



# Fire Prevention and Building Safety

400 La Crosse St., La Crosse, WI 54601 • (608) 789-7530 • Fax: (608) 789-7589  
<http://www.cityoflacrosse.org> [Inspection@cityoflacrosse.org](mailto:Inspection@cityoflacrosse.org)

Gregg A. Cleveland, Fire Chief



4/24/17

La Crosse Sign Company  
1450 Oak Forest Dr.  
Onalaska, WI 54650

RE: An appeal regarding the requirement that wall signs may be placed on no more than two separate walls of a building.

Dear La Crosse Sign Company:

We have received your Sign permit application to install a wall sign for Riverside Corporate Wellness on the west wall of a building. This sign is not in compliance with the sign ordinances set forth in the Municipal Code of Ordinances of the City of La Crosse (Code).

The project as proposed is in direct violation of the following subparagraphs of the Code: Sec. 111-94

Sec. 111-94. - Wall signs.

Wall signs may be placed on no more than two separate walls of a building. Such signs may be placed only on walls facing a public street or the principal off-street parking area serving the building. On walls less than 75 feet tall, signage may cover no more than 25 percent of the area of each wall measured at the first 30 feet in height. On walls 75 feet in height or more, signage may take up no more than ten percent of the area of the wall. No wall sign shall exceed 672 square feet.

Therefore, if upon consideration of all of the facts surrounding this appeal in a public hearing, the Board of Zoning Appeals determines that this appeal meets all of the criteria established by the Legislature of the State of Wisconsin, as interpreted by the Supreme Court of the State of Wisconsin for the granting of variances, the Board of Zoning Appeals would have to grant a variance to allow a wall sign to be installed on a 3<sup>rd</sup> wall of a building for this project to proceed as it has been proposed. This building currently has wall signs on the east and south elevations. This sign would be placed on the west elevation.

Sincerely,

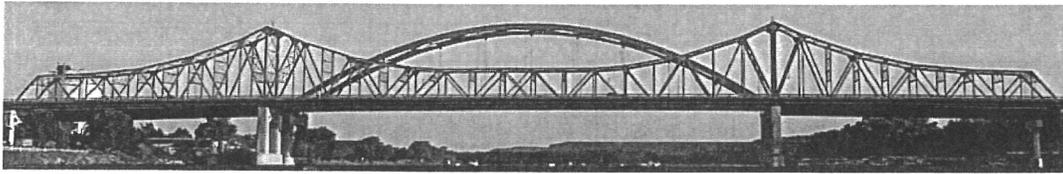
Eddie Young

Building Inspector

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## CITY OF LA CROSSE

Third Floor-City Hall, 400 La Crosse Street, La Crosse, Wisconsin 54601  
Phone 608/789-7530 Fax 608/789-7589



[Parcel Search](#) | [Permit Search](#)

**303 STATE ST LA CROSSE**

Parcel: 17-40381-160 Internal ID: 70441  
Municipality: City of La Crosse Record Status: Current



**Parcel Information:**

Parcel: 17-40381-160  
Internal ID: 70441  
Municipality: City of La Crosse  
Record Status: Current  
On Current Tax Roll: Yes  
Total Acreage: 0.123  
Township: 16  
Range: 07  
Section: 31  
Qtr: SE-SE

- Parcel
- Taxes
- Outstanding Taxes
- Assessments
- Deeds
- Permits
- History

**Legal Description:**

BELLE SQUARE CONDOMINIUM UNIT 4 (OFFICE UNIT)SUBJ TO RESTR IN DOC NO. 1676614

**Property Addresses:**

<u>Street Address</u>	<u>City(Postal)</u>
303 STATE ST	LA CROSSE

**Owners/Associations:**

<u>Name</u>	<u>Relation</u>	<u>Mailing Address</u>	<u>City</u>	<u>State</u>	<u>Zip Code</u>
BELLE SQUARE LLC	Owner	102 JAY ST STE 400	LA CROSSE	WI	54601

