

BOARD OF ZONING APPEALS

La Crosse, WI
DECISION UPON APPEAL

Mayo Clinic Health System having appealed from an order of the Building Inspector denying a permit regarding the requirement that wall signs may be placed on no more than two separate walls of a building and signs must face a street or principal parking lot

at a property known as: 700 West Ave S., La Crosse, Wisconsin

and described as:

ESPERSON & BURNS ADDITION LOTS 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 & 11 BLOCK 6 INCL VAC ALLEYS & STREETS EX 7FT WIDE STRIP ON N TAKEN FOR ST & LOTS 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 & 11 BLOCK 7 & INCL VAC ALLEYS & STREETS EX PRT TAKEN FOR R/W IN DOC NO. 148120 SUBJ TO ESMT IN DOC NO. 1788588 SUBJ TO & T/W RESTR IN DOC NO. 1791761 & DOC NO. 1791762


and due notice having been given by mail to all City of La Crosse property owners and lessees within 100 feet of the property which is the subject of this appeal, and similar notice having been published in the La Crosse Tribune more than five (5) days prior to the time of the hearing hereon, and testimony having been received and heard by said Board in respect thereto, and having been duly considered, and being fully advised in the premises,

WHEREFORE, IT IS ORDERED: That the decision of the Building Inspector be: Affirmed ☐ Reversed ☒

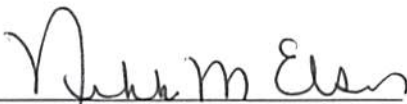
(See attached)

Dated this: 19th of June, 2023




Date Filed: 20th of June, 2023




James Cherf, Chair

ATTEST


Nikki Elsen, Secretary

Concurring:

Dissenting:

The decision of the Board may be appealed to circuit court within 30 days of the decision being filed pursuant to Wisconsin Statute sec. 62.23(7)(e)10.

NOTE: WORK SHALL BEGIN WITHIN 180 DAYS AFTER THE DATE OF THIS DETERMINATION.

DECISION UPON APPEAL

2669 – Mayo Clinic Health System - An appeal regarding the requirement that wall signs may be placed on no more than two separate walls of a building and signs must face a street or principal parking lot at 700 West Ave S, La Crosse, Wisconsin.

Farmer: The unique property limitation here is usually the lot is too small, in this case the lot is so big; it is an extraordinary size. Having been there when the sign ordinance was adopted it was intended that you wouldn't have a little bar putting signs on all four sides, but this is a massive structure and so the size of the property becomes the unique property limitation. I think there would be a harm to the public interest if not granted because it is confusing enough when you are going there figuring out where you are going and how to park and all of that. The unnecessary hardship would fall on the general public in terms of wayfinding signs; that kind of thing is very important because most people do not make visits to the hospital when they are relaxed, it is usually a very trying time. So, the wayfinding signs are appropriate and reduce the hardship on the general public.

Gentry seconded.

CONCURRING: Ryan Haug
 Anastasia Gentry
 William Raven
 James Cherf
 Doug Farmer

DISSENTING: None