

ORDINANCE NO.: 5049

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.

SECTION I: Section 111-1 is hereby amended as follows:

*Raised Wall Sign* means a wall sign attached to the wall that partially, or wholly, extends above the roofline.

SECTION II: Section 111-94 is hereby amended as follows:

Wall signs may be placed on no more than two separate walls of a building. Such signs may be placed only on walls facing a public street or the principal off-street parking area serving the building. On walls less than 75 feet tall, signage may cover no more than 25 percent of the area of each wall measured at the first 30 feet in height. On walls 75 feet in height or more, signage may take up no more than ten percent of the area of the wall. No wall sign shall exceed 672 square feet. Raised wall signs may extend above the roof line of the building in order to screen mechanical equipment located on the roof of the building. Raised walls signs may not extend above roofline more than four (4) feet.

SECTION III: Should any portion of this ordinance be declared unconstitutional or invalid by a court of competent jurisdiction, the remainder of this division shall not be affected.

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

\_\_\_\_\_/s/\_\_\_\_\_  
Timothy Kabat, Mayor

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

Passed: 4/12/18  
Approved: 4/16/18  
Published: 4/22/18