



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

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 Mayo Clinic 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 3rd 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

CITY OF LA CROSSE

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



205 4TH ST N LA CROSSE

Parcel:	17-40381-180	Internal ID:	70443
Municipality:	City of La Crosse	Record Status:	Current



Parcel Information:

Parcel:	17-40381-180
Internal ID:	70443
Municipality:	City of La Crosse
Record Status:	Current
On Current Tax Roll:	Yes
Total Acreage:	0.123
Township:	16
Range:	07
Section:	31
Otr:	SE-SE

Legal Description:

BELLE SQUARE CONDOMINIUM UNIT 6 (PARKING UNIT) SUBJ TO RESTR IN DOC
NO. 1676614 & SUBJ TO DR ESMT IN DOC NO. 1676616 & T/W DR ESMT IN DOC
NO. 1681716

Property Addresses:

<u>Street Address</u>	<u>City(Postal)</u>
205 4TH ST N	LA CROSSE
232 3RD ST N	LA CROSSE
303 STATE ST	LA CROSSE
307 STATE ST	LA CROSSE
319 STATE ST	LA CROSSE
321 STATE ST	LA CROSSE
323 STATE ST	LA CROSSE
323 STATE ST APT 201	LA CROSSE
323 STATE ST APT 202	LA CROSSE
323 STATE ST APT 203	LA CROSSE
323 STATE ST APT 204	LA CROSSE
323 STATE ST APT 205	LA CROSSE
323 STATE ST APT 206	LA CROSSE
323 STATE ST APT 207	LA CROSSE
323 STATE ST APT 208	LA CROSSE
323 STATE ST APT 209	LA CROSSE
323 STATE ST APT 210	LA CROSSE
323 STATE ST APT 211	LA CROSSE
323 STATE ST APT 212	LA CROSSE
323 STATE ST APT 301	LA CROSSE
323 STATE ST APT 302	LA CROSSE
323 STATE ST APT 303	LA CROSSE
323 STATE ST APT 304	LA CROSSE
323 STATE ST APT 305	LA CROSSE
323 STATE ST APT 306	LA CROSSE
323 STATE ST APT 307	LA CROSSE
323 STATE ST APT 308	LA CROSSE
323 STATE ST APT 309	LA CROSSE
323 STATE ST APT 310	LA CROSSE
323 STATE ST APT 311	LA CROSSE
323 STATE ST APT 312	LA CROSSE
323 STATE ST APT 401	LA CROSSE
323 STATE ST APT 402	LA CROSSE
323 STATE ST APT 403	LA CROSSE

<u>Street Address</u>	<u>City(Postal)</u>
323 STATE ST APT 404	LA CROSSE
323 STATE ST APT 405	LA CROSSE
323 STATE ST APT 406	LA CROSSE
323 STATE ST APT 407	LA CROSSE
323 STATE ST APT 408	LA CROSSE
323 STATE ST APT 409	LA CROSSE
323 STATE ST APT 410	LA CROSSE
323 STATE ST APT 411	LA CROSSE
323 STATE ST APT 412	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
CDZ	Community Development Zone	N
DBS	DOWNTOWN BUSINESS STUDY	N
0026	La Crosse TIF 6	N
0037	LA CROSSE TIF 17	N

