



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

Ken Gilliam, Fire Chief



May 22, 2018

CBDC 2018 LLC
750 3rd St N. STE A
La Crosse WI 54601

RE: An appeal regarding the regulation to have a wall sign not facing the principal parking lot or street 322 Causeway Blvd. La Crosse, Wisconsin

Dear CDBC:

We have received proposal for a wall signs that *does not* meet the requirements set forth in the Municipal Code of Ordinances of the City of La Crosse (Code) regarding the location of a wall sign. We invite your attention to subchapter of the Code wherein it provides for the purpose of the law from which you are seeking a variance:

The project as proposed is in direct violation of the following subparagraph of the Code:

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

This project as proposed *does not* meet the minimum standard established under the purpose of the law and *does not* provide the minimum practical effect intended by the Common Council and Mayor of the City of La Crosse when the law was passed. 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 for a wall sign that does not face a public street or the principal parking lot to allow this project to proceed as proposed. .

CITY OF LA CROSSE

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

Sincerely,

A handwritten signature in black ink, appearing to read "Brent Thielen". The signature is fluid and cursive, with the first name "Brent" and last name "Thielen" clearly distinguishable.

Brent Thielen

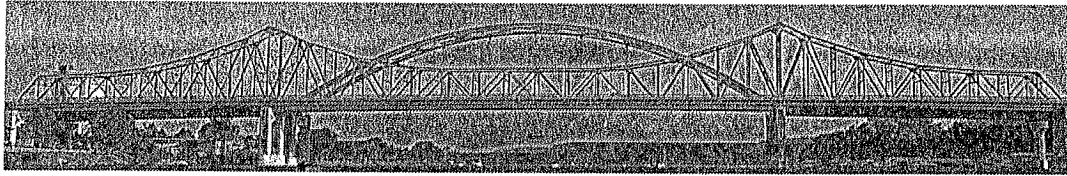
Building Inspector

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La Crosse County

[Home](#) | [Help](#) | [Links](#)[Parcel Search](#) | [Permit Search](#)**322 CAUSEWAY BLVD LA CROSSE**

Parcel: 17-20249-80 Internal ID: 30354
 Municipality: City of La Crosse Record Status: Current

Print View

Parcel Information:

Parcel: 17-20249-80
 Internal ID: 30354
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 4.065
 Township: 16
 Range: 07
 Section: 31
 Qtr: NE-NE

Parcel**Taxes****Outstanding Taxes****Assessments****Deeds****Permits****History****Legal Description:**

BEMEL'S INDUSTRIAL ADDITION LOTS 9-19 BLOCK 5 & E1/2 VAC MILWAUKEE ST
 ADJ ON W LOT SZ: 575 X 308.2

Property Addresses:

Street Address City(Postal)
 322 CAUSEWAY BLVD LA CROSSE

Owners/Associations:

Name	Relation	Mailing Address	City	State	Zip Code
CBDC 2018 LLC	Owner	750 3RD ST N STE A	LA CROSSE	WI	54601

Districts:

Code	Description	Taxation District
2849	LA CROSSE SCHOOL	Y
2	Book 2	N
CDZ	Community Development Zone	N
0032	La Crosse TIF 12	N

Additional Information

Category	Description
2012+ VOTING SUPERVISOR	2012+ Supervisor District 3
2012 + VOTING WARDS	2012+ Ward 6
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54603
Use	WAREHSE/STOR

Lottery Tax Information

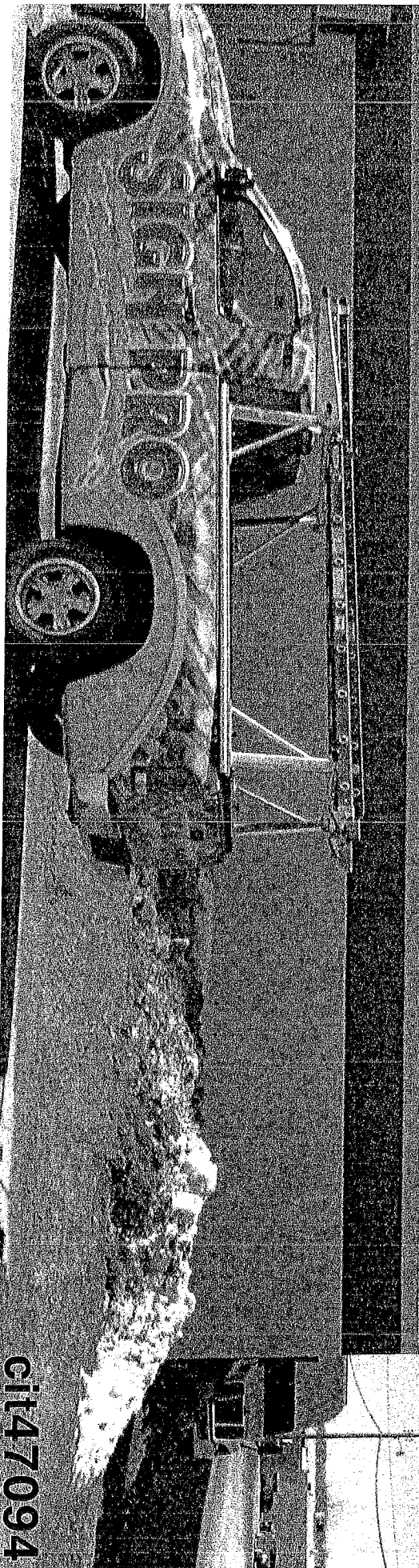
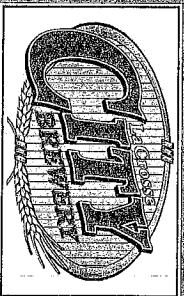
Lottery Credits Claimed: 0
 Lottery Credit Application Date:

La Crosse County Land Records Information
 (Ver: 2018.5.7.0)

[Site Disclaimer](#)

96" X 60"

S&S
CYCLE INC.



cit47094

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.