

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 ~~3½~~ 7 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