



**3900 State Road 16/RC1148  
La Crosse, WI 54650  
12/13/2023**

[illegible]

# SITEMAP



QTY.	CODE	DESCRIPTION
A	4	WS-8FT 4x8 Wall Sign
B	1	ONS Open Sign
C	1	CFNS Chicken Fingers Neon Sign
D	1	PMRL Painted Mural
E	1	RD-1 Red Dog
F	1	CAN One Love Canopy Letters
G	2	DTMB DT Menuboard
H	1	DTPS Pre Sell Board
I	2	DTSP Speaker Post
J	1	MON Monument

Overlay and MSP restrictions noted 10/15/23. Re-Plat of lot may result in zoning change. Project review to occur during Site Plan review by PC and Town Board.

Monument 60sf @ 14' oah w/ 3' setback from property line/sidewalk and a required base 1/3 sign width, or no less than 12" whichever greater. DRC approval required. Architectural and landscaping requirements for base.

Wall: Allowed on 2 walls facing street, or principal off-street parking. 25% of total wall (up to 30' bldg height), NTE 672sf site aggregate.

Window: NTE 50% of gross window area on street facing walls only. Permit required.

Cove light: Photometrics required.  
Menu: Subject to review. Not specified in code.

Murals/Art/RD: Subject to review. Likely included in sign sf if considered method of attracting attention. Painted accepted but no permanent banners

Directionals: NTE 4sf. Logos allowed if not visible offsite

	YES	NO
RED DOG	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MURAL	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FLAGS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
OLH	<input type="checkbox"/>	<input checked="" type="checkbox"/>



Location: La Crosse, WI

Date: 10/20/2023

Site ID: RC1148

AGI PM: Tara Smith

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## Code Check Form

☐ Stand Alone☐ Multi-TenantCustomer Name : Raising Canes Parcel #: \_\_\_\_\_Zoning: C-2- LOT WILL NEED TO BE REPLATTED, CODE SUBJECT TO CHANGEProject Name : RC1148 La Crosse WI (Hwy 16 & Braund St)Re-zoning Required/Recommended: Yes ☐ No ☐Address: neighboring Applebee's located at 9364 WI-16 Trunk- ACROSS STREET IN MALLJurisdiction: City of La CrosseCity: Onalaska State: WI Zip: 54650Contact Name: Andy BerzinskiDev.name: \_\_\_\_\_ Within PUD or CUP: Yes ☐ No ☐Phone: 608-789-7562 Cell: 608-780-0997Master Sign Program (MSP) or Development Criteria: Yes ☐ No ☐E-Mail: berzinskia@cityoflacrosse.org

## Ground Signs- Pylon (Pole) &amp; Monument

☐ - N/AAre ground signs allowed? Yes ☐ No ☐ If No, Tenant ☐ Pylon/Pole ☐ Monument ☐ Minimum frontage to qualify: \_\_\_\_\_Number of signs allowed: 1/street frontage + 1/200ft of frontage Distance to adjacent ground sign on same lot: \_\_\_\_\_ Surrounding Lot: \_\_\_\_\_Maximum SF Allowed: 60sf Formula for area calculation: \_\_\_\_\_ Wind Load: \_\_\_\_\_Minimum setback: not in ROW Maximum Overall Height: 14ft Visibility Triangle: 15ft- no sign above 36"Berm Allowed? Yes ☐ No ☐ How is height measured? normal grade to top of signRequired base covering: Monument base must be at least 1/3 sign width, minimum 12" How many faces count toward sign area ? 1

Illumination/ Lighting Restrictions: \_\_\_\_\_

Design restrictions for sign: \_\_\_\_\_

EMC - Can there be animation? Yes ☐ No ☐ Does it have to be static? Yes ☐ No ☐ Can price be displayed? Yes ☐ No ☐Color restrictions: N/A- Max daytime: 5000nits, Sunset-Sunrise: 100nits, NTE 100 nits above ambient light at any time. Autodimmer requiredRate of change restrictions: 60 sec hold time, instant transitionEMC SF restrictions: 22sf or 35% of monumentPlacement or residential restrictions: Design Review Committee approval required. Must match building architecture nd design. Landscaping required. Must be 200ft from residential and cannot be visible from residence or residential lineNotes: This lot will need to be replatted. Code check based on Cane's on single lot. Subject to change based on platting.Pole/Pylon Signs prohibited.EMC; Must be 200ft from another EMC, allowed 1 /parcel. 3ft setback from property line or sidewalk.Monument signs shall first be reviewed and approved by the City's Design Review Committee prior and are required to include the architectural elements of the principle building and shall contain landscaping surrounding the base of the sign.

## Wall Signs

☐ - N/ANumber of signs allowed: allowed on 2 separate walls facing street or principal off street parking SF based on: Street Frontage ☐ Building Frontage ☐ % of wall area ☐Aggregate building SF allowed: 672sf Maximum Projection: 18" Lighting Restrictions: N/AMaximum SF allowed per sign: \_\_\_\_\_ Formula for area calculation: 25% of total wall up to 1st 30' in building height, max 672

Maximum mounting height: \_\_\_\_\_ Max. Letter Height: \_\_\_\_\_ Max Logo Height: \_\_\_\_\_ Max. Sign Width: \_\_\_\_\_

Can sign project above the roof line? Yes ☐ No ☐ If yes, how much? \_\_\_\_\_Does this elevation require street frontage? Yes ☐ No ☐ Is area transferable to another elevation? Yes ☐ No ☐How is sign measured? ☐ Box ☐ Geo Shape ☐ Other: around sign and backgroundDesign restrictions? ☐ Raceway allowed \_\_\_\_\_Notes: Signs allowed on 2 separate walls facing street or principal off-street parking. Each wall limited to the lesser of 25% of the total wall area of up to the first 30' in height, or 10% of total area of buildings >75' tall. No wall sign shall exceed 672 square feet.Appendages on the sign structure shall be measured by using the smallest rectangle encompassing the sign. In the event that a sign is shaped like an oval, circle, or triangle, the sign shall be measured based on its actual area, rather than measuring the area of the rectangle surrounding the sign. Irregular shaped signs that are not ovals, circles, or triangles shall be measured using the aforementioned rectangle method of measurement. The cumulative total of individual sign faces or elements; shall constitute the square footage of the sign structure.

## Drive - Through's/ Address

☐ - N/AMenu boards allowed? Yes ☐ No ☐ Quantity allowed? \_\_\_\_\_ Size restriction? \_\_\_\_\_ Height restriction? \_\_\_\_\_Are Pre-sell boards allowed? Yes ☐ No ☐ Size restriction? \_\_\_\_\_ Height restriction? \_\_\_\_\_Are SED's required? Yes ☐ No ☐ Are menu awnings/ drive-thru canopy allowed? Yes ☐ No ☐Address Number required? Yes ☐ No ☐ SF: \_\_\_\_\_ Illuminated? Yes ☐ No ☐ Restrictions? not regulatedNotes: Submit with sign packageLocation: La Crosse, WIDate: 10/20/2023Site ID: RC1148AGI PM: Tara Smith

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## Specialized Signs

☐ - N/A

Painted Commercial mural allowed on walls? Yes ☐ No ☐ If no, allowed painted on substrate? Yes ☐ No ☐ If no, digital print? Yes ☐ No ☐

Quantity allowed? \_\_\_\_\_ Size restriction? \_\_\_\_\_ Count towards signs sq. ft.? Yes ☐ No ☐

Graphics without branding/ Pin-Mounted Art allowed on walls? Yes ☐ No ☐ Can it be painted? Yes ☐ No ☐ Count towards signs sq.ft.? Yes ☐ No ☐

Quantity allowed? \_\_\_\_\_ Size restriction? does not count if no commercial message or intended to attract attention to any type of business on property

Permanent banners allowed? Yes ☐ No ☐ If no, allowed flat sign on substrate? Yes ☐ No ☐ Does copy count in SF? Yes ☐ No ☐

Quantity allowed? \_\_\_\_\_ Size restriction? \_\_\_\_\_ Does it require a frame? Yes ☐ No ☐

Can Commercial flags be attached to building parapet? Yes ☐ No ☐ Restrictions on Qty. size/height/projection on roof? \_\_\_\_\_

Interior illuminated window signs (Neon) allowed? Yes ☐ No ☐ If no, are LED signs allowed? Yes ☐ No ☐ Restrictions? permit required

Is shield white LED lighting allowed around the building parapet / roof? Yes ☐ No ☐ Restrictions? Photometrics required for engineering

Notes: **Window signs may be placed on any window glass of street facing walls of buildings. Such signs shall cover no more than 50 percent of the gross first floor window area of that side of the building that faces the street.**

## Directionals/ Regulatory

Are directionals allowed? Yes ☐ No ☐ Are permits required? Yes ☐ No ☐

Notes: **Logos not visible from off lot**

Number of signs allowed? N/A

Maximum SF allowed: 4sf Maximum overall height: cannot block visibility

Directionals count towards allowed SF: Yes ☐ No ☐ Are interior lot directionals restricted? Yes ☐ No ☐ Name/ Logos allowed? Yes ☐ No ☐

