

The Plan Commission met at City Hall in the City of Black River Falls on July 2, 2025 at 5:30 P.M. Mayor Jay Eddy, Commissioners Mike Rave, Randy Eddy, Jared Smith, Anneliese Eddy, Dennis Guenther, and Marc McDowell were present. Mayor Jay Eddy presided.

1. Mayor Jay Eddy called the meeting to order at 5:30 P.M.
2. The Commission reviewed the proposed Certified Survey Map (CSM) submitted by James R. Osborne on behalf of Robin and Leah Warden for land located on Melrose Street and South 11th Street.
3. It was moved by Commissioner M. Rave, seconded by Commissioner R. Eddy to recommend the Common Council approve the Certified Survey Map submitted by James R. Osborne on behalf of Robin and Leah Warden for land located on Melrose Street and South 11th Street. Motion carried.
4. Mayor J. Eddy opened the public hearing regarding the petition of Wisconsin Housing Preservation Corp requesting a variance/exception to Section 17.29 of the Code of Ordinances of the City to allow the construction of a ground sign in an R-3 Multi-Family Residential District.
5. The City Administrator explained the existing sign ordinance does not allow signs to be constructed in any residential district even though it permits certain businesses to be located in residential districts and spoke in favor of granting this variance/exception.
6. Jennifer Zuzunaga from the Meridian Group, Inc. property management company, attended virtually via Zoom meetings and spoke in favor of the variance/exception pointing out the property is a Section 8 HUD housing complex which requires a sign on the property along with clarification that the sign would be installed closer to the street than the existing sign and perpendicular to the street so it can be read from either direction.
7. Commissioner M. Rave inquired about encroachment on the vision triangle. It was noted that there are other signs on the same street that are much closer than WHPC's existing sign. The City Administrator will research this and work with WHPC on what would be allowed and reiterated this public hearing is for a variance/exception under Section 17.29 to allow the construction of the sign and if it requires other zoning variance for setbacks, etc., then that would need to be brought before the Board of Zoning Appeals.
8. No one spoke in opposition of the request.
9. It was moved by Commissioner M. Rave, seconded by Commissioner M. McDowell to close the public hearing. Motion carried.
10. It was moved by Commissioner A. Eddy, seconded by J. Smith to recommend the Common Council approve a variance/exception to Section 17.29 of the Code of Ordinances of the City to allow Wisconsin Housing Preservation Corp to construct a sign in an R-3 Multi-Family Residential District at 200 North 14th Street. Motion carried.
11. It was moved by Commissioner R. Eddy, seconded by Commissioner M. Rave to adjourn. Motion carried at 5:47 P.M.

A. Brad Chown
City Administrator