) | <input checked="" type="checkbox"/> R-2 (Single Family Residential) | <input type="checkbox"/> CR (Commercial Recreation) |
| <input type="checkbox"/> B-3 (Central Shopping) | <input type="checkbox"/> R-3 (Single Family Residential) | <input type="checkbox"/> M-1 (Manufacturing) |
| <input type="checkbox"/> B-4 (Service Commercial) | <input type="checkbox"/> R-3.5 (One & Two Family) | <input type="checkbox"/> M-2 (Manufacturing) |
| <input type="checkbox"/> B-5 (Special Commercial) | <input type="checkbox"/> R-3.75 (Central Area Residential) | <input type="checkbox"/> M-3 (Planned Manufacturing/Office) |
| <input type="checkbox"/> B-6 (Planned Shopping) | <input type="checkbox"/> R-4 (Multifamily Residential) | <input type="checkbox"/> M-4 (Planned Manufacturing/Business) |
| <input type="checkbox"/> O (Office) | <input type="checkbox"/> R-5 (Multifamily Residential) | |

PROPOSED DEVELOPMENT/LAND USE: 6 UNIT 55 AND OLDER APARTMENTS

Type of Proposed Development: New construction. Remodel/expand existing building.
Proposed time schedule for development and/or use of the property: SPRING SUMMER 2014

Description of Existing Property Conditions and/or Development:

- RESIDENTIAL _____
- COMMERCIAL _____
- INDUSTRIAL _____
- VACANT _____
- OTHER _____

PETITIONER SIGNATURE [Signature]

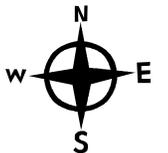
City Clerk: _____ Date Rec'd _____ Receipt # _____ Project # _____