## Temporary Signage

	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Setback:	SF:	Height:	Permit Required?	Time Allowed:
Banner:			_____	<u>32sf</u>	<u>12.5ft</u>	<input type="checkbox"/>	<u>7 days/ 4/year</u>
Feather Sign:			_____	_____	_____	<input type="checkbox"/>	_____
Inflatable:			_____	_____	_____	<input type="checkbox"/>	_____
Vehicle:			_____	_____	_____	<input type="checkbox"/>	_____
Flag (Non-commercial)			_____	_____	_____	<input type="checkbox"/>	_____
Ground Yard Sign (Commercial):			_____	_____	_____	<input type="checkbox"/>	_____
String Lights:			Restrictions: <u>must be permanently mounted to rigid background</u>				_____

Notes: **Vehicle: Must be used in normal days to days operations. Cannot be parked for more than 7 days in location visible from public ROW.  
Temp USe permits required for temp signs for special event- 4/yr. 7 Consecutive days  
Temp Window Signs: 50% of gross 1st floor window space facing streets- no permit required**



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### Construction Sign

Max # allowed?: 2 Max Height?: 16 ft Timeframe allowed? allowed during construction  
 Max SF: 32sf Setbacks?: \_\_\_\_\_ Logo/Copy Restrictions? contractor, architect, engineer, business  
 Indirect Illumination Allowed? \_\_\_\_\_  
 Preferred mounting method (no building yet): \_\_\_\_\_  
 Other restrictions? no permit required

### Construction Fence Wrap

Are fence wraps allowed: Yes ☐ No ☐ Max SF: \_\_\_\_\_ Timeframe allowed? \_\_\_\_\_  
 Max Height: height of fence Logo/Copy Restrictions? \_\_\_\_\_  
 Other restrictions? Can only be visible from public street or property where located.



Construction Banner



Construction Fence Wrap

### Now Hiring Banner(s)

Max # allowed?: 2 Max Height: 12.5 Time frame allowed? 7 days, 4/year  
 Max SF: 32sf Setbacks?: on property Logo/Copy Restrictions?: N/A  
 Preferred mounting method: N/A Indirect Illumination Allowed? no  
 Other restrictions?: Permit required for each instance



Now Hiring Banner



Now Hiring Banner

Notes:



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## Permit Requirements

Permits can be applied for by: Mail ☐ Authorized Agent ☐ In Person ☐ Online ☐ Review Board: Yes ☐ No ☐

License Required: Business ☐ Contractors ☐ Contact: Div Of Community Risk Management

Signature Required on Application: Owner ☐ Agent ☐ Designer ☐ Phone Number: 608-789-7530

Documents Required (Sign): Site Plan ☐ Elevations ☐ Sign Details ☐ Sealed Engineering ☐ Additional Professional Seals ☐

Number of Document Copies: 2 2 2 free over 15', any over 96sf

Documents Required (Banner): Site Plan ☐ Banner Details ☐ Number of Document Copies (Banner): 1

Document Size: ☐ In Color? Cost of Permit (Sign): up to 30sf = \$40. Over 30sf = \$40 + \$10/sf Cost of Permit (Banner): \_\_\_\_\_

Length of time to secure permit: at least 10 business day- can expedite w/ fee Other permit costs / fees: \$40 plan review fee, electrical permit required

When does the time frame permitted start (Banner)? From time of permit approval ☐ Time the banner is placed ☐ Other ☐

Current IBC used by municipality : WI code based on 2015 IBC Any code to reference: Building code ☐ Electrical Code ☐ Energy code ☐

If electrical permit is required for ONLY the hook up of the sign, is a licensed electrician required to come in person? Yes ☐ No ☐

Are permits required to be obtained in person? If not, what is the process: email

How long are permits good for: 6 months

Notes:

Submit Building Application for signs.  
Permit card must be in window for install & inspections  
Owner must sign application  
email application to [inspection@cityoflacrosse.org](mailto:inspection@cityoflacrosse.org)

## Variance Procedures

Are variances allowed? Yes ☐ No ☐ Likelihood of a variance being approved: fair % Approved: \_\_\_\_\_ # Approved last year: \_\_\_\_\_

Variance can be applied for by: Mail ☐ Authorized Agent ☐ Business ☐ Contractors ☐

Signature required on application: Owner ☐ Agent ☐ Lawyer ☐ Must attend variance hearing: Owner ☐ Agent ☐ Lawyer ☐

Documents required: Site Plan ☐ Elevations ☐ Sign Details ☐ Sealed Engineering ☐ Addit. Professional Seals ☐ Document Color : Color ☐ B/W ☐

Quantity Required: \_\_\_\_\_ Document size: \_\_\_\_\_

Length of time to secure variance: 2 months Cost of variance: \$300

Can variances be granted during the site plan approval process? Yes ☐ No ☐

If yes, what board & is it different from the standard variance process? IT IS POSSIBLE TO SUBMIT A UNIFORM SIGN PLAN INSTEAD OF APPLYING FOR VARIANCE

Notes:

Meeting: 3rd Monday, 4pm. Applications due 1st Monday 5p  
Questions: Call City Clerk Office- 608-789-7510  
Permit Denial required



Location: La Crosse, WI

Date: 10/20/2023

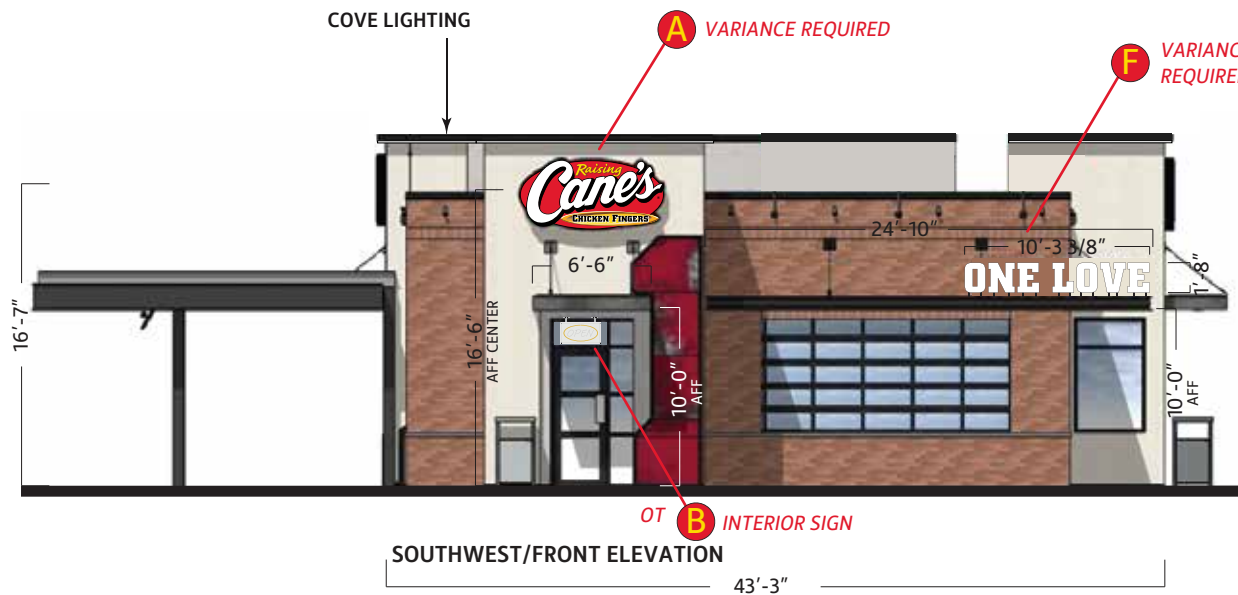
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# ELEVATIONS



	QTY.	CODE	DESCRIPTION
<b>A</b>	4	WS-8FT	4x8 Wall Sign
<b>B</b>	1	ONS	Open Sign
<b>C</b>	1	CFNS	Chicken Fingers Neon Sign
<b>D</b>	1	PMRL	Painted Mural
<b>E</b>	1	RD-1	Red Dog
<b>F</b>	1	CAN	One Love Canopy Letters
<b>G</b>	2	DTMB	DT Menuboard
<b>H</b>	1	DTPS	Pre Sell Board
<b>I</b>	2	DTSP	Speaker Post
<b>J</b>	1	MON	Monument



Scale: 3/32"=1'



