



Fire Prevention and Building Safety

400 La Crosse St., La Crosse, WI 54601 • (608) 789-7530 • Fax: (608) 789-7589

<http://www.cityoflacrosse.org>

Inspection@cityoflacrosse.org

Ken Gilliam, Fire Chief



2-12-2020

Dean Kirchner
2820 Richard Dr.
La Crosse, WI 54601

RE: Sign at 2718 South Ave.

Dear Mr. Kirchner,

As you are probably aware, the Wisconsin Department of Transportation is widening US Highway 14/South Ave. in the City of La Crosse. In order to widen the roadway, your pole sign is required to be removed. Per City ordinance, poles signs are now prohibited in the City of La Crosse which makes the sign in question legal non-conforming sign. Also, per City ordinance, non-conforming signs shall not be moved unless brought into compliance with the sign ordinance. This would mean a new sign could be installed that meets the Monument sign regulations. The definition of a monument sign is "*Monument sign* means 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 principal structure. The support structure shall not be less than one-third of the width of the sign (see [section 111-6](#)), and shall be a minimum of 12 inches in width. The new sign could be up to 14 feet in height and 60 square feet in total signage.

Per State Statute 84.30 (5r) the signs can be moved as is, to the same parcel by the DOT. The City of La Crosse does have the option to have the DOT purchase the sign rather than relocate the sign. Please see attached letters received from the DOT.

The City of La Crosse would like to work with you to remove the current signage and then you would have the ability to add new signage that would be code compliant. Please contact us within 7 days of the receipt of this letter to discuss this matter. We would be looking for any reasons that the sign could not be removed from the Property Owners' point of view, other than monetary.

We look forward to hearing from you to work through this matter in a timely fashion.

Sincerely,

David Reinhart
Chief Building Inspector
City of La Crosse
608-789-7564
reinhartd@cityoflacrosse.org

Enclosures

CITY OF LA CROSSE

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