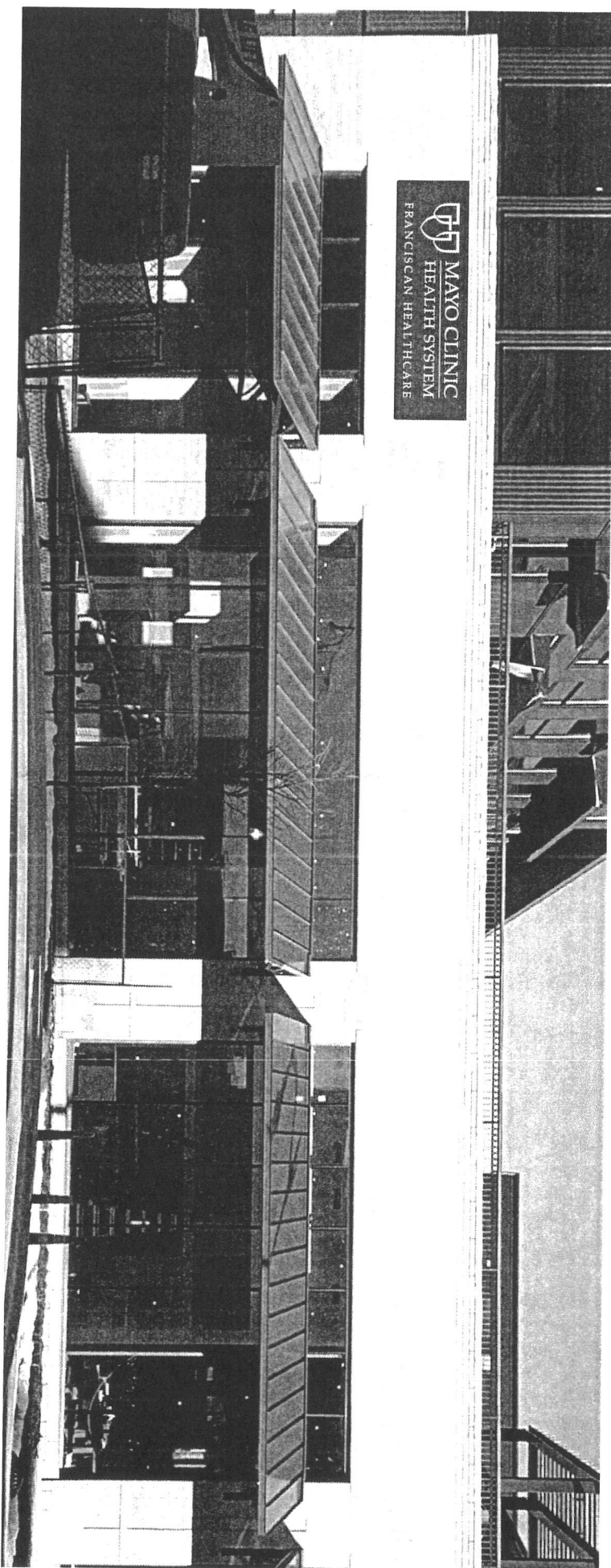
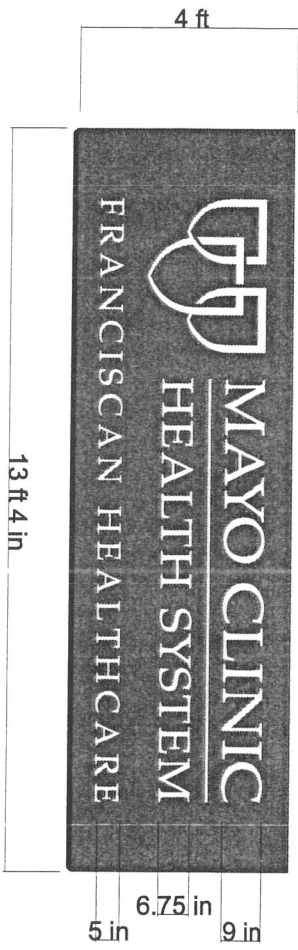
Additional Information

<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:	

Internally Lit Wall Cabinet with Routed Aluminum Face



Approved by: _____ Date: _____

Landlord: _____ Date: _____

lacrossesign.com



1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450
2242 Mustang Way • Madison, WI 53718 • 608-222-5353
2302 Melby Street • Eau Claire, WI 54703 • 715-835-6189

DESIGN

Drawing by: Chris Clark
Sign Type: Wall Cabinet
Date Created: 3-28-2017
Last Modified: 4-17-2017
Scale: 1/4"=1'

SALES

Job Name: Mayo Clinic Belle Sq
Job Address: La Crosse, WI 54601
Salesperson: Craig Breitsprecher
Job Number: 94689

FILE

Version Number: 2
Job File Location: S:\MMayo Clinic Health System 2017 & After\Southeast Region\La Crosse, WI - Belle Square Clinic\94689 Exterior Sign Package\Design

COLOR KEY

- ☒ 1 MCHS Blue
- ☐ 2 White
- ☐ 3
- ☐ 4
- ☐ 5

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*COLORS ON MATERIAL ARE ONLY A REPRESENTATION. ACTUAL COLOR OF FINISHED PRODUCT MAY DIFFER.

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.