

**CITY OF LA CROSSE, WISCONSIN  
CITY PLAN COMMISSION  
REPORT  
August 3, 2015**

➤ **AGENDA ITEM – 15-0774 (Jack Zabrowski)**

Review Sign Plans for Agropur Ingredients located at 2340 Enterprise Avenue.

➤ **ROUTING:** CPC only

➤ **BACKGROUND INFORMATION:**

Agropur (location depicted on **MAP PC15-0774**) would like to erect three new signs on their property. The proposed signs include:

One non-illuminated wall sign on the West Elevation of the building that is 2'6" high x 32'1" wide that includes the company name and logo.

One non-illuminated wall sign on the north elevation of the building which includes the company's logo only. The logo is 15'0" high x 15'0" wide.

One 5' high x 4' wide non-illuminated monument sign on Enterprise Ave located near the entrance of their parking area. (Red arrow on overhead map). The monument sign includes the company name, logo and direction to their warehouse.

Plans for the proposed signs are attached.

➤ **GENERAL LOCATION:**

2340 Enterprise Ave. La Crosse, WI (North side of the Interstate Industrial Park)

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

N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

N/A

➤ **PLANNING RECOMMENDATION:**

The proposed signs are in compliance with the covenants for the Interstate Industrial Park and with the City's Municipal Sign Code. **Staff recommends approval of the proposed sign plans with the condition that landscaping, such as flowers, shrubs,**

**or other plantings, are installed around the base of the proposed monument sign and that the monument is located outside of the required vision clearance corner..**

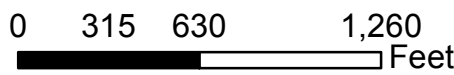




## BASIC ZONING DISTRICTS

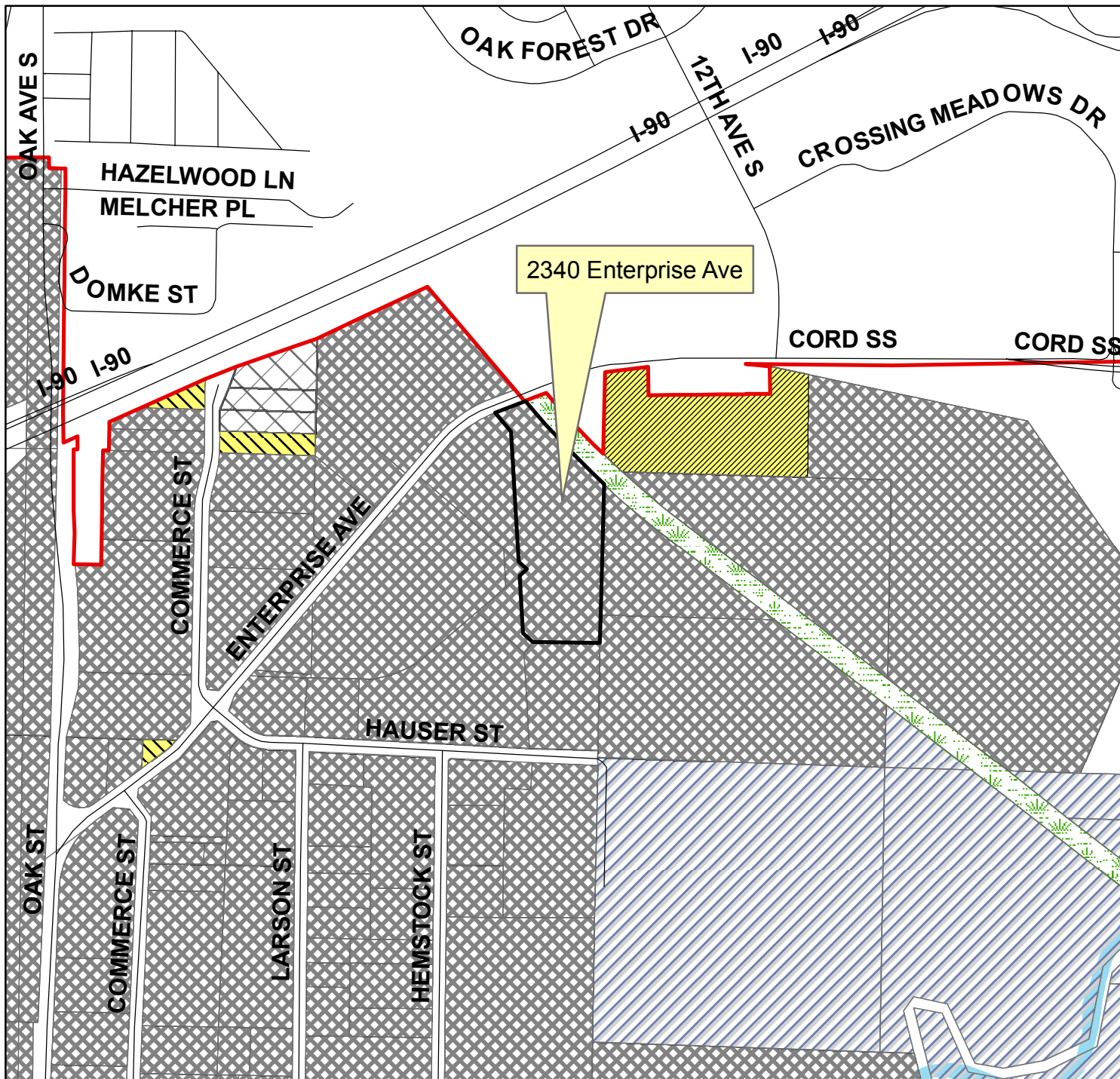
	R1 - SINGLE FAMILY
	R2 - RESIDENCE
	WR - WASHBURN RES
	R3 - SPECIAL RESIDENCE
	R4 - LOW DENSITY MULTI
	R5 - MULTIPLE DWELLING
	R6 - SPECIAL MULTIPLE
	PD- PLANNED DEVELOP
	TND - TRAD NEIGH DEV.
	C1 - LOCAL BUSINESS
	C2 - COMMERCIAL
	C3 - COMMUNITY BUSINESS
	M1 - LIGHT INDUSTRIAL
	M2 - HEAVY INDUSTRIAL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




























