

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
May 1, 2017**

➤ **AGENDA ITEM – 17-0497 (Tim Acklin)**

Review of Sign Plans for Gaming Generations 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, including letter size. The sign policy does not allow the height of letters for tenant names on wall signs to exceed 18 inches. The proposed sign meets all of the requirements in the policy with the exception of the large letter blue G, which is 32” in height. 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 103. See attached **MAP PC17-0497.**

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

This item was approved by Northside Development of La Crosse, LLC on April 12, 2017.

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**
























N/A

➤ **PLANNING RECOMMENDATION:**

As a whole, the proposed sign is no larger than any of the other signs located along the commercial strip. The only portion of the sign that is not compliant with the sign policy is the large letter G in their logo. Staff does not believe that this will have an adverse impact to the commercial center, nor violate the intent of the policy. **This item 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
-  EA - EXCLUSIVE AG
-  City Limits
-  SUBJECT PROPERTY

