

ORDINANCE NO. 4814

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 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" St. (removed)
2. ~~Collins~~ Outdoor sign located at 100 S. 2" 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 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 Dr./La Crosse River

SECTION II: Paragraph 20.25(H)(17)(b)(iii) of the Code of Ordinances of the City of La Crosse is hereby amended as follows:

- (iii) Existing electronic message unit signs already permitted in the City, but no longer conforming with this ordinance, shall be non-conforming signs. The following standards contained in Table 20.25(H)-2b ~~All such signs~~ shall come into conformance with this ordinance within 15 years of passage and publication (2027) provided that the Common Council has authorized payment of just compensation and the City has remitted such just compensation to the owners of such signs: Height, Maximum Percentage of Monument Sign, Overall Maximum Size, Distance from Residential Zoning District, Spacing between Signs, Spacing from other uses, Setbacks from property lines, Portable (commander board, delivery trucks, semi trailers, cabinet on vehicles or trailers). 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 fifteen (15) 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. The remaining standards contained in Table 20.25(H)-2b shall come into conformance with this ordinance upon passage and publication: Illumination Standards, Hours of Operation/Use, Dwell Time, Operating Modes for Transitions, Interactivity, Light Trespass and Non-conforming EMUS.

SECTION III: Paragraph 20.25(K)1)(f)(iii) of the Code of Ordinances of the City of La Crosse is hereby amended as follows:

- (iii) Under the uniform sign plan, one additional wall sign may be permitted provided such additional sign faces a street or parking lot and further provided that such additional sign is a substitute for the permitted ~~pylon monument~~ sign. In no case shall such additional wall signage exceed 225 square feet or twenty percent (20%) of the wall area, whichever is greater.

