

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

Ø **AGENDA ITEM – 21-1080 (Tim Acklin/Julie Emslie)**

Review of plans for sign at 3205 Airport Road in Airport Industrial Park (Intech).

Ø **ROUTING:** CPC Only

Ø **BACKGROUND INFORMATION:**

The applicant, Intech Integrated Marketing Services, is requesting review and approval of their plans for two (2) wall signs to be located on the property depicted in attached **MAP PC21-1080**. The applicant is proposing to install a 36” x 48” wall sign on the north façade of the building next to the building’s shipping and receiving entrance. This sign face will include the company’s logo and entrance information. The applicant is also proposing to install a 40” x 108” wall sign on the east façade of the building. This sign face consists of the company’s logo.

Ø **GENERAL LOCATION:**

3205 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:**

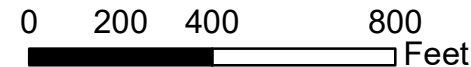
Since there are no design standards for signage in the Airport Industrial Park Covenants all proposed signage must meet the City’s Municipal Code. Community Risk Management staff has stated that the size and design of the proposed sign meets code.

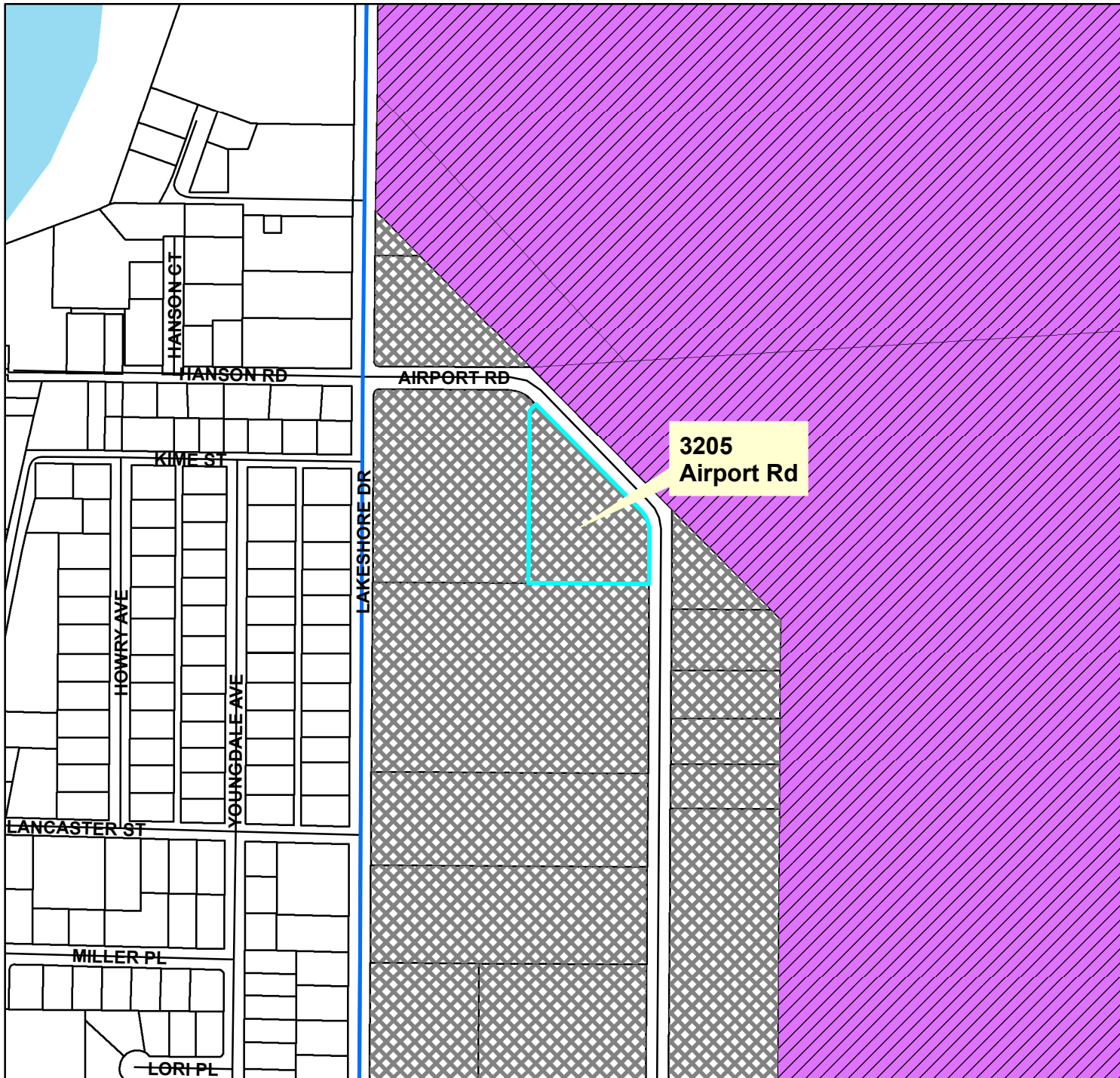
This item is recommended for approval.



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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