

THREE RIVERS PLAZA SIGN POLICY

The purpose of this Three Rivers Plaza Sign Policy is to establish signage standards for Three Rivers Plaza (the Development). All signs proposed to be installed within the Development after adoption of this document shall conform to this sign policy. In addition, all proposed signs must be approved by a majority vote of members of Northside Development of La Crosse, LLC, or its successors and/or assigns (Northside).

This sign policy shall be adopted following its approval by the City of La Crosse Plan Commission. Any signs proposed for installation within the Development that are not specifically allowed by this sign policy must be approved by *both* Northside *and* the City of La Crosse Plan Commission.

Identification Signs

1. Definition of Identification Sign:

The principal sign identifying the name of the building and/or the name of the company occupying the building, or both.

2. Number of freestanding (ground-mounted) signs per building:

- a. There is one ground-mounted building identification sign for 30-40 Copeland Avenue (grocery-retail building) that has been installed.
- b. For the office building at 2 Copeland Avenue ~~and the condominium building at 14 Copeland Avenue~~, one two-faced ground-mounted sign shall be allowed for each building.
- c. For the ~~to be restored~~ Buchner building at 20 Copeland Avenue, two single-faced ground-mounted signs shall be allowed.

3. Number of tenant identification signs (wall-mounted) signs per tenant:

- a. For the office building at 2 Copeland Avenue, one south-facing wall-mounted tenant identification sign will be allowed for one tenant on the ~~second~~ third floor and one north-facing wall-mounted tenant identification sign will be allowed for one tenant on the first floor. Two wall-mounted tenant identification signs will be allowed for a single tenant on the third floor. For the third floor tenant, one sign shall be south-facing ~~and the other shall be north-facing~~.
- b. For the ~~condominium building at 14 Copeland Avenue and the to be restored~~ Buchner building at 20 Copeland Avenue, no wall-mounted signs will be allowed.

- c. For the grocery store building at 30 Copeland Avenue, all wall-mounted tenant identification signs are in place and have been approved prior to the drafting of this sign policy.
- d. For the retail building at 40 Copeland Avenue (Suites 100 to 112), one west-facing wall-mounted identification sign will be allowed for each tenant, except for the corner Suites 100 and 112, which shall be allowed two wall-mounted tenant identification signs.

4. Sign dimensions, orientation, and construction:

- a. The building identification sign for the grocery store building and retail building was approved and installed prior to the drafting of this sign policy. For ground-mounted signs yet to be installed, ground-mounted sign faces shall not exceed fifty (50) square feet per side in area and shall be no higher than twelve (12) feet high. Ground-mounted signs shall have brick support columns to complement the existing building identification sign. The ground surface in the vicinity of the ground-mounted signs shall be appropriately landscaped (i.e., a paved surface will not be acceptable in the vicinity of the ground-mounted signs).
- b. Ground-mounted signs shall be perpendicular to Copeland Avenue except for the condominium building identification sign, which shall be oriented parallel or perpendicular from the building face at the front door of the building.
- c. Ground-mounted signs may include the names and logos of tenants within the building, so long as the total of all sign faces on that ground-mounted sign do not exceed fifty (50) square feet per side. Each side of every two-sided ground-mounted sign shall be identical. Rolling display signs will not be allowed.
- d. Wall-mounted tenant identification signs shall be raised letters, shall have a signage area of forty (40) square feet or less, and shall not extend more than six (6) inches from the outside of the building wall. Where two wall signs are permitted, both wall signs shall be identical. Letter height shall not exceed a maximum of 18" for the tenant name, 6" for any descriptive information and 3" for the street address. Tenant Logos will be reviewed case by case for approval, approval not unreasonably withheld.
- e. Identification signs may be illuminated from the outside by lights designed to illuminate only the sign and surrounding planting, or may be internally lit, but shall not contain any strobe type or revolving lights or devices directing beams of light. No raceway signs or sign boxes will be allowed.
- f. No signs may be placed on top of any building roof or any vehicle.
- g. No billboards may be placed anywhere within the Development including any lot or rooftop. No pylon-type signs will be allowed within the Development.

- h. The graphics and color of all signs and lettering shall complement the existing color scheme of the Development. Northside shall have all graphics and colors approved by an architect or designer of its choice. All signs must conform to the overall development concept.

Awning Signs

1. Definition of Awning Sign:

Lettering placed along the valance of an awning identifying the type of business in the retail section of the Development (40 Copeland Avenue) and in the office section of the development (2 Copeland Avenue).

2. General Restrictions:

- a. Lettering placed on any awning shall be placed on the awning valance only. The height of the valances shall be nine (9) inches or less. The height of lettering along valances shall be at least two inches shorter than the valance height.
- b. Awnings shall not be illuminated from the inside of the awning.

Temporary Signs

1. Definition of Temporary Signs:

Temporary signs are signs placed on the property that are intended to be removed after the specific purpose they have served has been satisfied (such as temporary building identification signs, construction signs, "For Lease" or "For Sale" signs, etc.)

2. General Restrictions:

- a. Construction signs are not permitted to remain standing for more than thirty (30) days following the final completion of a newly constructed building or addition to a building.
- b. Temporary signs may not be mounted on building walls, except on buildings that are under construction or undergoing renovation.
- c. Temporary signs shall be no larger than 4' x 12'.
- d. Temporary signs for grand openings and special events are not permitted to remain standing for more than seven (7) days. Repeated placement of temporary

signage of similar content is not permitted. Each tenant shall be limited to four (4) special event signs per year. All temporary signs shall be approved by Northside, and Northside shall place additional restrictions on temporary signs as it sees fit. Temporary signs shall be free-standing and shall not be anchored to buildings.

- e. Reader board signs or commander board signs are not permitted within the Development.