Location: La Crosse, WI

Date: 10/20/2023

Site ID: RC1148

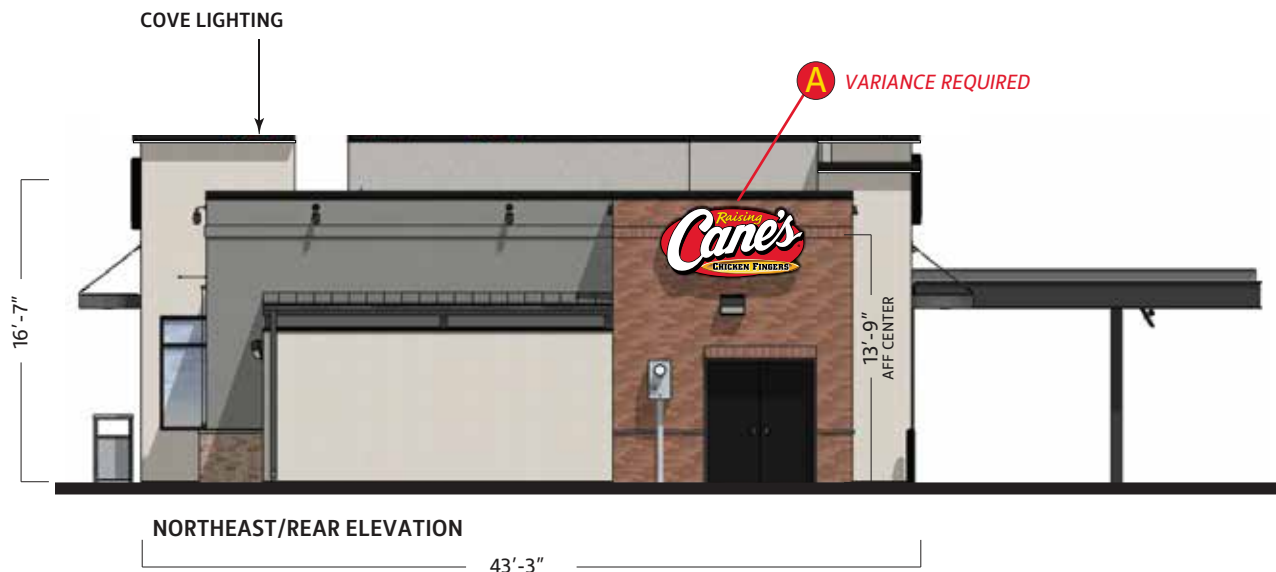
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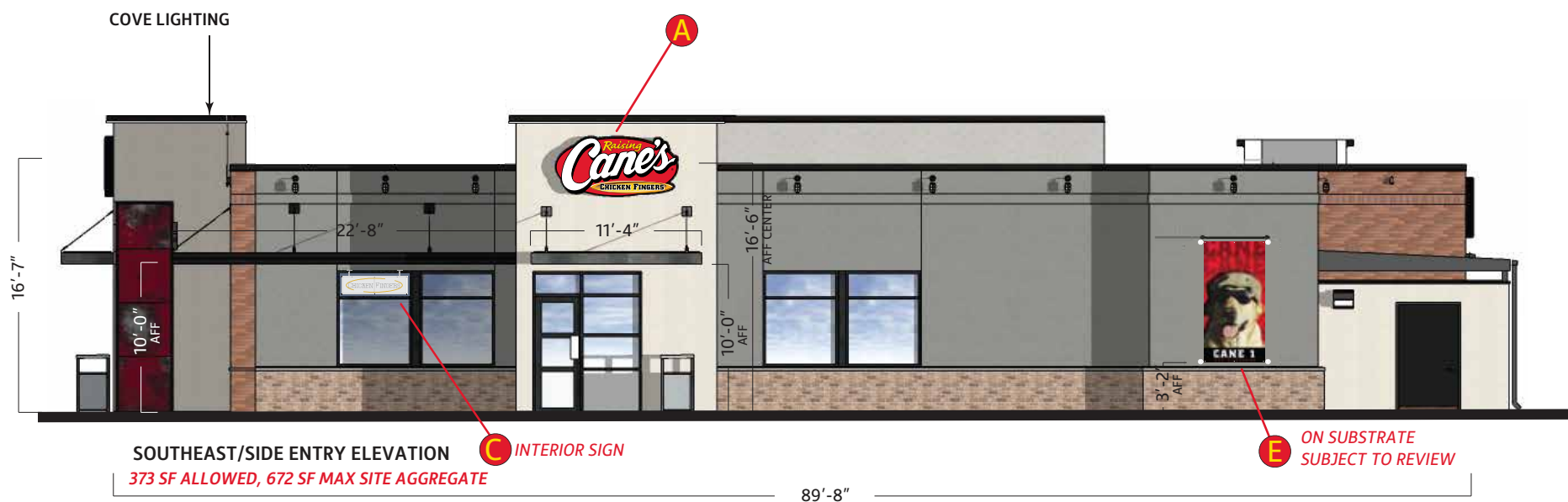
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# ELEVATIONS



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<b>A</b>	4	WS-8FT	4x8 Wall Sign
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Scale: 3/32"=1'



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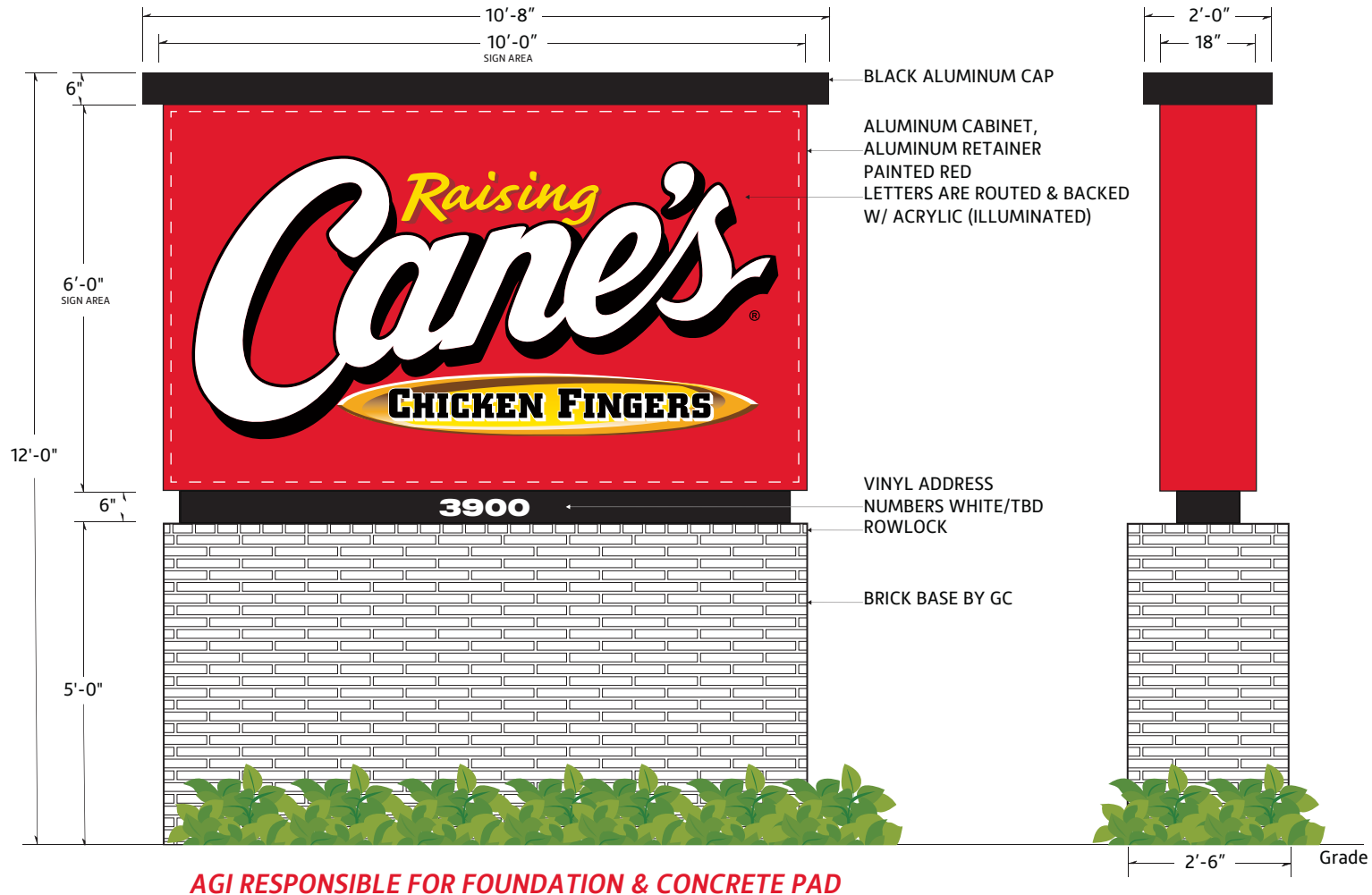
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*NTE 60SF @ 14' OAH W/3' SETBACK FROM PROPERTY LINE/SIDEWALK  
AND A REQUIRED BASE 1/3 SIGN WIDTH,  
OR NO LESS THAN 12" WHICHEVER GREATER. DRC APPROVAL REQUIRED  
ARCHITECTURAL AND LANDSCAPING REQUIREMENTS FOR BAS*



Scale: 3/8"=1'



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ALLOWED ON 2 WALLS FACING STREET, OR PRINCIPAL OFF-STREET PARKING  
25% OF TOTAL WALL (UP TO 30' BLDG HEIGHT), NTE 672SF SITE AGGREGATE

COPY & DROP SHADOW ARE AS  
FOLLOWS: 'RAISING' IS FIRST SURFACE  
APPLIED TRANSLUCENT VINYL 3M  
#3630-015 'YELLOW', DROP SHADOW  
IS FIRST SURFACE APPLIED TRANSLUCENT  
VINYL 3M #3630-53 'CARDINAL RED'

BORDER IS PAINTED 'BLACK'

BACKGROUND IS SURFACE APPLIED  
TRANSLUCENT VINYL 3M #3630-73 'RED'

.150" THERMO FORMED CLEAR  
POLYCARBONATE FACE  
REGISTER MARK IS PAINTED 'BLACK'

