

**CITY OF LA CROSSE, WISCONSIN  
CITY PLAN COMMISSION  
REPORT  
November 2, 2020**

Ø **AGENDA ITEM – 20-1439 (Andrea Trane)**

Review of plans for signage at 2325 Enterprise Ave. in the Interstate Industrial Park (Black River Distributing).

Ø **ROUTING:** CPC Only

Ø **BACKGROUND INFORMATION:**

Black River Distributing is planning to add signage to the property. Black River Distributing, an online retailer for lawn and garden products, has been in business since Feb. 2014 in Holmen. They moved to the current location in La Crosse in July 2020. The warehouse here is used to distribute products sold online. The signage is only needed so shipping/receiving trucks know where to go.

The monument sign along Enterprise Ave is similar to the previous sign that was there for Northern Engraving. At just over 5' tall and a total of 22 sq. ft., the size follows the sign code. There is also a utility easement but the contractor states it will be located away from the electrical easement.

The wall sign is not visible from the street.

Ø **GENERAL LOCATION:**

2325 Enterprise Ave in the Interstate Industrial Park.

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

N/A

Ø **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**












Development in the industrial parks is encouraged in the Comprehensive Plan.

Ø **PLANNING RECOMMENDATION:**

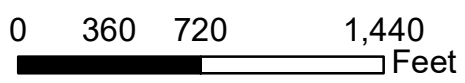
Planning staff recommends approval. The sign permit is required and has to meet the sign code, Chapter 111 of the City Ordinances.

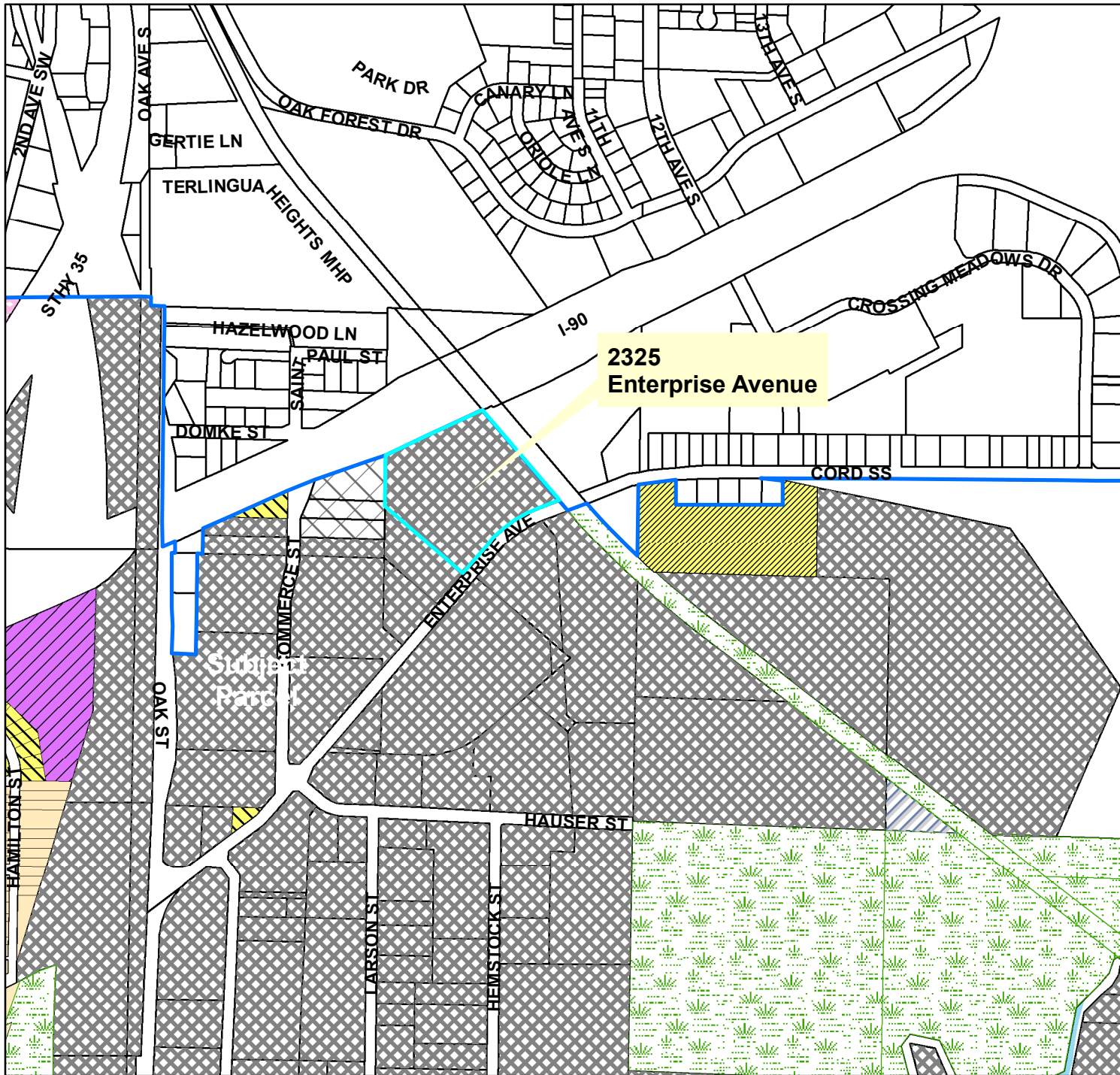


## BASIC ZONING DISTRICTS
























	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







## 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