REZONE – BIRSCHBACH

EXISTING ZONING: R-2 RECOMMENDED ZONING: R-4

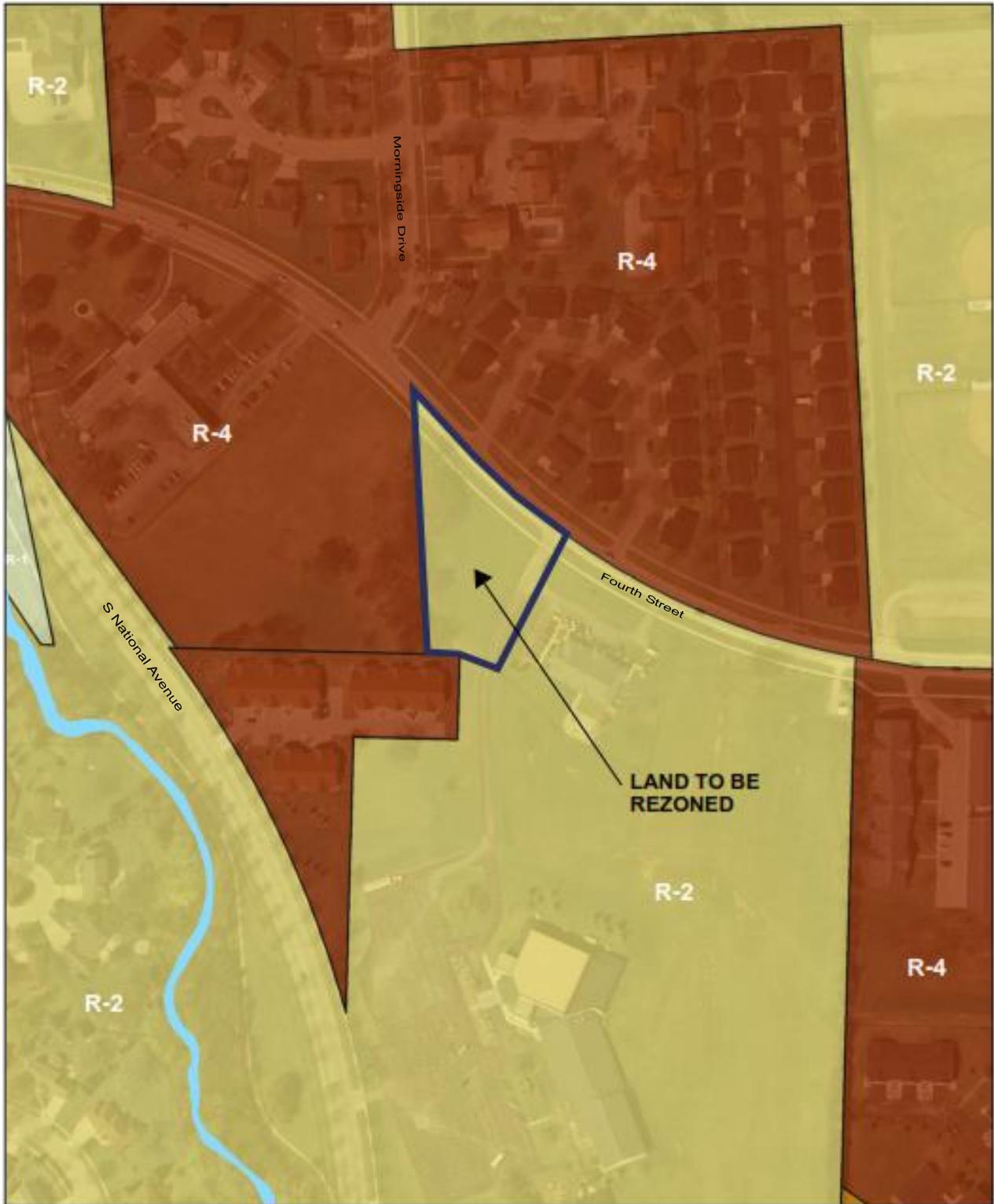


LAND PROPOSED FOR REZONING



REZONE – BIRSCHBACH

EXISTING ZONING: R-2 RECOMMENDED ZONING: R-4



PROPOSED NEW 6-UNIT APARTMENT BUILDING FOR:

B&S INVESTMENTS LLC

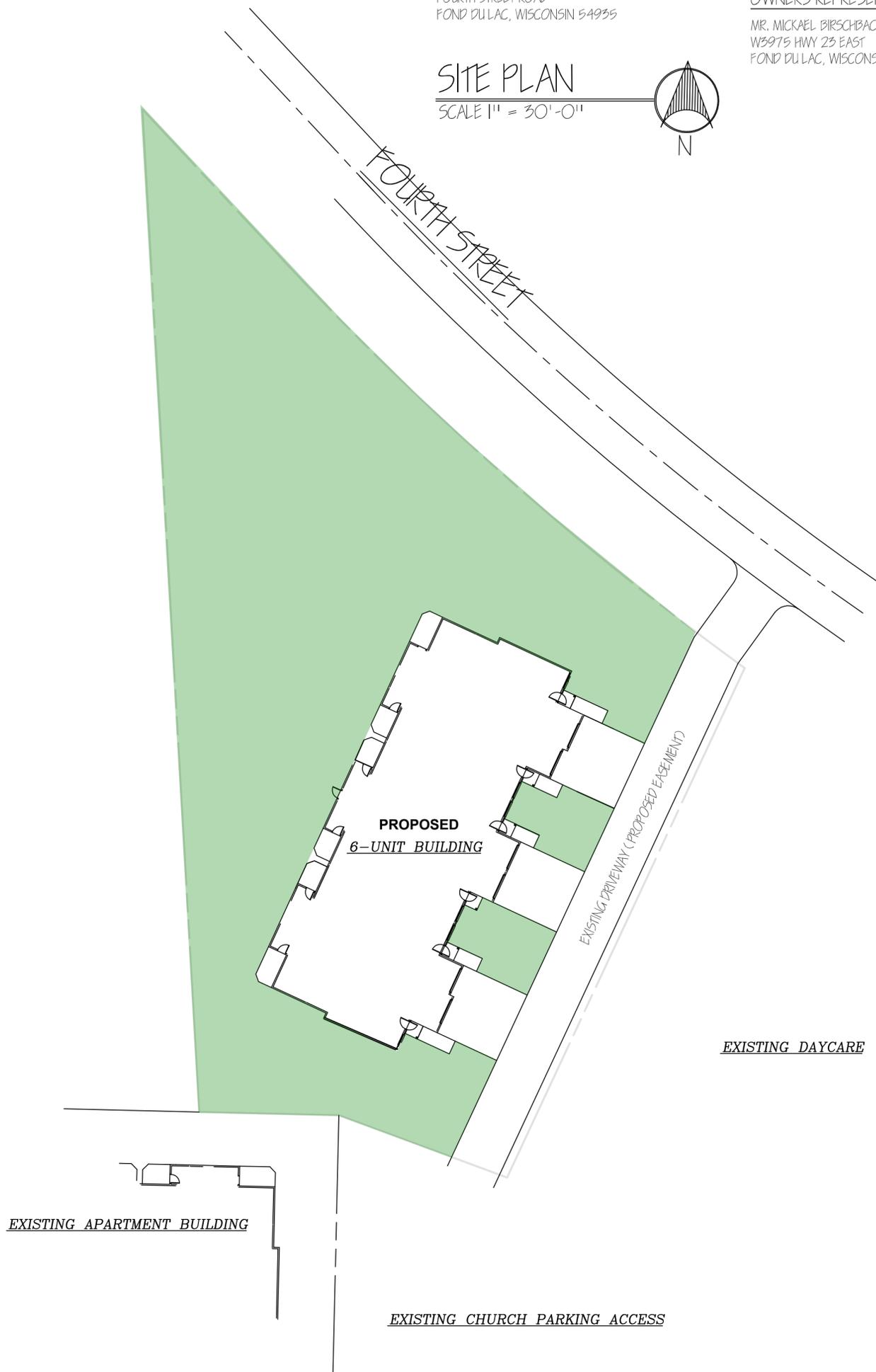
FOURTH STREET ROAD
FOND DU LAC, WISCONSIN 54935

