

ORDINANCE NO.: 4740

A SECOND AMENDED ORDINANCE to amend Paragraph 20.25(B) (29) and (38), Paragraph 20.25(F) (3), to create Paragraph 20.25(H) (6) (a) and (b), to amend Paragraph 20.25(H) (9), to amend Table 20.25(H) (11) (b)2 "Conversions of Static to Digital Display EMUs" and to amend Table 20.25(H)-2b "ON-PREMISE EMUs" of the Code of Ordinances of the City of La Crosse relating to Off Premise and On Premise Sign and Billboard regulations.

THE COMMON COUNCIL of the City of La Crosse do ordain as follows:

SECTION I: Paragraph 20.25(B) (29) and (38) are hereby amended to read as follows:

- (29) "Freestanding Sign." A sign not attached to a building or structure other than its own support, supported by one or more columns, uprights or braces in or ~~upon~~ above the ground. Freestanding signs include ground-mounted monument signs, pylon signs and pole signs and enhanced ground signs.
- (38) "Monument Sign." A Freestanding Sign where the base of the sign structure is on the ground rather than attached to a pole or pylon that is attached to the ground. A Monument Sign or Freestanding Sign where the support structure of the sign is comprised or faced with materials other than metal poles or pylons, and is architecturally compatible with the building design of the principle structure. The support structure shall not be less than one-third of the width of the sign (see 20.25 (C), and shall be a minimum of 12 inches in width.

SECTION II: Paragraph 20.25(F) (3) is hereby amended to read as follows:

- (3) Portable changeable copy signs (including, without limitation, (a) those known locally as "Commander Boards"; and (b) portable electronic message unit signs); Ord #4705 - 9/13/12 A digital portable "Commander Board" may be permitted on private property for a bona fide non-profit group or charitable event as a temporary sign for the day before the event and the duration of the event not to exceed 10 days. A digital portable "Commander Board" may be permitted on private property as a temporary sign for seven days for a business grand opening not to exceed seven (7) days. The Board of Park Commissioners may permit a digital portable "Commander Board" for up to 30 days within a City park so long as such sign is not visible from a commercial thoroughfare. The Board of Public Works may permit a digital portable "Commander Board" on public property for a bona fide non-profit group or charitable event as a temporary sign for the day before the event and the duration of the event not to exceed 10 days. Any such sign permitted under this section as a temporary sign shall be not be operated between midnight and 6:00 a.m. and shall comply with all other parameters of the sign code and obtain a temporary permit.

SECTION III: Paragraph 20.25(H) (6) (a) and (b) are hereby created to read as follows:

(6) Monument Signs.

One Monument sign shall be permitted per street frontage. Lots with more than 200 feet of frontage on a street shall be allowed one sign per 200 feet of street frontage or fraction thereof. Monument signs shall not exceed 60 square feet. Monument signs shall be limited to a maximum height of 14 feet. Subsequent signs shall not exceed 60 square feet and shall be limited to a maximum height of 14 feet. Monument signs shall first be reviewed and approved by the City's Design Review Committee prior to issuance of a sign permit and are required to include the architectural elements of the principle building and shall contain landscaping surrounding the base of the sign. The provisions of subsection (H) (17) (b) (iii) regarding amortization with just compensation in 15 years (year 2027) shall apply to ground and pylon signs. (Ord. #4705 - 9/13/12)

(a) There shall be a commercial interstate highway zone defined as the centerline of I-90 on the north, the Black River on the west, North George Street on the east, south along George Street extended through to Liberty Street then to Avon and to Livingston Street. A monument sign in this zone shall require a Conditional Use Permit for any sign that deviates from the standard for height and square footage contained herein for non-EMU signs and all other standards in this chapter apply.

(b) A fuel pricing monument sign is a form of a monument sign and shall not exceed 18 feet in height. An additional 24 square feet of digital display is permitted for the fuel prices which fuel price portion of the digital display shall not change more than once per 24 hour period. A sign may therefore be 60 square feet with a maximum of 35% or 22 square feet of digital display plus an additional 24 square feet of digital display for the fuel prices.

SECTION IV: Paragraph 20.25(H) (9) is hereby amended to read as follows:

(9) Institutional Signs and Campus and Aggregate Business Property Signage.

No more than one (1) institutional sign shall be permitted per building lot. Institutional signs shall not exceed 32 square feet in area in residential zoning districts. Freestanding institutional signs shall be subject to a maximum height of three and one half (3½) feet in residential zones. Institutional signs in nonresidential zoning districts shall be subject to the regulations that apply to other ground or wall signs in public or semi-public zoning. A Campus/Medical/Aggregate Business (five (5) or more businesses within a single building/property) 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 V: Table 20.25(H) (11) (b)2 "Conversions of Static to Digital Display EMUs" and Table 20.25(H)-2b "ON-PREMISE EMUs" are hereby amended to read as follows:

Table 20.25(H) (11) (b)2 A maximum of 5,000 Nits during the day, 100 Nits between sunset and sunrise and at no time more than ~~57~~ 100 Nits (~~4.3 foot-candles~~) above ambient light levels and must be equipped with an automatic dimmer and a letter from the manufacturer or UL listed is required.

Table 20.25(H)-2b A maximum of 5,000 Nits during the day, 100 Nits between sunset and sunrise and at no time more than ~~57~~ 100 Nits (~~4.3 foot-candles~~) above ambient light levels and must be equipped with an automatic dimmer and a letter from the manufacturer or UL listed is required.

SECTION VI: If any section, subsection, sentence, clause, or phrase of this ordinance is declared by a court of competent jurisdiction to be invalid for any reason, such declaration of invalidity shall not affect the validity of the remaining portions of this ordinance. The Common Council hereby declares that it would have adopted this ordinance in each section, subsection, sentence, clause or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared invalid.

SECTION VII: This ordinance shall take effect and be in force from and after its passage and publication.

\_\_\_\_\_/s/\_\_\_\_\_  
Mathias Harter, Mayor

\_\_\_\_\_/s/\_\_\_\_\_  
Teri Lehrke, City Clerk

Passed: 3/14/13  
Approved: 3/18/13  
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