

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
August 2, 2021**

Ø **AGENDA ITEM – 21-1013 (Tim Acklin/Julie Emslie)**

Review of plans for sign at 3120 Airport Road (L&C Insulation) in the Airport Industrial Park.

Ø **ROUTING:** CPC only

Ø **BACKGROUND INFORMATION:**

The applicant, L&C Insulation, is requesting review and approval of their plans for a monument sign to be located on the property depicted in attached **MAP PC21-1013**. The applicant is proposing to install a 72” x 92” monument sign in front of the building along Airport Road. The sign face will include the company’s logo and address of the property.

Sign plans are attached as part of the legislative file.

Ø **GENERAL LOCATION:**

3120 Airport Road in the Airport Industrial Park.

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

N/A

Ø **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

N/A

Ø **PLANNING RECOMMENDATION:**

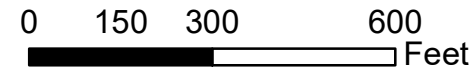
Since there are no design standards for signage in the Airport Industrial Park Covenants all proposed signage must meet the City’s Municipal Code. Community Risk Management staff has stated that the size and design of the proposed sign meets code but the applicant will need to submit a plot/site plan when applying for their permit in order to verify that it will meet the vision corner clearance requirements for access to and egress from the parking lot.

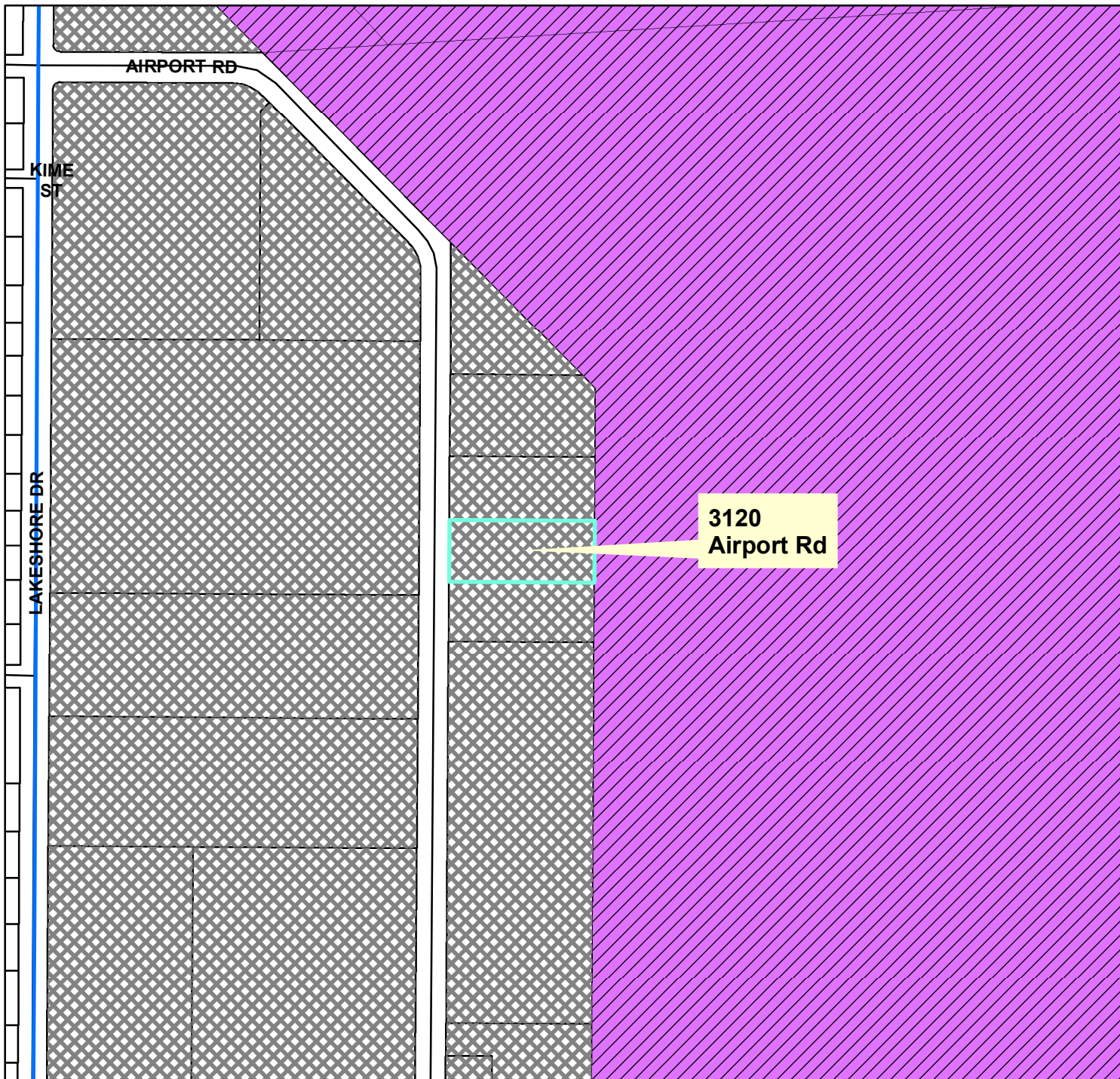
This item is recommended for approval per the condition that they meet the vision corner requirements for signage.



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





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