DOUBLE EMBOSSED LETTERS ARE  
PAINTED SECOND SURFACE 'WHITE'

EMBOSS AROUND LETTERS IS  
PAINTED SECOND SURFACE 'BLACK'

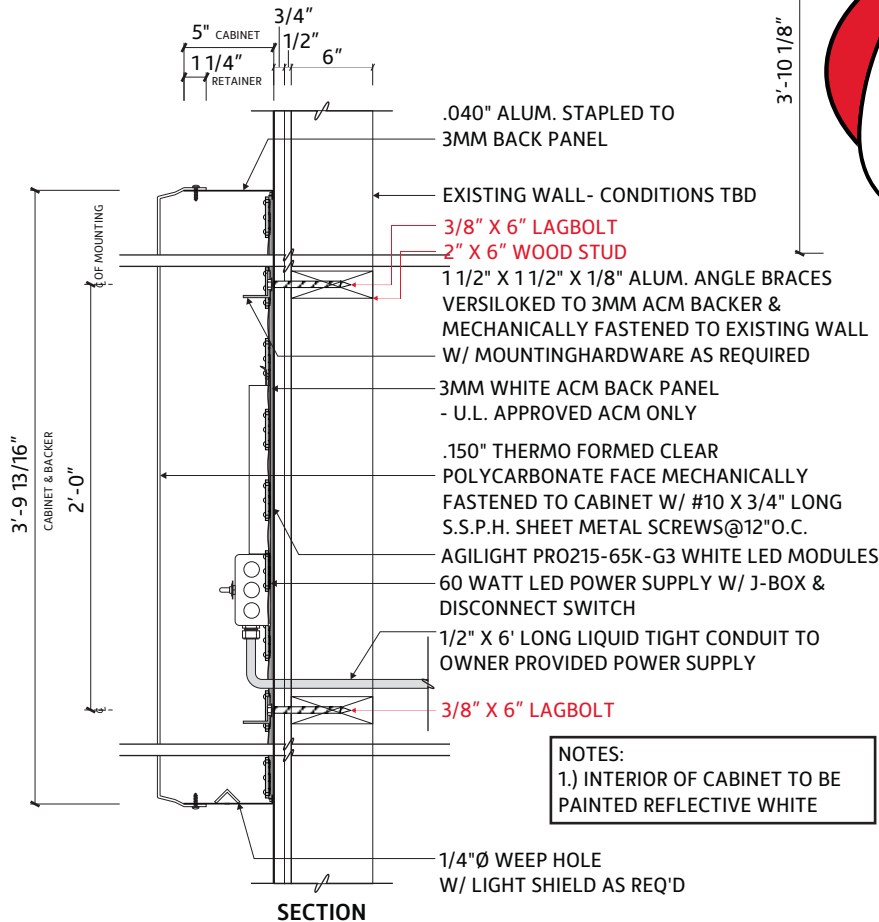
EMBOSSED SURFBOARD IS AS FOLLOWS:  
-SIDES ARE PAINTED TO MATCH  
PANTONE #109C 'YELLOW'  
-GRAPHICS ARE SECOND SURFACE  
APPLIED DIGITAL PRINT



FRONT ELEVATION

30.75

Square Footage



NOTES:

- 1.) INTERIOR OF CABINET TO BE  
PAINTED REFLECTIVE WHITE

ELECTRICAL DATA

VOLTAGE	120
AMPERAGE	1.8

COLOR CHART

	3M #3630-15 'YELLOW'
	3M #3630-73 'RED'
	3M #3630-53 'CARDINAL RED'



Location: La Crosse, WI

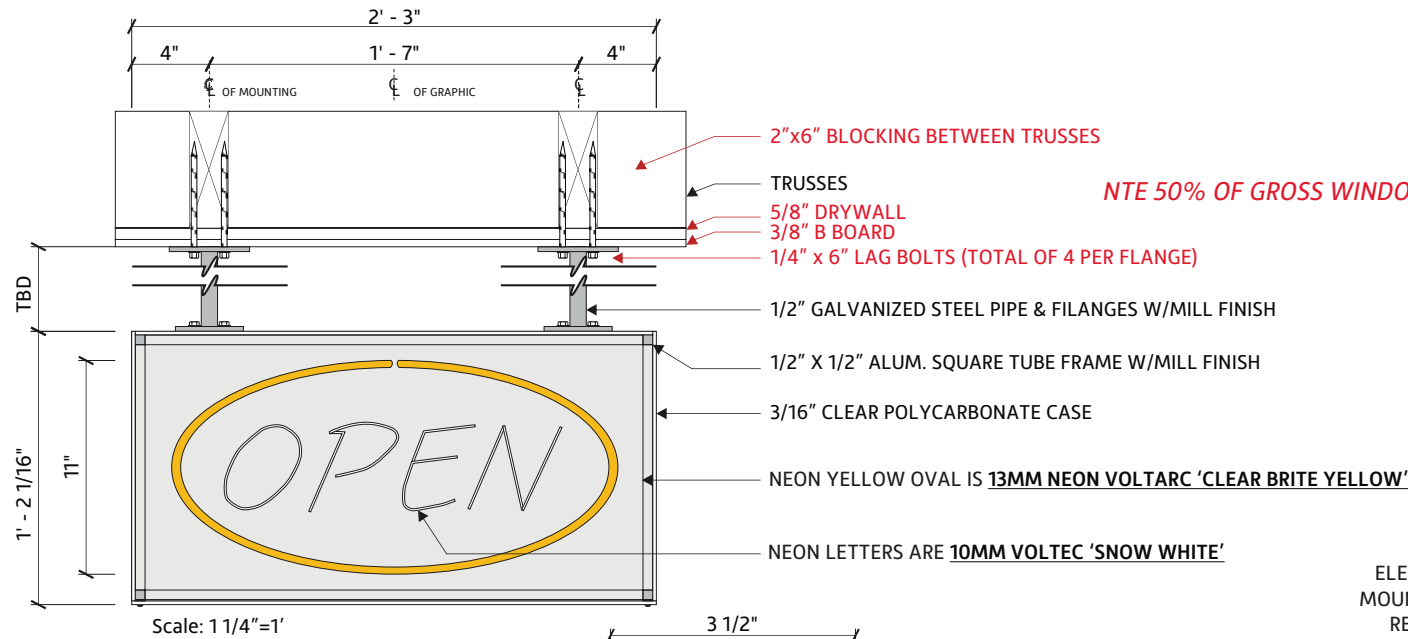
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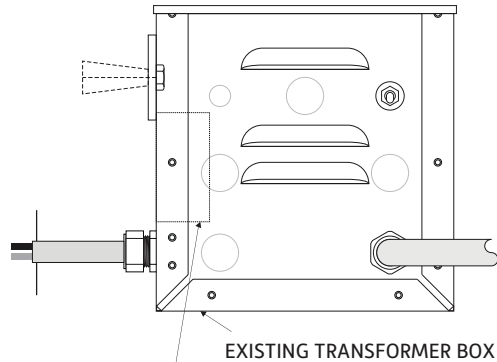
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B

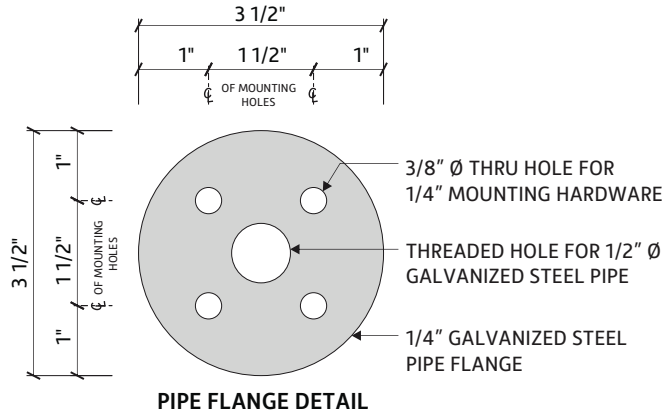


## NOTES:

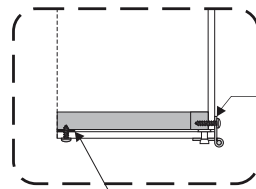
- 1.) TRANSFORMER IS MOUNTED REMOTELY
  - 2.) CONNECT 14 GA GROUND WIRE TO EACH MOUNTING FLANGE & TO GROUND LUG PROVIDED BY TRANSFORMER.
- CONNECT TRANSFORMER GROUND TO SERVICE GROUND AT PANEL BOX



LIGHTING COMPONENTS  
LC-2-12-3-C (2,000-12,000V 30 MA)  
MOUNTED IN REMOVE TRANSFORMER BOX



## BLOW UP DETAIL



- (3) STRIPS OF 1/2" WIDE BLACK VELCRO TO CLOSE POLYCARBONATE DOOR @ TUBE FRAME
- DOOR IS SECURED W/ (2) #6 S.S.P.H. SHEET METAL SCREWS

1 1/2" CONTINUOUS PIANO HINGE IS POP RIVETED TO POLYCARBONATE BOTTOM & MECHANICALLY FASTENED TO POLYCARBONATE BACKER & ALUM. TUBE FRAME 2/ #6 S.S.P. H. SHEET METAL SCREWS

