

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

➤ **AGENDA ITEM – 17-1807 (Andrea Schnick)**

Review of Sign Plans for Windows by Pella located at 40 Copeland Ave in the Three Rivers Plaza.

➤ **ROUTING:** CPC Only

➤ **BACKGROUND INFORMATION:**

The applicant is requesting a waiver from the Sign Policy that was established between the City and Northside Development of La Crosse, LLC when Three Rivers Plaza was developed. This policy specifically states the types of signs that are permitted and their size. The applicant would like to be able to use a sign that has already been created and used in another location and brought to this new location.

4d. in the sign policy states that “Wall-mounted tenant identification signs shall be raised letters” which the proposed sign does not have in the box portion of the proposed sign.

The policy allows for exceptions to the policy if approved by Northside Development of La Crosse, LLC and the City Plan Commission. A copy of the proposed plans and the sign policy are attached as part of the legislation.

➤ **GENERAL LOCATION:**

40 Copeland Ave, Suite 109A. See attached **MAP PC17-1807.**

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

This item was approved by Northside Development of La Crosse, LLC on October 9, 2017.

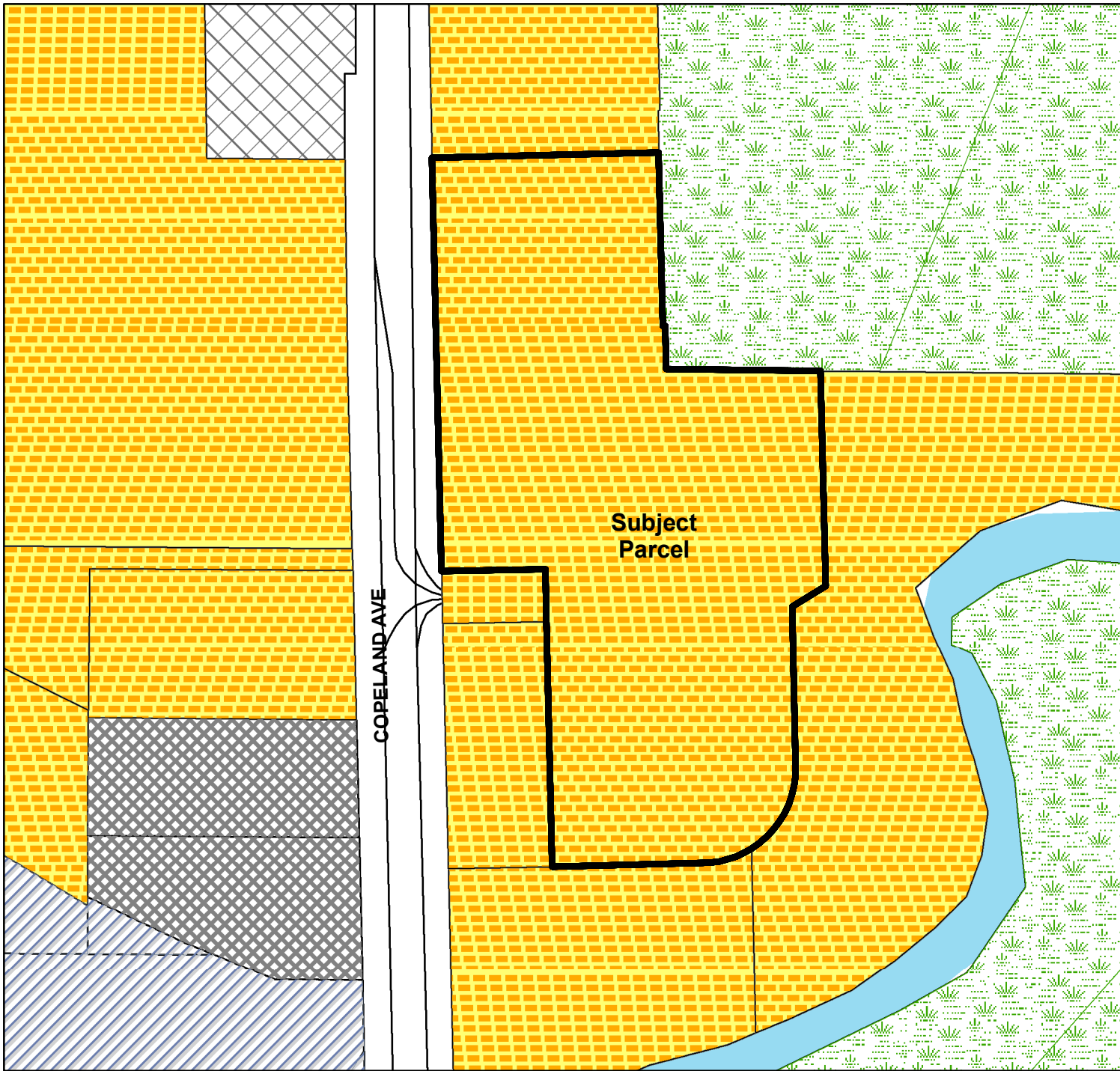
➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

N/A

➤ **PLANNING RECOMMENDATION:**

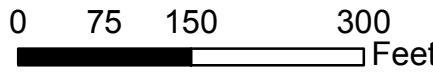
As a whole, the proposed sign follows the rest of the sign code. The only portion of the sign that is not compliant with the sign policy is the box with “Pella” in the beginning of

the sign. Staff does not believe that this will have an adverse impact to the commercial center, nor violate the intent of the policy. **The sign plan is recommended for approval.**


























BASIC ZONING DISTRICTS

	R1 - SINGLE FAMILY
	R2 - RESIDENCE
	WR - WASHBURN RES
	R3 - SPECIAL RESIDENCE
	R4 - LOW DENSITY MULTI
	R5 - MULTIPLE DWELLING
	R6 - SPECIAL MULTIPLE
	PD- PLANNED DEVELOP
	TND - TRAD NEIGH DEV.
	C1 - LOCAL BUSINESS
	C2 - COMMERCIAL
	C3 - COMMUNITY BUSINESS
	M1 - LIGHT INDUSTRIAL
	M2 - HEAVY INDUSTRIAL
	PS - PUBLIC & SEMI-PUBLIC
	PL - PARKING LOT
	UT - PUBLIC UTILITY
	CON - CONSERVANCY
	FW - FLOODWAY
	A1 - AGRICULTURAL
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	City Limits
	SUBJECT PROPERTY





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