

Sign Ordinance Regulations Summary



LA CROSSE COUNTY

Right of way and setback restrictions:

- Signs may not be placed within 33 feet from the traveled centerline of a public highway (also known as the public right-of-way). This includes class 1, 2, 3, and 4 highways. (*Figure 1.*)
- For signs 0 to 64 square feet, there must be a 5-foot setback from all lot lines from any features of the sign.
- Freestanding signs (signs that are independent of support from a building) must be separated from other structures by a minimum of 10 feet, measured from the edge of a roof overhang to the closest part of the sign.

Signs that are 'authorized' (Do not require a permit):

- Signs that are 8 square feet in size or smaller
- Flags
- Official signs
- Temporary portable signs that are 8 square feet or smaller. These signs are not permanently attached to the ground and are intended to be displayed for no longer than 30 days per year.

Signs that are 'permitted' (Do require a permit):

- Signs greater than 8 square feet but no larger than 16 square feet, unless they reside within an agricultural, commercial, or industrial district where the maximum allowed signage without a permit is 16 square feet.
- Within agricultural, commercial, and industrial districts signs cannot be larger than 32 square feet.
- Electronic or illuminated signage.

Signs that are 'prohibited' (You cannot install this sign):

- Roof signs
- Moving or flashing signs

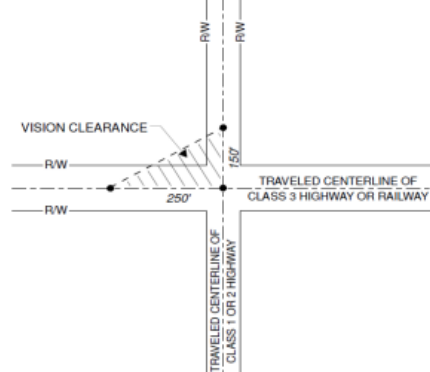


Figure 1. Vision clearance diagram showing the location of the traveled centerline/right-of-way.

This is NOT a comprehensive list of allowed and/or disallowed signage in La Crosse County

Residents within the Town of Bangor, Hamilton, Holland, Onalaska, and Shelby should refer to their respective township sign ordinances for specific regulations

For more detailed information regarding sign regulations within the County of La Crosse, please consult Chapter 33 of our code of ordinances: [Chapter 33 – Regulation of Outdoor Advertising](#). If you still have questions or concerns, please contact the Planning and Zoning office at (608) 785-9722 or email us at zoning@lacrossecounty.org.