OWNERS REPRESENTATIVE

MR. MICKAEL BIRSCHBACH
W3975 HWY 23 EAST
FOND DU LAC, WISCONSIN, 54937

SITE PLAN

SCALE 1" = 30'-0"



REVISIONS	BY

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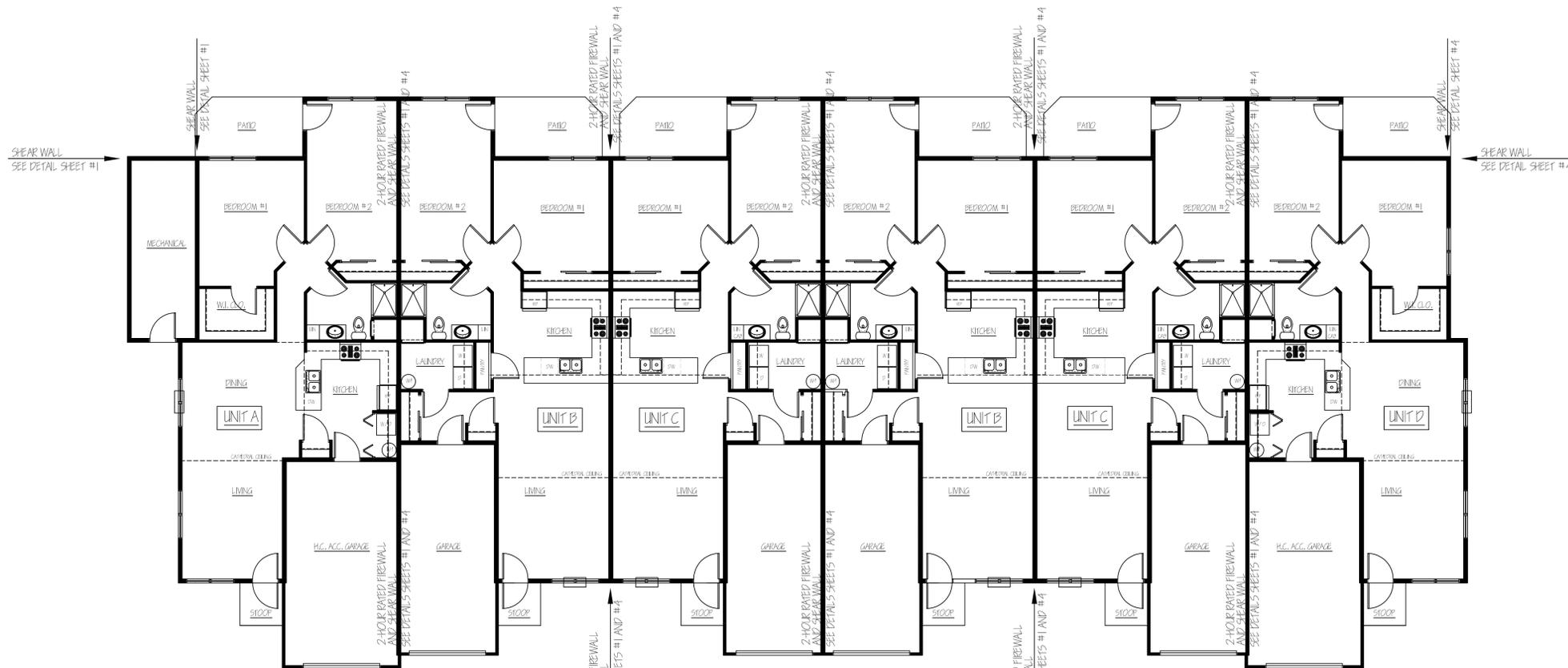
Stelmacher Architecture, LLC
 Scott Stelmacher, Registered Architect
 W6741 Rogersville Road
 Fond du Lac, WI 54937
 FAX: 920.921-4630
 920.921-1298

