

**CITY OF LA CROSSE, WISCONSIN**  
**CITY PLAN COMMISSION**  
**REPORT**  
**March 29, 2021**

Ø **AGENDA ITEM – 21-0355 (Jack Zabrowski)**

Review of plans for sign at 3959 Kinney Coulee Road in the International Business Park (River States Truck & Trailer).

Ø **ROUTING: CPC Only**

Ø **BACKGROUND INFORMATION:**

River States Truck and Trailer is proposing several new wall signs and one face change to their existing pylon sign. La Crosse International Business Park Covenants state, pylon-type signs are not permitted within the Business Park. Except Lots 14, 15, 16, 19, 20, 21 to allow a pylon-type sign not to exceed thirty (30) feet in height for River States Truck and Trailer. [Res. #2006-02-025] The Uniform Sign Standard within the International Business Park covenants require “Where two wall signs are permitted, both wall signs shall be identical”. [Res. #2001-11-028]

The plan as proposed complies with Chapter 111 – SIGNS of La Crosse Municipal Code and has only one small conflict with the identical sign requirement in the International Business Park covenants. The plan submitted needs to provide further detail as to the locations of the new signs. Final approval and compliance with Chapter 111 – SIGNS of La Crosse Municipal Code will be determined by a Community Risk Management Inspector before a sign permit can be issued.

Ø **GENERAL LOCATION:**

Approximately one-half mile before Exit 5, on Kinney Coulee Rd. in the International Business Park, Site 14 – 20.

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

None

Ø **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

N/A

Ø **PLANNING RECOMMENDATION:**

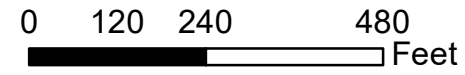
**Planning staff recommend approval** of the applicant’s sign plans at 3959

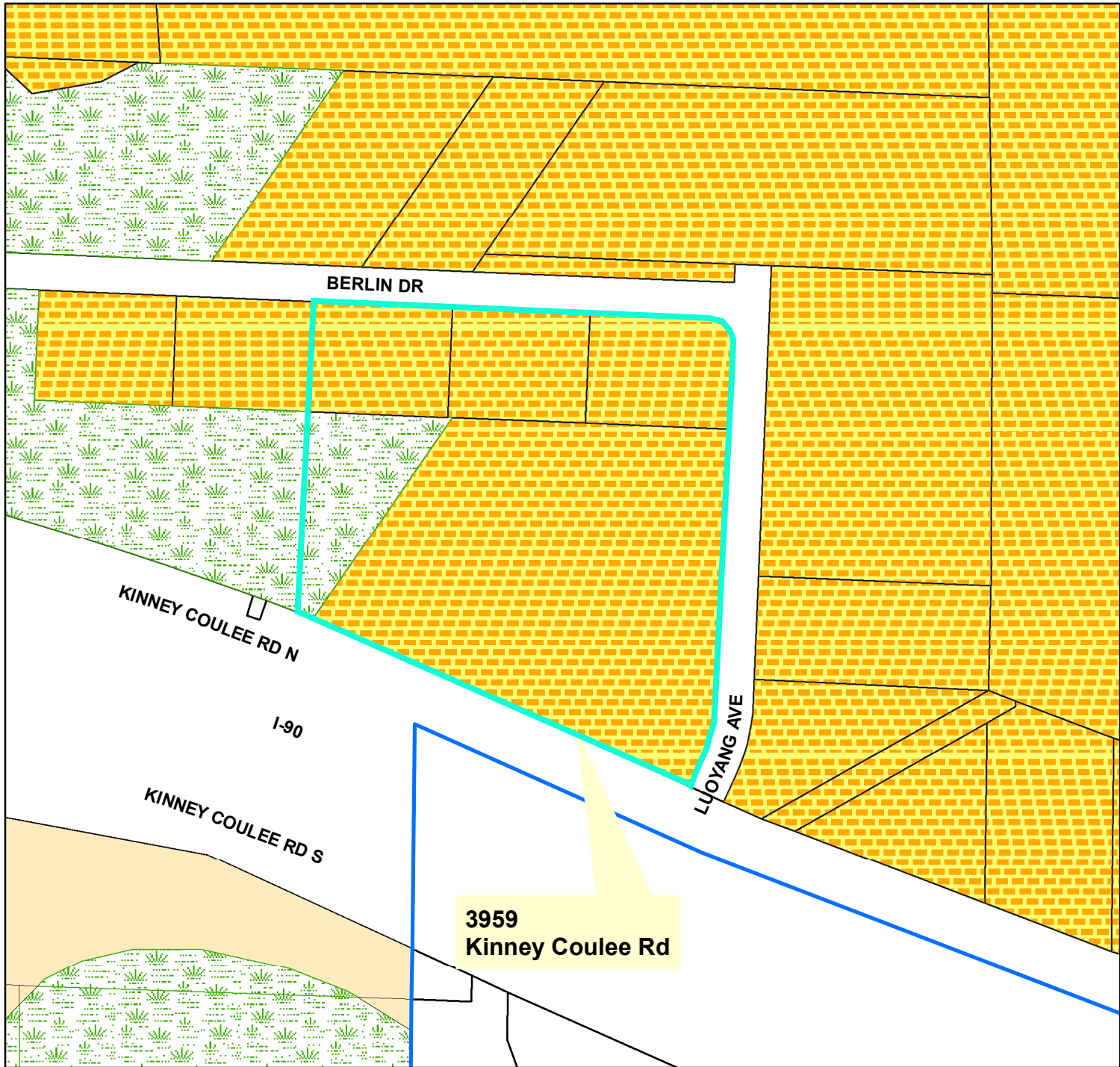
**Kinney Coulee Road. Any other issues that arise when proper plans are submitted will be addressed by the inspector. Sign permits are required prior to starting work.**



# 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
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