## CUTSHEET

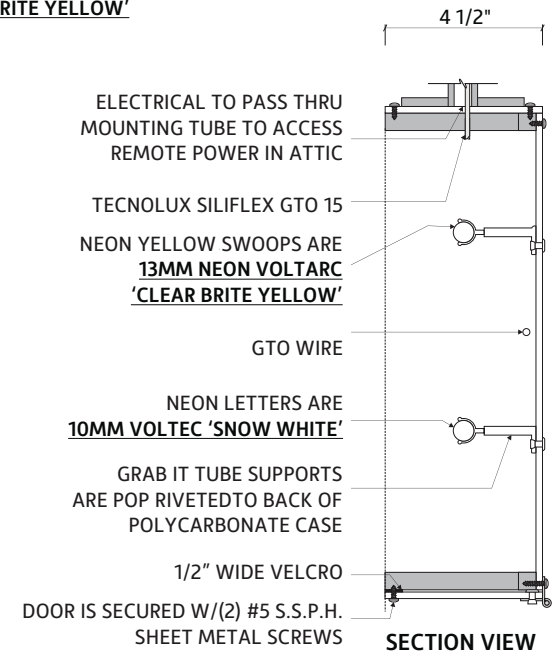
ONS (H)

INTERIOR SIGN

PIPE LENGTH TO BE VERIFIED

NTE 50% OF GROSS WINDOW AREA ON STREET FACING WALLS ONLY

PERMIT REQUIRED



## ELECTRICAL DATA

VOLTAGE	120
AMPERAGE	2.1



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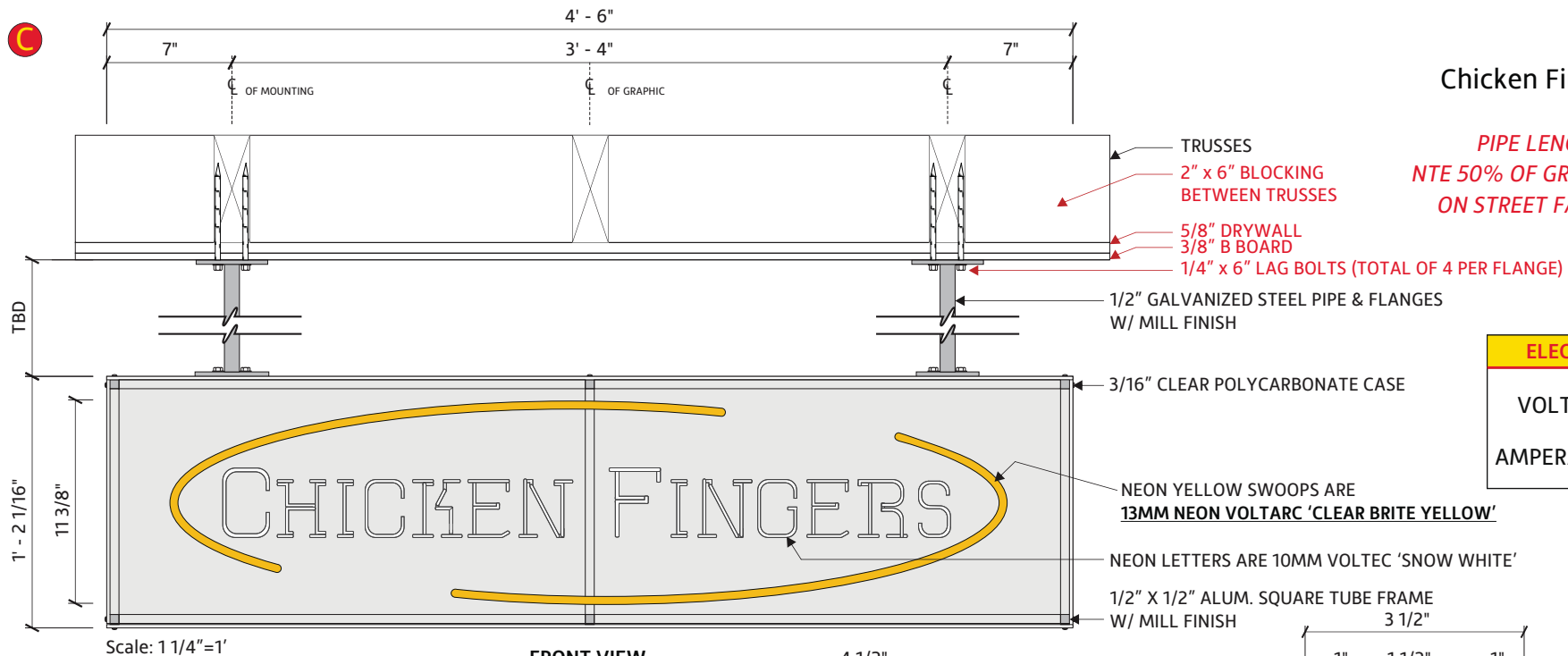
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C



## CUTSHEET

## Chicken Fingers Neon Sign

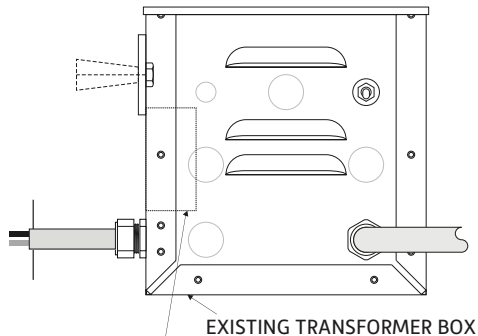
INTERIOR SIGN

PIPE LENGTH TO BE VERIFIED  
NTE 50% OF GROSS WINDOW AREA  
ON STREET FACING WALLS ONLY  
PERMIT REQUIRED

## ELECTRICAL DATA

VOLTAGE	120
AMPERAGE	2.1

NOTES:  
1.) TRANSFORMER IS MOUNTED REMOTELY IN ATTIC. TRANSFORMERS ARE TO BE ELECTRONIC.



LIGHTING COMPONENTS  
LC-2-12-3-C (2,000-12,000V 30 MA)  
MOUNTED IN REMOVE TRANSFORMER BOX

## FRONT VIEW

ELECTRICAL TO PASS THRU MOUNTING TUBE TO ACCESS REMOTE POWER IN ATTIC

TECNOLUX SILIFLEX GTO 15  
NEON YELLOW SWOOPS ARE 13MM NEON VOLTARC 'CLEAR BRITE YELLOW'

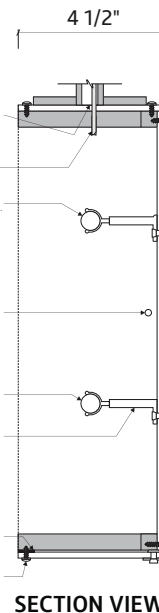
GTO WIRE

NEON LETTERS ARE 10MM VOLTEC 'SNOW WHITE'

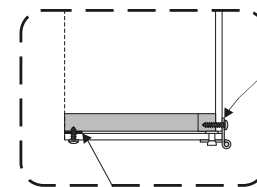
GRAB IT TUBE SUPPORTS ARE POP RIVETED TO BACK OF POLYCARBONATE CASE

1/2" WIDE VELCRO

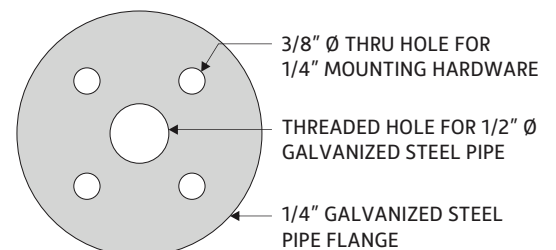
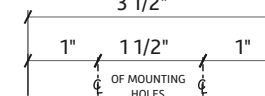
DOOR IS SECURED W/(2) #5 S.S.P.H. SHEET METAL SCREWS



## BLOW UP DETAIL



(3) STRIPS OF 1/2" WIDE BLACK VELCRO TO CLOSE POLYCARBONATE DOOR @ TUBE FRAME  
-DOOR IS SECURED W/ (2) #6 S.S.P.H. SHEET METAL SCREWS



