

**CITY OF LA CROSSE, WISCONSIN  
CITY PLAN COMMISSION  
REPORT  
March 31, 2014**

➤ **AGENDA ITEM – PC2014-03-31-02**

AN ORDINANCE to amend Paragraphs 20.25(H)(11)(b)(iv), 20.25(H)(17)(b)(iii), 20.25(K)(1)(f)(iii) of the Code of Ordinances of the City of La Crosse relating to electronic messaging units.

➤ **ROUTING: J&A Committee**

➤ **BACKGROUND INFORMATION:**

The subject ordinance would modify four paragraphs within the Chapter 20.25 regulating off premise and on premise signs and billboards. The ordinance modifications clarify that all such signs shall come into conformance by 2027 for dimensional requirements. Signs shall, upon passage and publication, conform to the standards in Table 20.25 (H) - 2b including the illumination standards, hours of operation/use, dwell time, operating modes for transitions, interactivity, light trespass and nonconforming EMUs. The full ordinance change is attached in the legislation. A summary of the proposed amendments are:

20.25(H)(11)(b)(iv), deletion of following language: *The measure of just compensation for removal of signs under this section shall be as set forth under Section 84.30(7), Wis. Stats.* Other administrative changes include the removal of the descriptive word *Collins* from the list of downtown off-premise signs.

20.25(H)(17)(b)(iii), change includes: listing standards contained under Table 20.25(H)-2b.

20.25(K)(1)(f)(iii), change includes replacing the word *pylon*, with the word *monument*.

➤ **GENERAL LOCATION:**

City-wide ordinance

➤ **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:**

N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

N/A

➤ **PLANNING RECOMMENDATION:**

**This ORDINANCE is recommended for approval.**