**Districts:**

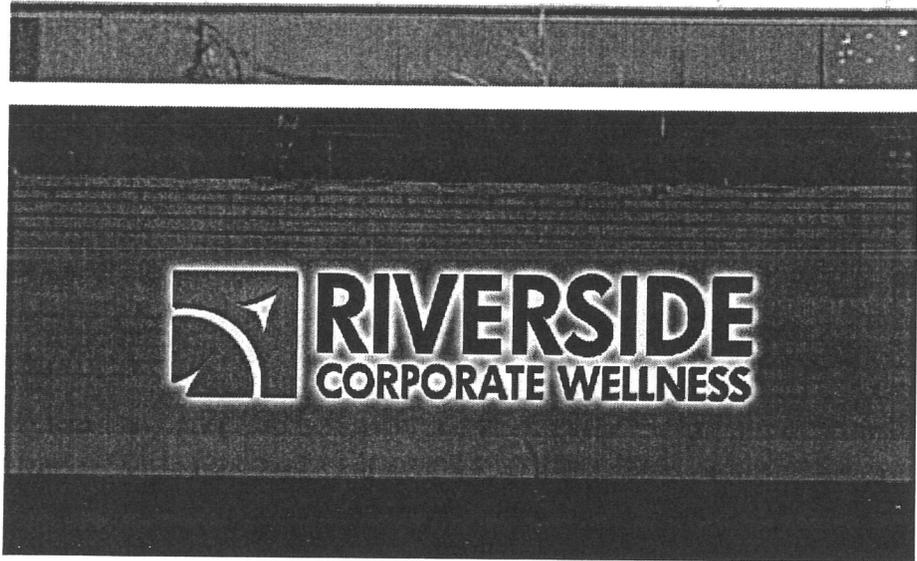
<u>Code</u>	<u>Description</u>	<u>Taxation District</u>
2849	LA CROSSE SCHOOL	Y
9010	City LAX Business Dist	N
2	Book 2	N
CD2	Community Development Zone	N
DBS	DOWNTOWN BUSINESS STUDY	N
0026	La Crosse TIF 6	N
0037	LA CROSSE TIF 17	N

**Additional Information**

<u>Category</u>	<u>Description</u>
2012+ VOTING SUPERVISOR	2012+ Supervisor District 6
2012 + VOTING WARDS	2012+ Ward 7
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601

**Lottery Tax Information**

Lottery Credits Claimed: 0  
Lottery Credit Application Date:



Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

[lacrossesign.com](http://lacrossesign.com)

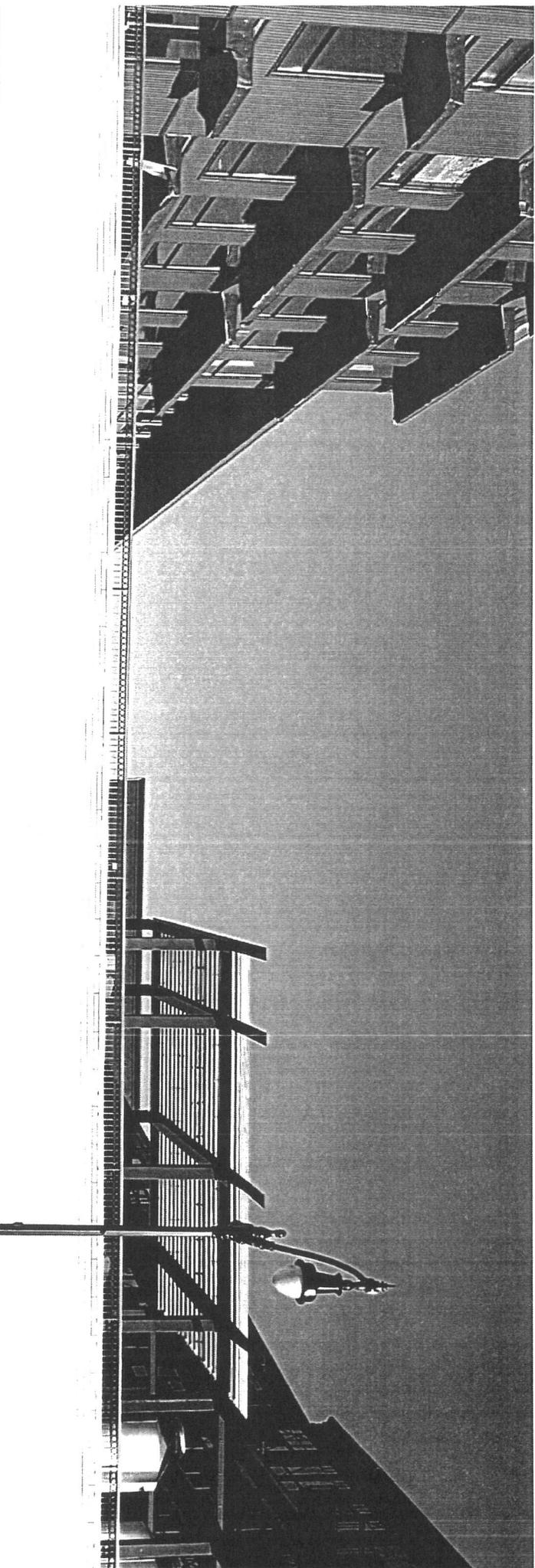
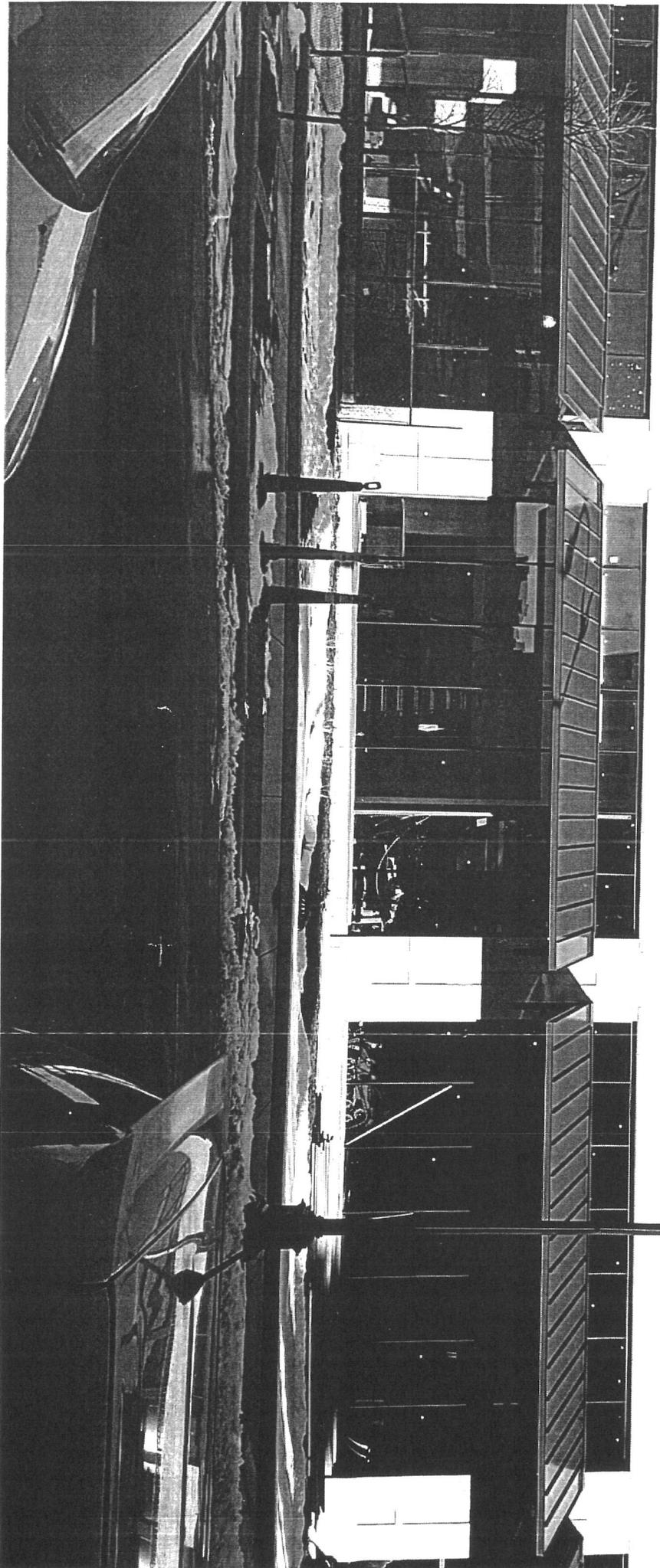


