

# Affidavit of Publication

STATE OF WISCONSIN } ss.  
La Crosse County

Lisa Zobeck, being duly sworn, says that she is the principal clerk of the **LA CROSSE TRIBUNE**, a public daily newspaper of general circulation, published in the City of La Crosse, in the county and state aforesaid, and that the notice of which the annexed is printed copy taken from the paper in which the same was published, was inserted and published in the said newspaper on the

19th day of April 2014

and thereafter on the following dates, to wit:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

being at least once in each week for \_\_\_\_\_ successive week(s).

Lisa Zobeck  
Lisa Zobeck

**ORDINANCE NO. 4814**  
AN ORDINANCE to amend Paragraphs 20.25(H)(11)(b)(iv), 20.25(H)(17)(b)(iii), 20.25(K)(1)(h)(iii) of the Code of Ordinances of the City of La Crosse relating to existing off-premise signs and electronic messaging units.  
THE COMMON COUNCIL of the City of La Crosse do ordain as follows:  
SECTION I: Paragraph 20.25(H)(11)(b)(iv) of the Code of Ordinances of the City of La Crosse is hereby amended as follows:  
(iv) All existing off-premise advertising signs that are within a 350 foot radius from the public right-of-way of designated Scenic Corridors, and the City Vision 2020 Historic Central Business District, which are not located on the Federal Aid Primary System routes, National Highway System routes or Interstate 90, consisting of ten (10) signs delineated on the attached map shall be removed no later than March 18, 2011, provided that the Common Council has authorized payment and the City has remitted such just compensation to the owners of such signs. All such signs may remain in place beyond the above date until said just compensation has been authorized and paid. The owners of such signs shall not increase, add to, alter, or enhance the value of such signs except for routine and required customary maintenance. The measure of just compensation for removal of signs under this section shall be as set forth under Section 84.30(7), Wis. Stats. Since the owners of all signs required to be removed under this paragraph are provided a ten (10) year amortization period with just compensation, it is expected that

existing sign leases will not be extended after the effective date of this ordinance beyond the period of payment of just compensation.

a. Signs to be Removed.  
The following 10 signs shall be removed no later than March 18, 2011:

- Outdoor advertising signs currently owned by:
- 1. Collins Outdoor sign located at 100 S. 2<sup>nd</sup> St.(removed)
- 2. Collins Outdoor sign located at 100 S. 2<sup>nd</sup> St
- 3. The sign commonly known as the "Deaf Ear Records" sign located at 300 Block of Jay St.
- 4. Coke located at 321 Main St. (removed)
- 5. Collins, Outdoor sign locate at 6<sup>th</sup> St. and Main St.
- 6. The sign commonly known as the "Reinhart" sign located at 6th St. and Main St.
- 7. Collins Outdoor sign located at Lang Dr./Concordia Hall
- 8. The sign commonly known as the "Coke" sign located at Lang Dr./Concordia Hall
- 9. Collins Outdoor sign located at Lang Dr.
- 10. Collins Outdoor sign located at Lang

before me this

21 day of April 2014



Steve Anders  
Notary Public, La Crosse County, Wisconsin

My Commission as Notary Public will expire on the

10th day of January 2016



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

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