



VILLAGE BOARD MEETING
RICHFIELD VILLAGE HALL
4128 HUBERTUS ROAD, HUBERTUS WISCONSIN
November 29, 2018
6:00 P.M.

1. Call to Order/ Roll Call
2. Verification of Compliance with Open Meeting Law
3. Pledge of Allegiance
4. PUBLIC COMMENTS (Public comments are an opportunity for citizens to voice concerns to the Board regarding reports and discussion/action items on the agenda, only. Public comments are not a public hearing and are typically a one-way conversation from a citizen to the Board. Individual comments shall not exceed 3 minutes, with a total time limit of approximately 20 minutes. Unless part of a Public Hearing, handouts will not be accepted by the Village. Comments beyond 20 minutes will be moved to the end of the meeting at the discretion of the President.)
5. CLOSED SESSION
 - a. Discussion /Action to enter into Closed Session under Wis. Stats. 19.85(1)(e) deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. *Specifically, to discuss a proposed Developer's Agreement with Kwik Trip and Brian A. Kazmierczak and Kevin J. Kazmierczak*
6. RECONVENE IN OPEN SESSION - DISCUSSION/ACTION ITEMS
 - a. Discussion/Action regarding the establishment of a Developer's Agreement with Kwik Trip and Brian A. Kazmierczak and Kevin J. Kazmierczak
 - b. Discussion/Action regarding Ordinance O2018-11-03, an Ordinance to Amend Chapter 309 of the Municipal Code, which is titled "Signs"
7. ADJOURNMENT

Additional explanation of items on the agenda (Communication Forms) can be found on the village's website at www.richfieldwi.gov. Notification of this meeting has been posted in accordance with the Open Meeting Laws of the State of Wisconsin. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made to the Village Clerk's office at 628-2260 or www.richfieldwi.gov with as much advanced notice as possible



VILLAGE OF RICHFIELD
VILLAGE BOARD COMMUNICATION FORM

6b.

MEETING DATE: November 29, 2018

SUBJECT: Ordinance Amendment O2018-11-03, Chapter 309 "Signs"
DATE SUBMITTED: November 21, 2018
SUBMITTED BY: Jim Healy, Village Administrator

POLICY QUESTION: DOES THE VILLAGE BOARD WISH TO APPROVE THE PROPOSED ORDINANCE AMENDMENT TO CHAPTER 309, ENTITLED "SIGNS"?

ISSUE SUMMARY:

While working with Kwik Trip on the development plans for the proposed site on STH 167, Consultant Planner Staff became aware that their proposed signage plan did not comply with our existing Code. Given the fact that this corridor is of significant future economic importance to the Village of Richfield and given the fact that this property abuts an interstate highway which is already seeing considerable economic activity, Village Staff reached out to our consultants to ask them on a potential ordinance solution for this regional motor vehicle fueling station. Consultant Staff have prepared the attached ordinance for your consideration so that all similarly situated properties would benefit.

FISCAL IMPACT:

REVIEWED BY:

Village Deputy Treasurer

Initial Project Costs: N/A
Future Ongoing Costs: N/A
Physical Impact (on people/space): Signage allowance along interstate highway
Residual or Support/Overhead/Fringe Costs: Administrative

ATTACHMENTS:

- 1. Ordinance O2018-11-03, an Ordinance to Amend Chapter 309 of the Municipal Code, which is titled "Signs"

STAFF RECOMMENDATION:

Motion to approve Ordinance O2018-11-03, an Ordinance to Amend Chapter 309 of the Municipal Code, which is titled "Signs"

Handwritten signature of Village Administrator

Resolution No.
Ordinance No.
Approved
Other

Continued To:
Referred To:
Denied
File No.

ORDINANCE 2018-11-~~2~~

- Draft 11-19-2018 -

AN ORDINANCE TO AMEND CHAPTER 309 OF THE
MUNICIPAL CODE, WHICH IS TITLED "SIGNS"

WHEREAS, the Village Board established sign regulations for the Village in 2009, and has amended them from time to time; and

WHEREAS, the sign regulations, as amended, are codified in the municipal code as Chapter 309, which is titled "Signs"; and

WHEREAS, the Village Board desires to amend those regulations to address signage along Interstate highways; and

WHEREAS, the Village Board of the Village of Richfield having determined that all procedural requirements and notice requirements have been satisfied, hereby determines that this ordinance is consistent with the public necessity, convenience, and general welfare.