1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450  
 2242 Mustang Way • Madison, WI 53718 • 608-222-5353  
 2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

DESIGN	SALES	FILE
Drawing by: Chris Clark	Job Name: Riverside Corporate	Version Number:
Sign Type: Channel Letters	Job Address: 3rd St.	Job File Location:
Date Created: 3-17-2016	La Crosse, WI 54601	S:\R\Riverside Corporate
Last Modified:	Salesperson: James Fuchsel	Wellness\La Crosse\94541
Scale: 3/16"=1'	Job Number: 94541	Channel Letters\Design

**COLOR KEY**

- 1 ■ TBD/Cutum Red Gradient
- 2 ■ Black



## BOARD OF ZONING APPEALS

### STANDARDS FOR AREA VARIANCE

- 1. The proposed variance is not contrary to the public interest. The purpose statement of the ordinance and related statutes must be reviewed in order to identify the public interest. Variances must observe the spirit of the ordinance, secure public safety and welfare and do substantial justice. In considering effects of a variance on public interests, broad community and even statewide interests should be examined; the public interest standard is not confined to scrutiny of impacts on neighbors or residents in the vicinity of a project.
- 2. The property has a special or unique condition. The property must have unique or physical features which prevent compliance with the ordinance. The circumstances of an applicant, such as growing family or need for a larger garage, are not legitimate factors in meeting this standard. Property limitations that prevent ordinance compliance and that are not unique but common to a number of properties should be addressed by amendment of the ordinance.
- 3. The special condition of the property creates an unnecessary hardship:
  - A. Unnecessary hardship means unnecessarily burdensome, considering the purpose of the ordinance.
  - B. Unnecessary hardship may not be self created. An applicant may not claim hardship because of conditions which are self-imposed. Examples include claiming hardship for a substandard lot after having sold off portions that would have allowed building in compliance and claiming hardship where construction was commenced without required permits in violation of ordinance standards.
  - C. Financial hardship is not a deciding factor. Economic loss or financial hardship does not justify a variance.