FOURTH STREET TOWNHOUSES
 B&S INVESTMENTS
 FOND DU LAC, WISCONSIN
 PRELIMINARY SITE PLAN

DRAWN SCOTT
CHECKED SCOTT
DATE FEBRUARY 2014
SCALE 1" = 30'-0"
JOB NO 1409
FILE NAME B&S INVESTMENTS
SHEET PI
OF X SHEETS

PRELIMINARY PLANS

THESE PLANS HAVE BEEN PREPARED FOR PRELIMINARY PURPOSES ONLY
DO NOT USE THESE PLANS FOR CONSTRUCTION !!



NOTE
FOR MORE INFORMATION SEE SHEETS #4 & 5

FLOOR PLAN
SCALE 1/8" = 1'-0"

2-HOUR RATED FIREWALL AND SHEAR WALL SEE DETAILS SHEETS #1 AND #4

2-HOUR RATED FIREWALL AND SHEAR WALL SEE DETAILS SHEETS #1 AND #4



FRONT ELEVATION
SCALE 1/8" = 1'-0"

30" x 1/2 RD. PREFIN. METAL, DECORATIVE LOUVER (WHITE) TYPICAL
CONTINUOUS RIDGEVENT
TREATED 1 X 4 TRIM WRAPPED WITH PREFINISHED METAL (WHITE)
ASPHALT SHINGLES SEL BY OWNER
VINYL SIDING COLOR SEL BY OWNER
PREFINISHED METAL AIR CONDITIONER SLEEVE (WHITE)
INSULATED STEEL DOOR WITH WOOD FRAME PAINT COLORS SELECTED BY OWNER
VINYL BRICK SIDING COLOR SEL BY OWNER



RIGHT ELEVATION
SCALE 1/8" = 1'-0"



REAR ELEVATION
SCALE 1/8" = 1'-0"

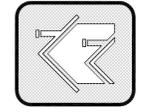


LEFT ELEVATION
SCALE 1/8" = 1'-0"

REVISIONS	BY

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Stelmacher Architecture, LLC
Scott Stelmacher, Registered Architect
W6741 Rogersville Road
Fond du Lac, WI 54937
FAX: 920.921.4630
920.921.1298



