

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
April 2, 2018**

➤ **AGENDA ITEM – 18-0355 (Tim Acklin)**

AN ORDINANCE to amend Section 111-1 and Section 111-94 of the Code of Ordinances of the City of La Crosse allowing for wall signs to extend above the roof line of a building.

➤ **ROUTING:** J&A

➤ **BACKGROUND INFORMATION:**

The subject Ordinance would allow for wall signs to extend above the roof line of a building. The current sign code does not allow for roof signs, the type you would typically see on old industrial buildings, or for wall signs to extend above the roofline.

A recent development in the Downtown proposed a rooftop sign that would add to its industrial style of architecture as well as screen mechanical equipment on the roof. Planning and Building Inspections staff discussed the possibility of permitting roof type signs and what impacts this may have city wide. The determination was to not allow for rooftop signs and amend the limitations for wall signs to allow for them to be raised no more than four (4) feet above the roofline to provide a similar look and only if they are being used to screen rooftop mechanical equipment. Wall signs by definition must be partly mounted on the wall surface and not entirely above the parapet. This configuration is apparent in modern urban design particularly as industrial sites are repurposed, adding to the character of urban architecture. These signs would still have to meet the existing placement and size limitation for wall signs.

➤ **GENERAL LOCATION:**

City-wide

➤ **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:**

N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

N/A

➤ **PLANNING RECOMMENDATION:**

Staff also work with the developer on their sign request and they agreed to this amended ordinance and revised their plans accordingly. This Ordinance is recommended for approval.