## PIPE FLANGE DETAIL



Location: La Crosse, WI

Date: 10/20/2023

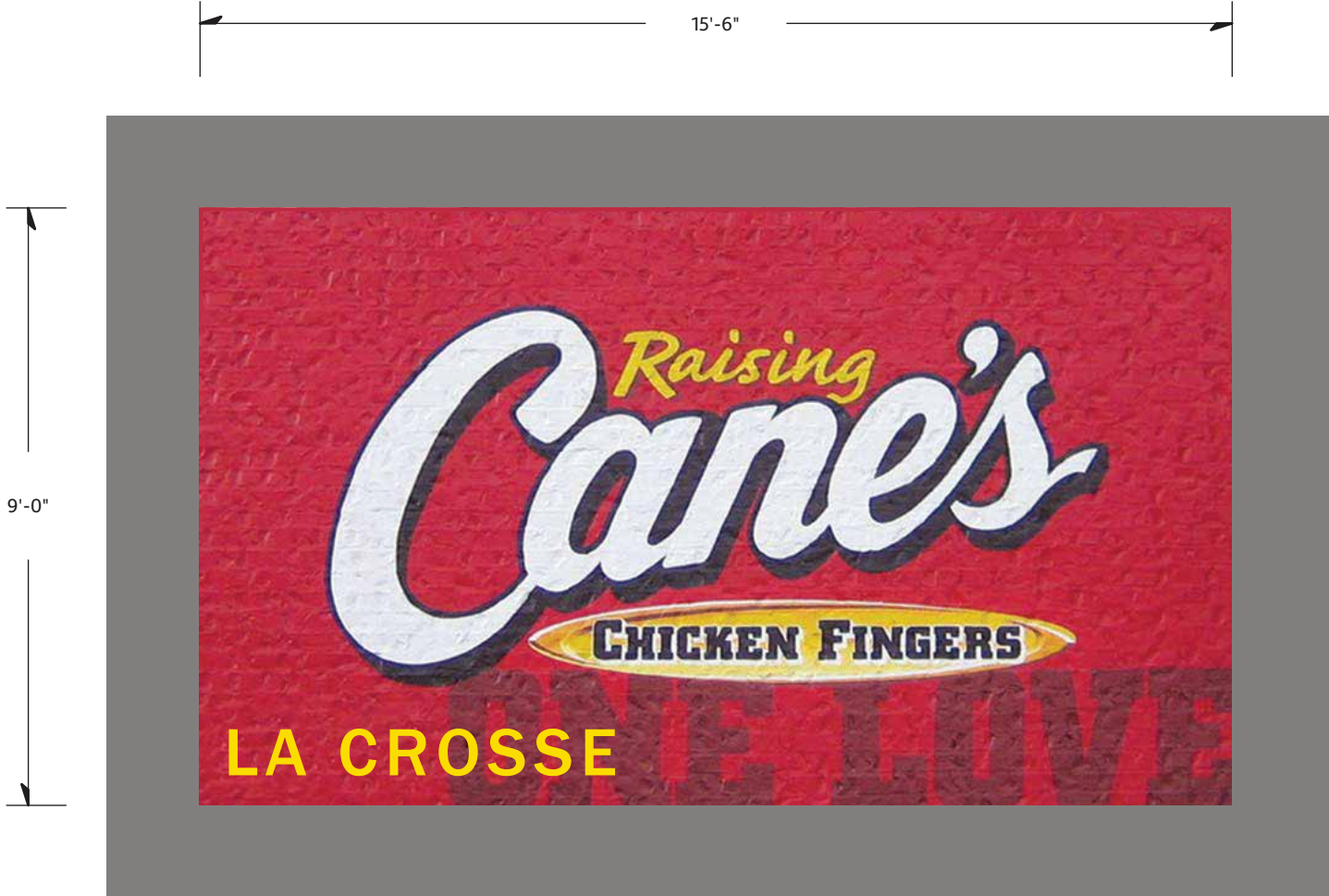
Site ID: RC1148

AGI PM: Tara Smith

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139.50

Square Footage

FOR ARTIST RENDERING USE ONLY  
MURAL PROVIDED BY OTHER VENDOR



Location: La Crosse, WI

Date: 10/20/2023

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E

## CUTSHEET

Red Dog on Substrate

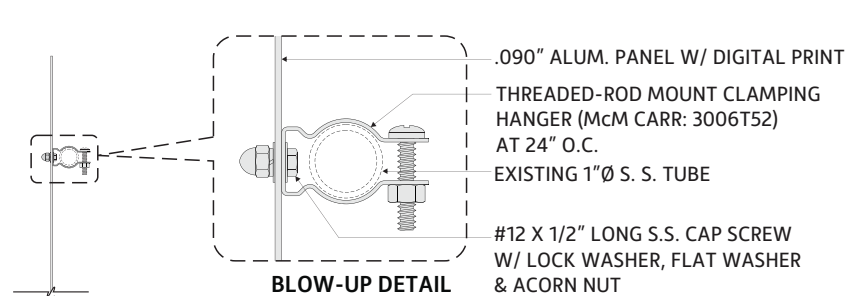
SUBJECT TO REVIEW

INCLUDED IN SIGN SF IF CONSIDERED METHOD OF ATTRACTING ATTENTION. NO PERMANENT BANNERS



96"

48"



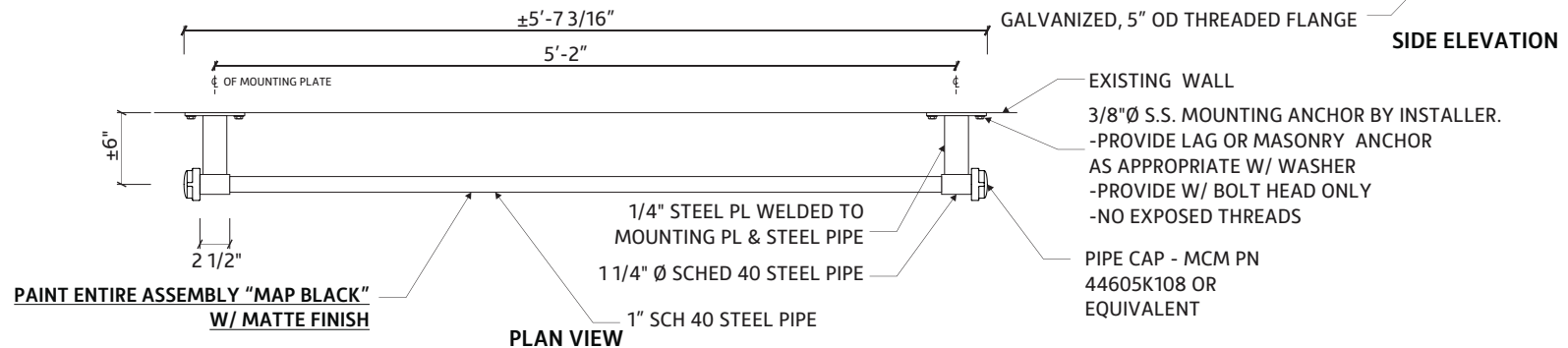
BLOW-UP DETAIL

32.00

Square Footage

SIDE VIEW

THIS IS A DIGITAL PRINT ON ALUMINUM SUBSTRATE AND RIGID.



PLAN VIEW

SIDE ELEVATION



Location: La Crosse, WI

Date: 10/20/2023

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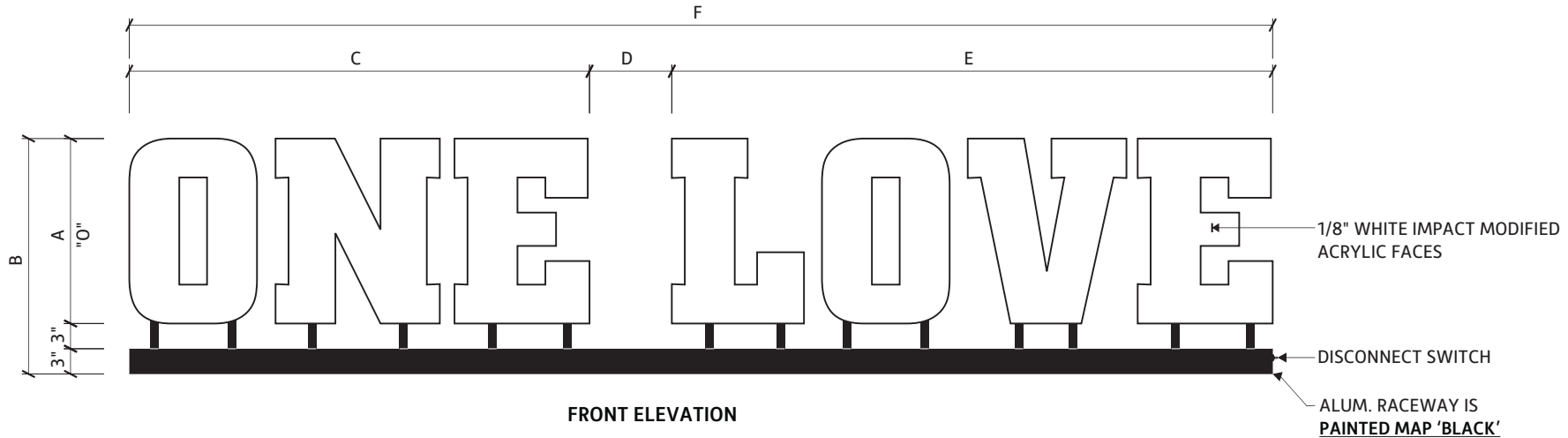
PAGE 14



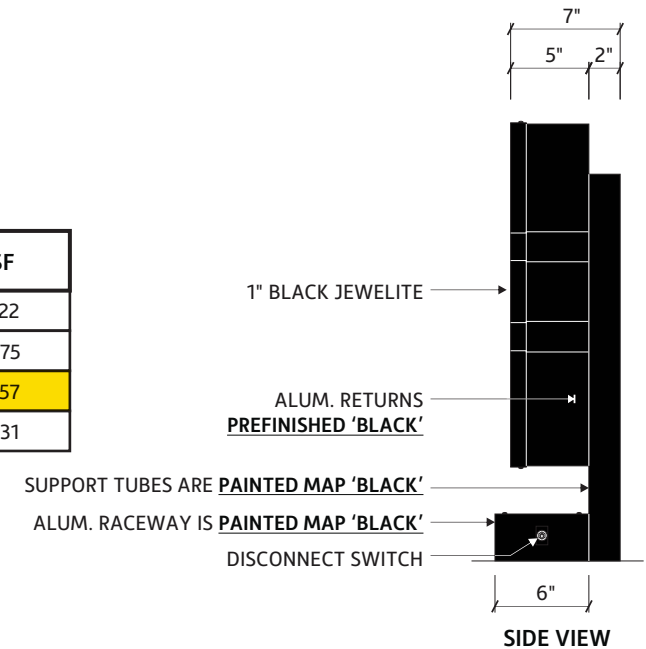
## One Love 20" Canopy Letters

COUNTED AS WALL SIGN

25% OF TOTAL WALL (UP TO 30' BLDG HEIGHT)