CROSSROADS TOWNHOUSES
NORTHSTAR DEVELOPMENT AND PROPERTIES
GREEN LAKE, WISCONSIN
FLOOR PLAN AND ELEVATIONS - 6 UNIT BLDG - PHASE #3

DRAWN	SCOTT
CHECKED	
DATE	FEBRUARY 2014
SCALE	1/8" = 1'-0"
JOB NO	1565
FILE NAME	Northstar Green Lake
SHEET	3

plan commission memorandum

Date: March 12, 2014
To: Plan Commission
From: Joellyn Dahlin, Principal Planner
RE: Request for Rezoning – Michael Birschbach

Location: FDL-15-17-13-23-518-00 (4th Street)
Applicant: Michael J. Birschbach
Request: Rezone vacant land from R-2 (Single Family Residential) to R-4 (Multifamily Residential).
Zoning: Site: R-2 (Single Family Residential)
North: R-4 (Multifamily Residential)
South: R-2
East: R-2
West: R-2
Land Use: Site: Vacant Land
North: Condominium Homes
South: Lighthouse Christian Church
East: Lighthouse Kiddie Kampus Daycare
West: Senior Apartments

Analysis

The rezoning proposal affects undeveloped land on Fourth Street east of National Avenue. The property is immediately west of the Lighthouse Kiddie Kampus Daycare. A change of zoning from R-2 (Single Family Residential) to R-4 (Multifamily Residential) is requested. The purpose of the rezoning is to provide appropriate zoning for the construction of six units of senior housing.

The R-2 district allows single family development. For large lots, more than one dwelling unit could be allowed under an arrangement of single family condominium

homes. The subject 1.022-acre property is more than four times the required lot area in the R-2 district, potentially allowing four single family homes as a permitted land use. The R-4 district allows single family homes, duplex homes and apartments. The proposed senior apartments are a permitted use in the R-4 district.

The proposed development offers a one-story building with an attached garage for each of the six living units. Access to the property would utilize an existing driveway on 4th Street that currently serves the daycare facility and Lighthouse Christian Church. Site development and regulatory issues such as building placement, landscaping, drainage and stormwater management would be addressed by the Site Plan Review Committee in the administrative approval of a site plan for the property.

The subject property borders land zoned for multifamily use and it is in an area of mixed uses including a nursing home, condominium homes, senior apartments, a church and a daycare facility. The proposed zoning is a logical extension of the existing zoning classification of neighboring properties. Development of the property with age-restricted living units would not pose any kind of detriment to adjacent land uses or the surrounding area. The proposed development is comparable to nearby senior residences on National Avenue.

The Comprehensive Plan designates the property for multifamily residential use. The proposed zoning is consistent with the intent of the Comprehensive Plan.

Favorable consideration of the rezoning proposal is recommended.

Recommendation

Community Development staff suggests a motion to recommend to the City Council approval of the rezoning request from R-2 to R-4.