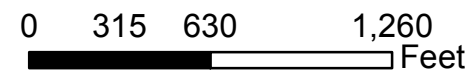
**PC15-0774**





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**PC15-0774**

**Monument Sign**



Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

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**DESIGN**

**SALES**

**FILE**

**COLOR KEY**

\*COLORS ON SKETCH ARE ONLY A REPRESENTATION. ACTUAL COLOR OF FINISHED PRODUCT MAY DIFFER

**LA CROSSE SIGN CO.**  
*MAKE A STATEMENT!*  
 1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450  
 2242 Mustang Way • Madison, WI 53718 • 608-222-5353  
 2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

Drawing by: Chris Clark	Job Name: Agropur	Revision Number:
Sign Type: Monument Sign	Job Address: 2340 Enterprise Ave	Job File Location:
Date Created: 7-1-2015	La Crosse, WI 54603	S:\A\Agropur Ingredients\85755
Last Modified:	Salesperson: James Fuchsel	West Warehouse Sign\Design
Scale: 3/4"=1'	Job Number: 85755	

- ①  White Reflective 280-10
- ②  PMS 295 C
- ③
- ④
- ⑤



# Wall Plaque Logo Sign A



Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

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Drawing by: Chris Clark	Job Name: Agropur	Revision Number:
Sign Type: Aluminum Logo	Job Address: 2340 Enterprise Ave	Job File Location:
Date Created: 5-29-2015	La Crosse, WI 54601	S:\A\Agropur Ingredients\85268
Last Modified:	Salesperson: James Fuchsel	Exterior Building Signs\Design
Scale: 1/8"=1'	Job Number: 85268	

- ① ■ Pantone 295 C
- ② ■ Pantone Rubine
- ③ □
- ④ □
- ⑤ □





# Acrylic Letters and Logo Sign B

156"



Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

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### DESIGN

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 2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

Drawing by: Chris Clark  
 Sign Type: Acrylic Letters  
 Date Created: 5-29-2015  
 Last Modified:  
 Scale: 1/8"=1'

Job Name: Agropur  
 Job Address: 2340 Enterprise Ave  
 La Crosse, WI 54601  
 Salesperson: James Fuchsel  
 Job Number: 85268

Revision Number:  
 Job File Location:  
 S:\A\Agropur Ingredients\85268  
 Exterior Building Signs\Design

- ①  Pantone 295 C
- ②  Pantone Rubine
- ③
- ④
- ⑤