SIGN SIZE	A	B	C	D	E	F	SF
OL-16	16"	±1'-10 9/16"	±3'-3 13/16"	±7 1/8"	±4'-4"	±8'-3"	11.22
OL-18	18"	2'-0"	±3'-8 13/16"	±8"	±4'-10 1/2"	±9'-3 3/8"	14.75
OL-20	20"	2'-2"	±4'-1 13/16"	±8 15/16"	±5'-5"	±10'-3 3/8"	17.57
OL-22	22"	2'-4"	±4'-6 3/4"	±9 13/16"	±5'-11 1/2"	±11'-4 1/8"	21.31



Location: La Crosse, WI

Date: 10/20/2023

Site ID: RC1148

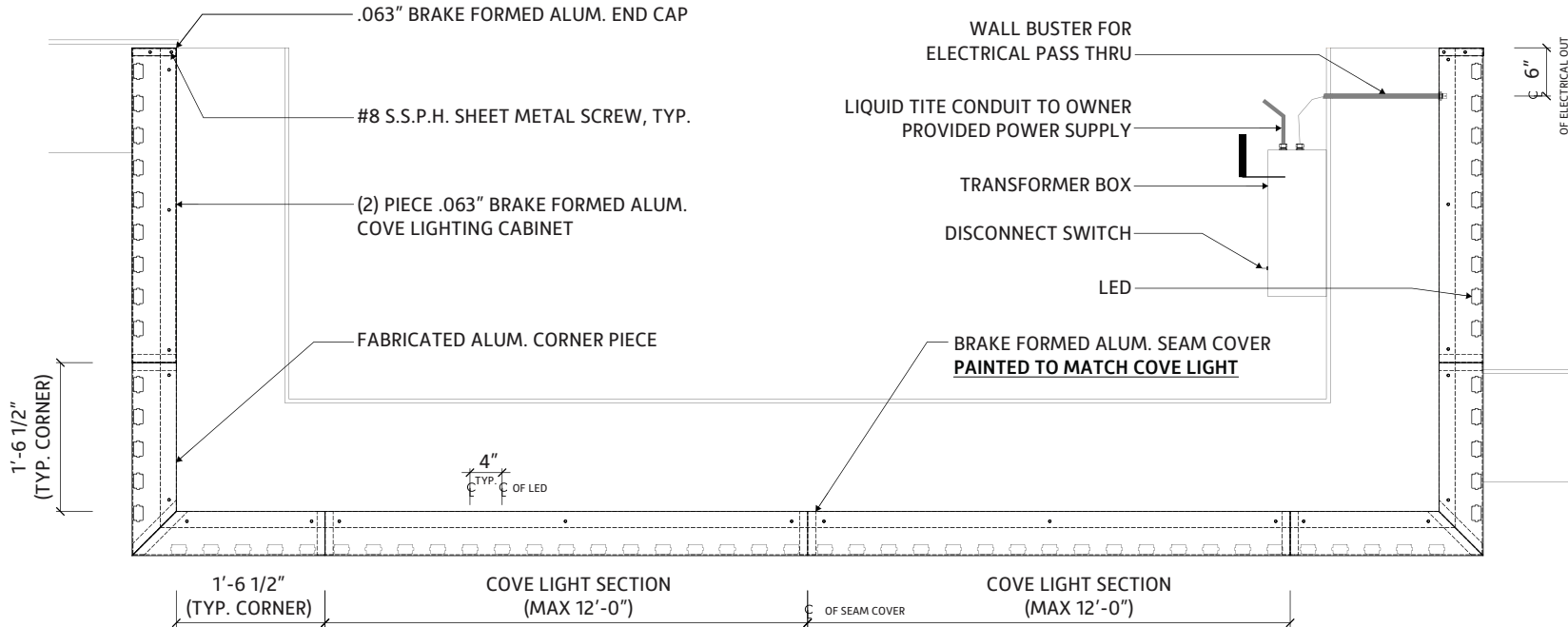
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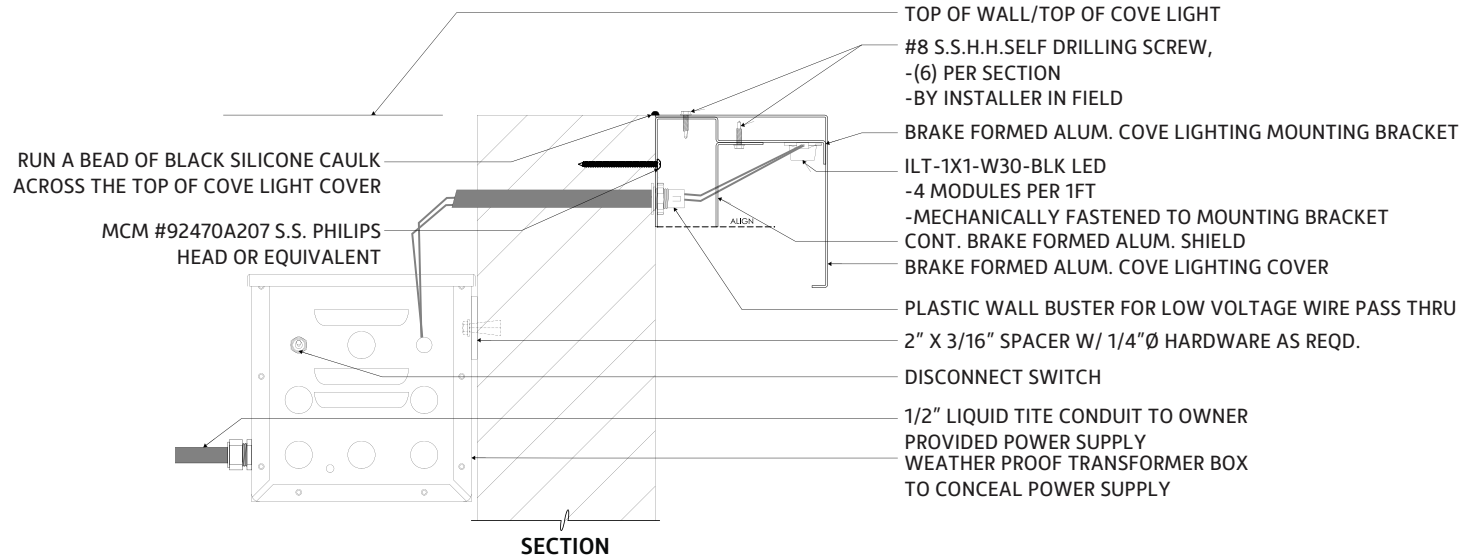
# CUTSHEET