Public Notification - Rezoning Birschbach - Fourth Street

FDL-15-17-13-23-518-00

Parcel Number	Mailing Address 1	Mailing City	Mailing State	Mailing Zip	Site Address
FDL-15-17-13-23-517-00	333 N SUMMIT, PO BOX 10086	TOLEDO	OH	43699	265 S NATIONAL AVE
FDL-15-17-13-23-518-00	401 S NATIONAL AVE	FOND DU LAC	WI	54935	0 4TH ST
FDL-15-17-13-23-519-00	20650 S CICERO AVE	MATTESON	IL	60443	848 4TH ST
FDL-15-17-13-23-554-00	15 HERITAGE LN	FOND DU LAC	WI	54935	15 HERITAGE LA
FDL-15-17-13-23-555-00	21 HERITAGE LN	FOND DU LAC	WI	54935	21 HERITAGE LA
FDL-15-17-13-23-556-00	27 HERITAGE LN	FOND DU LAC	WI	54935	27 HERITAGE LA
FDL-15-17-13-23-557-00	31 HERITAGE LN	FOND DU LAC	WI	54935	31 HERITAGE LA
FDL-15-17-13-23-558-00	39 HERITAGE LN	FOND DU LAC	WI	54935	39 HERITAGE LA
FDL-15-17-13-23-559-00	45 HERITAGE LN	FOND DU LAC	WI	54935	45 HERITAGE LA
FDL-15-17-13-23-560-00	53 HERITAGE LN	FOND DU LAC	WI	54935	53 HERITAGE LA
FDL-15-17-13-23-561-00	57 HERITAGE LN	FOND DU LAC	WI	54935	57 HERITAGE LA
FDL-15-17-13-23-562-00	63 HERITAGE LN	FOND DU LAC	WI	54935	63 HERITAGE LA
FDL-15-17-13-23-563-00	69 HERITAGE LN	FOND DU LAC	WI	54935	69 HERITAGE LA
FDL-15-17-13-23-564-00	66 HERITAGE LN	FOND DU LAC	WI	54935	66 HERITAGE LA
FDL-15-17-13-23-565-00	60 HERITAGE LA	FOND DU LAC	WI	54935	60 HERITAGE LA
FDL-15-17-13-23-566-00	40 HERITAGE LN	FOND DU LAC	WI	54935	40 HERITAGE LA
FDL-15-17-13-23-567-00	18 HERITAGE LN	FOND DU LAC	WI	54935	18 HERITAGE LA
FDL-15-17-13-23-568-00	10 HERITAGE LN	FOND DU LAC	WI	54935	10 HERITAGE LA
FDL-15-17-13-23-569-00	843 4TH ST	FOND DU LAC	WI	54935	843 4TH ST
FDL-15-17-13-32-250-00	401 S NATIONAL AVE	FOND DU LAC	WI	54935	401 S NATIONAL AVE
FDL-15-17-13-32-251-00	W2875 GOLF COURSE DR	MT CALVARY	WI	53057	313 S NATIONAL AVE

ZONING PETITION – SPECIAL USE PERMIT



PROPERTY ADDRESS OF SPECIAL USE PERMIT: 550 Fond du Lac Avenue

Tax Key Number if vacant land: _____

Petitioner: David Burke on behalf of Fond du Lac County.
Mailing address: 160 South Macy Street Fond du Lac WI. 54935

Petitioner Phone Number: [REDACTED]

Email: [REDACTED]

Property Owner: _____
(If not the same as Petitioner) (Name) (Address)

PROPOSAL: Removal of existing lighted pole sign with manual changeable copy area and installation of a new lighted sign with electronic message center. The property is situated in close proximity to residential neighborhoods, however the frontage along Fond du Lac Avenue is in an area of commercial development. The Fond du Lac County Fairgrounds is asking that the SUP be granted for the use of an electronic message in this area.

Property zoning classification:

- | | | |
|--|---|---|
| <input type="checkbox"/> B-2 (Neighborhood Shopping) | <input checked="" type="checkbox"/> R-2 (Single Family Residential) | <input type="checkbox"/> CR (Commercial Recreation) |
| <input type="checkbox"/> B-3 (Central Shopping) | <input type="checkbox"/> R-3 (Single Family Residential) | <input type="checkbox"/> M-1 (Manufacturing) |
| <input type="checkbox"/> B-4 (Service Commercial) | <input type="checkbox"/> R-3.5 (One & Two Family) | <input type="checkbox"/> M-2 (Manufacturing) |
| <input type="checkbox"/> B-5 (Special Commercial) | <input type="checkbox"/> R-3.75 (Central Area Residential) | <input type="checkbox"/> M-3 (Planned Manufacturing/Office) |
| <input type="checkbox"/> B-6 (Planned Shopping) | <input type="checkbox"/> R-4 (Multifamily Residential) | <input type="checkbox"/> M-4 (Planned Manufacturing/Business) |
| <input type="checkbox"/> O (Office) | <input type="checkbox"/> R-5 (Multifamily Residential) | |

Description of Existing Land Use and/or Development:

- RESIDENTIAL _____
 COMMERCIAL _____
 INDUSTRIAL _____
 VACANT _____
 OTHER Fond du Lac County Fairgrounds _____

Type of Proposed Development: New construction. Remodel/expand existing building.