NOW, THEREFORE, the Village Board of the Village of Richfield, Washington County, Wisconsin DO HEREBY ORDAIN AS FOLLOWS:

Section 1. Add "regional motor vehicle fuel station" to Section 309-3 in alphabetical order as follows:

REGIONAL MOTOR VEHICLE FUEL STATION A motor fuel station located on a parcel that has direct access to a state trunk highway and is located within 300 feet of the right-of-way of an interstate highway and that also has 15 or more pumps for passenger cars/light trucks and 8 or more diesel pumps for trucks.

Section 2: *The introductory language to Section 309-20 entitled Business and industrial zoning districts is hereby repealed and recreated to read as follows but all of the lettered sections that follow the introductory language remains the same:*

§ 309-20 Business and industrial zoning districts.

The following signs are permitted in all business and industrial districts, **other than signage for Regional motor vehicle fuel stations which is regulated under**

subsection 309.20.5 entitled Regional Motor Vehicle Fuel Stations, upon the granting of a permit and subject to the following regulations:

Section 3: **Section 309-20.5 is hereby created to read as follows:**

309-20.5 Regional Motor Vehicle Fuel Stations.

The following signs are permitted for Regional Motor Vehicle Fuel Stations upon the granting of a permit and subject to the following regulations:

Wall signs

Maximum number: One per side of a building

Maximum sign area: One square foot for each lineal foot of the building face

Display: Static display

Placement: Wall signs must be placed on or against the exterior wall and shall not extend beyond the end of the wall.

Fuel canopy signs

Maximum number: One on each side of the canopy face

Maximum sign area: 1 square foot for each 5 feet of canopy length

Display: Static display

Placement: Canopy signs must be placed on or against the side of the canopy face and shall not extend above the top of the face or below the face or beyond the end of the face.

High-rise pole sign

Maximum number: One

Maximum height: 75 feet above the surrounding grade

Maximum sign area: 280 square feet per side on a double-faced sign, 280 square feet on a single-sided sign

Display: Static display, except for fuel prices

Placement: The center of the pole must be located at least 35 feet from the lot line abutting the interstate highway, but not more than 100 feet; and at least 35 feet from the front lot line, but not more than 100 feet. In addition, the sign shall be no closer than 250 feet to a low-rise sign.

Low-rise sign

Maximum number: One

Maximum height: 20 feet above the surrounding grade

Maximum sign area: 100 square feet per side on a double-faced sign, 100 square feet on a single-sided sign

Display: No more than 30 percent of the sign area (per side) may be used for an electronic display

Placement: At least 10 feet from the front lot line, but not more than 50 feet. In addition, the sign shall be no closer than 250 feet to a high-rise pole sign.

Truck scale sign For any Regional Motor Vehicle Fuel Station that has an operational truck scale can have one additional sign as follows:

Maximum number: One

Maximum height: 23 feet above the surrounding grade

Maximum sign area: 100 square feet per side on a double-faced sign, 100 square feet on a single-sided sign

Display: Static display

Directional signs (e.g., Enter/Exit with no commercial message)

Maximum number: 8

Maximum height: 5 feet above the surrounding grade

Maximum sign area: 5 square feet

Display: Static display


Placement: At least 5 feet from any lot line

Window signs

Window signs shall be placed only on the inside of the building and shall not exceed 25 percent of the glass area of the window upon which the sign is displayed. Illuminated window signs shall not be used as night lights.

Section 4. Severability. Several sections of this ordinance are declared to be severable. If any section or portion thereof shall be declared by a court of competent jurisdiction to be invalid, unlawful, or unenforceable, such decision shall apply only to the specific section or portion thereof directly specified in the decision and shall not affect the validity of any other provisions, sections, or portions thereof of the ordinance. The remainder of the ordinance shall remain in full force and effect. Any other ordinances whose terms are in conflict with the provisions of this ordinance are hereby repealed as to those terms that conflict.

Section 5. Effective Date. This ordinance shall become effective upon passage and publication/posting.

Adopted this  day of November 2018.

John Jeffords, Village President

Attest:

Jim Healy, Village Clerk/Administrator