

# Affidavit of Publication

STATE OF WISCONSIN  
La Crosse County

} ss.

Ann Berra, being duly sworn, says that she is the principal clerk of the  
LA CROSSE TRIBUNE, a public daily newspaper of general

ty of La Crosse, in the county and state  
which the annexed is printed copy  
the same was published, was inserted  
paper on the

**ORDINANCE NO.: 4923**

AN ORDINANCE to amend Section 111-78, Section 111-87 and Section 111-93(a)(1) and of the Code of Ordinances of the City of La Crosse relating to sign standards.  
THE COMMON COUNCIL of the City of La Crosse do ordain as follows:  
SECTION I: Section 111-78 is hereby amended to read as follows:  
That portion of the table which refers to Institutional signs (111-87) and Banner signs (111-93) is hereby amended to read as follows:

Institutional (111-87)	1 per street frontage	Res. Districts: 32 Nonres. Districts: subject to regulations that apply to ground monument /wall signs in public/semi-public	Res. Districts: 7 Nonres. Districts: subject to regulations that apply to ground monument /wall signs in public/semi-public
Banner (111-93)	N/A	48; Banners not to be used for more than seven days per 12 months period for any single event	N/A

The remainder of the table referred to in Section 111-78 shall remain unchanged.  
SECTION II: Section 111-87 is hereby amended to read as follows:  
No more than one institutional sign shall be permitted per building lot One institutional sign is permitted per street frontage. Institutional signs shall not exceed 32 square feet in area in residential zoning districts. Freestanding Monument institutional signs shall be subject to a maximum height of 3 1/2 feet in residential zones. Institutional signs in nonresidential zoning districts shall be subject to the regulations that apply to other ground monument or wall signs in public or semi-public zoning. A campus/medical/aggregate business (five or more businesses within a single building/property) and wayfinding monument sign shall not exceed 18 feet in height nor have a maximum face size of 150 square feet with no allowance for EMU/digital signs. A campus or medical wayfinding monument sign is specifically reserved for a major medical institution or hospital and a campus is defined as an institution of higher education (not a high school).  
SECTION III: Section 111-93(a)(1) is hereby amended to read as follows:  
(1) Banners. No more than 1 Banners used for a specific event, not to exceed more than seven days in any 12-month period can be used for 7 days in a 12 month period, and not to exceed 48 square feet in area.  
SECTION IV: Should any portion of this ordinance be declared unconstitutional or invalid by a court of competent jurisdiction, the remainder of this division shall not be affected.  
SECTION V: This ordinance shall take effect and be in force from and after its passage and publication.  
/s/ Timothy Kabat, Mayor  
/s/ Teri Lehrke, City Clerk  
Passed: 4/14/16  
Approved: 4/20/16  
Published: 4/23/16  
4/23 30454680 WNAXLP

April 2016

dates, to wit:

week for 1

*Ann Berra*  
Ann Berra

\$11160

Sworn to and subscribed before me this

26 day of April 2016



*Sue Anderson*

Notary Public, La Crosse County, Wisconsin

My Commission as Notary Public will expire on the

10th day of January 2020



*La Crosse Tribune, Winona Daily News, Houston Co News, Westby Times, Vernon County Broadcaster, Coulee News, Tomah Journal/Monitor Herald, Jackson County Chronicle, Onalaska Courier Life, Tri-County Foxy Publications*