Proposed time schedule for development and/or use of the property: May 2014

PETITIONER SIGNATURE Don Nielsen per Dave Burke Fond du Lac County

City Clerk: _____ Date Rec'd _____ Receipt # _____ Project # _____

SPECIAL USE PERMIT – FDL COUNTY FAIRGROUNDS
550 FOND DU LAC AVENUE

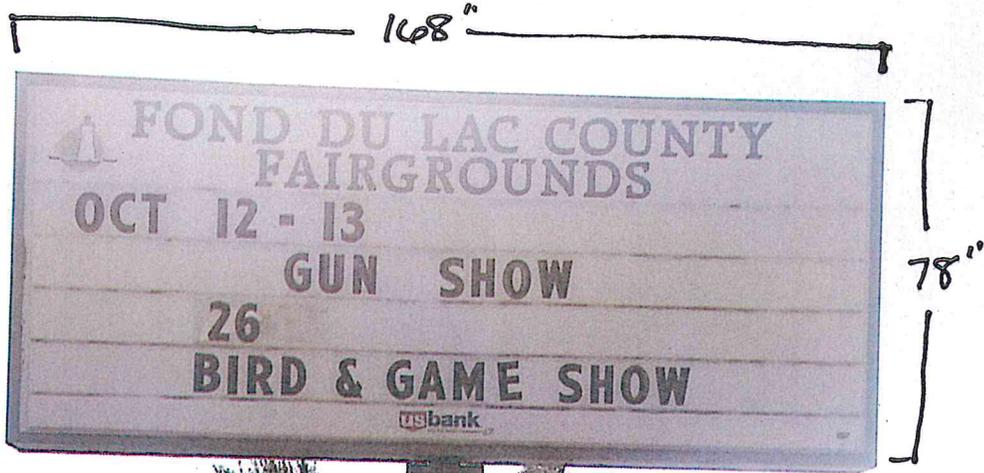


SPECIAL USE PERMIT – FDL COUNTY FAIRGROUNDS
550 FOND DU LAC AVENUE



EXISTING FAIRGROUNDS SIGN

Existing Sign



 FOND DU LAC COUNTY
FAIRGROUNDS
OCT 12 - 13
GUN SHOW
26
BIRD & GAME SHOW




113.4"

43.25"

37.8"

Fond du Lac County Fairgrounds



PURSEPALOOZA 2014 FEB 20 5:30P

PROPOSED SIGN



Specifications

-  Intensive Blue trans vinyl
-  Yellow trans vinyl
-  Black vinyl
-  White acrylic

Qty: 1 43.25"X113.7" double-sided lighted cabinet.
 Acrylic faces with black vinyl, blue trans vinyl,
 and yellow trans vinyl. Black painted cabinet.
 EMC: 20mm full color 48x144 LED matrix
 Use existing pole, to be painted black.

APPROVED BY: _____

DATE: ___/___/2013

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A DIVISION OF FLYWAY INC.

**FLYWAY
SIGNS**
 & Lighting Service
A Division of Flyway, Inc.

921-7181
 1-800-201-7553

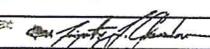
Fax: (920) 921-8129 • e-mail: info@flywaysigns.com
 N5528 Miranda Way, Fond du Lac, WI 54937

www.flywaysigns.com



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CUSTOMER REPRESENTATIVE	TITLE		
DRAWN BY: 	Fond du Lac County		
DRAWING FILE NAME: 20453 Template	DATE: 2.12.2014	DRAWING REV: 2	SCALE: NTS
PROJECT DESCRIPTION:			

Layout for Approval

plan commission memorandum

Date: March 12, 2014
To: Plan Commission
From: Joellyn Dahlin, Principal Planner
RE: Request for Special Use Permit – FDL County

Location: FDL County Fairgrounds – 550 Fond du Lac Avenue
Applicant: David Burke o/b/o Fond du Lac County
Request: Install electronic message center sign in residential zoning district.
Zoning: Site: R-2 (Single Family Residential)
North: B-4 (Service Commercial) and R-3 (Single Family)
South: R-2
East: B-4 and B-5 (Special Commercial)
West: R-2 and R-3
Land Use: Site: FDL County Fairgrounds
North: Commercial/Residential
South: Residential
East: Commercial
West: Residential

Analysis

The Fond du Lac County Fairgrounds encompasses more than 70 acres of land and includes frontage on three streets. An existing ground sign near the driveway entrance on Fond du Lac Avenue identifies the Fairgrounds and provides information on upcoming events. Replacement of the sign with an electronic message center sign is proposed. Consideration of a special use permit is required for the electronic sign because the property is located in a residential zoning district.