## Cove Lighting ILT

PHOTOMETRICS REQUIRED



STRUCTURAL PLAN VIEW



SECTION



Location: La Crosse, WI

Date: 10/20/2023

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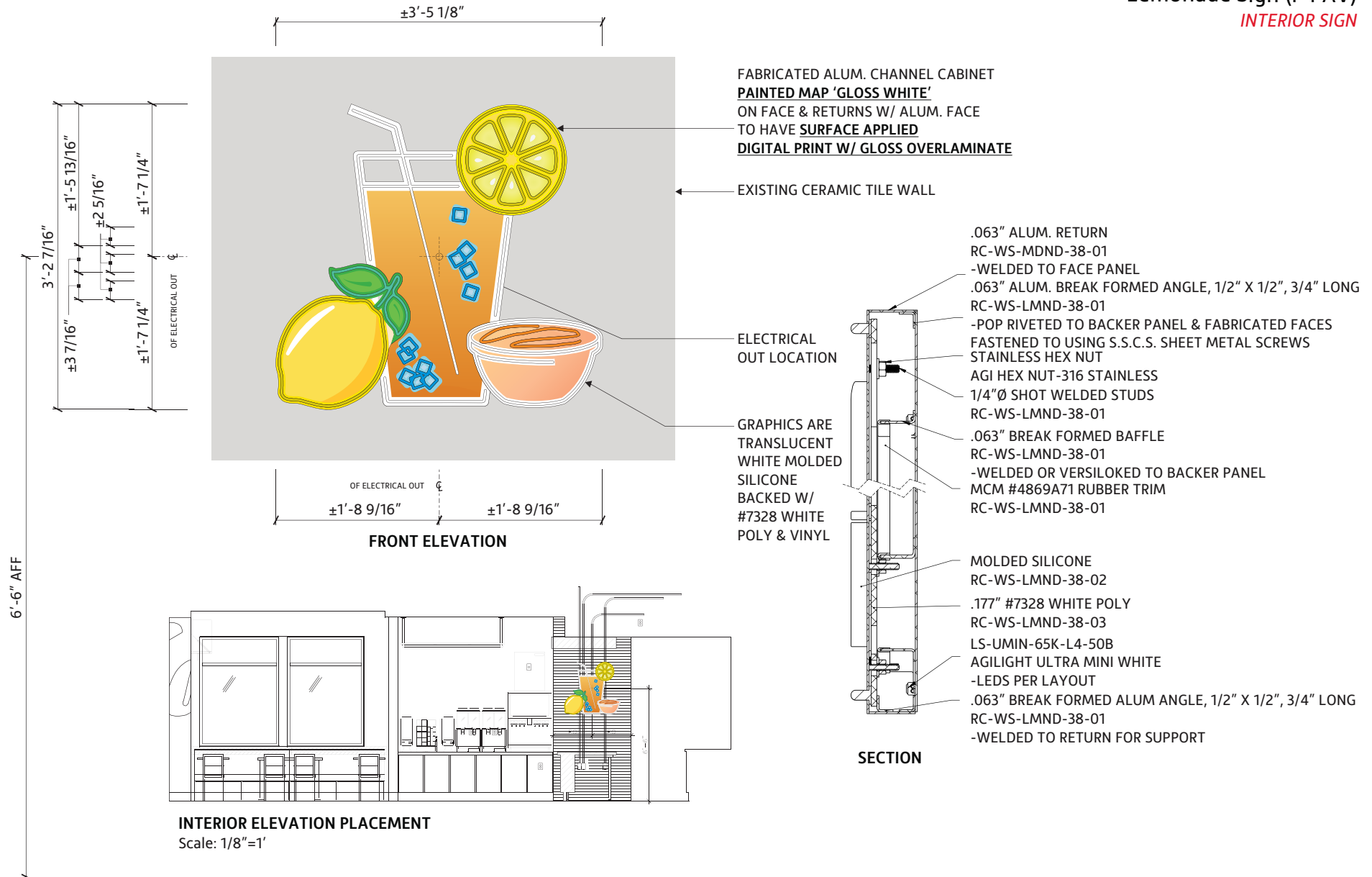
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# CUTSHEET

Lemonade Sign (P4 AV)

INTERIOR SIGN



Location: La Crosse, WI

Date: 10/20/2023

Site ID: RC1148

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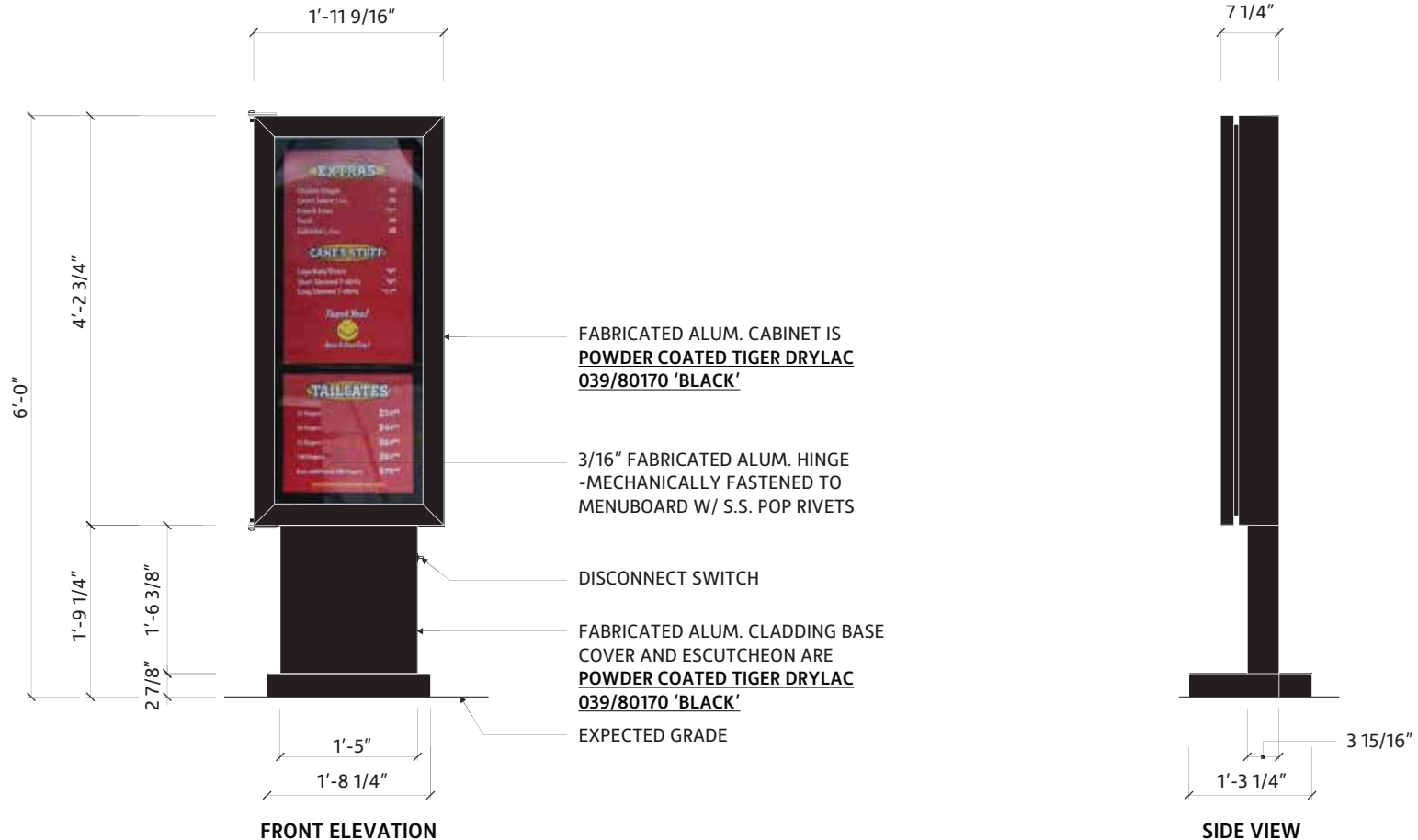


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**8.31**  
Square Footage



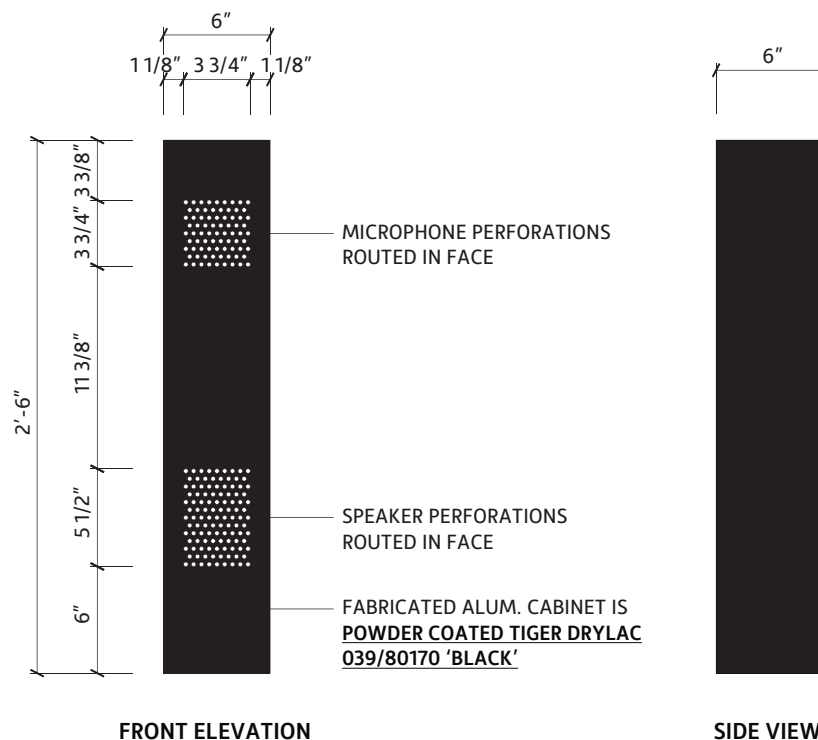
Location: La Crosse, WI

Date: 10/20/2023

Site ID: RC1148

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**Location:** La Crosse, WI

**Date:** 10/20/2023

**Site ID:** RC1148

**AGI PM:** Tara Smith

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## SURROUNDING SITE PHOTOS



Location: La Crosse, WI

Date: 10/20/2023

Site ID: RC1148

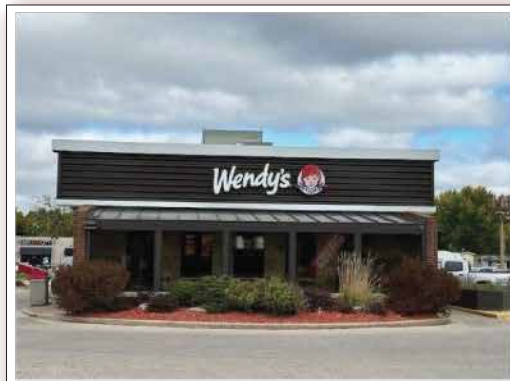
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## SURROUNDING SITE PHOTOS



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