Memorandum

To: Board of Public Works

From: Department of Planning and Development

Date: May 1, 2017

Re: **International Business Park Sign**

Following last week's meeting is has been determined that this parcel is already zoned right-of-way. We are requesting approval of a new sign for the International Business Park. Sign 2 is for the International Business Park only and is along I-90.

Code of Ordinances – Sign Location - Right-of-way: Section 111-11 (d): Right-of-way: All signs shall be located outside the public right-of-way, unless otherwise granted by the Board of Public Works.

In 1999 the City developed the La Crosse International Business Park and TID #9 to implement the plan for park improvements including entrance signs. This is included in the TID #9 project plan and has not yet been fully implemented. The last day to incur costs for TID #9 is June 11, 2017, which is why we are working to finalize the project plan.

This sign will be located on a parcel acquired by the City from the Wisconsin Department of Transportation in 2012 for the purpose of a sign. We have received approval from WisDOT to place the sign in this location. This sign is 14' x 9'3" with the larger text is 11" and the rest of the letters are 9.5". According to Sign Pro's letter visibility chart, this would be ideal for reading the sign from 110', with a maximum readable distance of 500'.

- The requested sign design is 14' x 9' 3" for a total of 130 sq ft.
- The previous sign that was denied in 2012 was 21' x 14' for a total of 294 sq ft.
- The Freightliner sign is 24' x 10' with a 24' x 4' electronic message below it for a total of 336 sq ft.

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KEVIN CLEMENTS, HOUSING SPECIALIST

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We would like approval from the Board of Public Works to move forward with the proposed design plan, considering the size of the sign.