The zoning designation of the Fairgrounds reflects the nature of the surrounding area which is mostly residential. Signage for a non-residential use is limited to protect the

integrity of the residential neighborhood. An electronic message center is not generally appropriate in a residential district because of the potential for visual intrusion. The special use permit recognizes that an electronic sign could be suitable depending on property location, development circumstances and surrounding uses.

The existing sign is a manual changeable copy sign. The 6.5'x14' sign cabinet is mounted on a single pole. The sign is 13 feet high. The new sign would replace the existing cabinet and utilize the existing pole. The new sign is 6.75'x9.45'. The top portion of the sign would identify the Fairgrounds and an electronic message center for changeable text would be situated within the lower part of the sign. The electronic message center is a little less than half of the sign area.

Two special use permits have been approved for electronic message center signs in residential areas. One approval allowed an electronic sign as part of a ground sign on the Moraine Park Technical College campus. The approval recognized the large property size, the location of the property and the fact that the sign would not visually intrude on nearby residences. In another case approval was given to the Blueline Family Ice Center, recognizing the size of the Fairgrounds property, the location of the sign on Fond du Lac Avenue and the proximity of commercial businesses.

Approval of a special use permit requires compatibility between land uses. The proposed sign is not out of character for the Fond du Lac Avenue frontage of the Fairgrounds property and the same sign would be allowed for any of the businesses in that area. The proposed electronic message center sign is not in close proximity to any residential use and is not in a direct line of sight for homes in the vicinity of the Fairgrounds. Approval of the special use permit will not create a negative impact on any nearby land use.

Recommendation

Community Development staff suggests a motion to recommend to the City Council approval of the Special Use Permit, subject to the following conditions:

1. Special use permit approval presumes reuse of the existing sign pole with no change of location. Sign size shall be the same or less than the existing sign.
2. The electronic message center shall comply with regulations for message timing and use. Blinking, flashing and animated messages are prohibited.
3. Use of the sign shall relate to events and functions of the property. Off-site advertising for unrelated uses and commercial businesses is not permitted.

Public Notification - Special Use Permit
FDL County Fairgrounds - 550 Fond du Lac Avenue

Parcel Number	Mailing Address 1	Mailing City	Mailing State	Mailing Zip	Site Address
FDL-15-17-14-44-753-00	555 FOND DU LAC AVE	FOND DU LAC	WI	54935	555 FOND DU LAC AVE
FDL-15-17-14-41-156-00	540 E 11TH ST	FOND DU LAC	WI	54935	540 E 11TH ST
FDL-15-17-14-42-339-00	480 N PIONEER RD	FOND DU LAC	WI	54935	491 FOND DU LAC AVE
FDL-15-17-14-44-756-00	N5455 DENEVEU LANE	FOND DU LAC	WI	54935	570 FOND DU LAC AVE
FDL-15-17-14-43-500-00	160 S MACY ST	FOND DU LAC	WI	54935	611 MARTIN AVE
FDL-15-17-14-42-340-00	22 WOODCREST CT	FOND DU LAC	WI	54935	507 FOND DU LAC AVE
FDL-15-17-14-42-344-00	537 E 11TH ST	FOND DU LAC	WI	54935	537 E 11TH ST
FDL-15-17-14-42-345-00	531 FOND DU LAC AVE	FOND DU LAC	WI	54935	531 FOND DU LAC AVE
FDL-15-17-14-41-130-00	541 E 11TH ST	FOND DU LAC	WI	54935	541 E 11TH ST