

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
March 4, 2019**

➤ **AGENDA ITEM – 19-0236 (Tim Acklin)**

Request from the Northside Development Group to amend the Three Rivers Plaza Sign Policy.

➤ **ROUTING:** CPC ONLY

➤ **BACKGROUND INFORMATION:**

Northside Development of La Crosse, LLC is requesting to amend the Three Rivers Plaza Sign Policy that was established between the City and Northside Development when Three Rivers Plaza was developed. This policy specifically states the types and size of signs that are permitted for each building within the development.

Existing language in the policy restricted some existing businesses that were relocating to different floors in the Wipfli building from being able to provide the signage they needed. As a result of this issue Northside Development reviewed the entire policy and proposed amendments to “out of date” criteria and language. (The proposed amended Sign Policy is attached to the Legislation.)

➤ **GENERAL LOCATION:**

Three Rivers Plaza- 2-40 Copleand Ave. See attached **MAP PC19-0236**.

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

N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

N/A

➤ **PLANNING RECOMMENDATION:**

The proposed amendments to the policy allow for greater flexibility for Northside Development to accommodate signage requests from tenants within the development while still maintaining the standards and intent of the Policy. **This item is recommended for approval.**

