

AVIATION BOARD BACKGROUND LETTER

Aviation Board Meeting Date: June 16, 2025

To: Chair Dickinson and Aviation Board Members
Cc: Shaundel Washington-Spivey, Mayor
From: Jeff Tripp, Airport Director
Subject: Resolution 25-0687 to appropriate funding for replacement for the Airport Road Monument Sign

Summary:

The airport monument sign at the intersection of Airport Road and Fanta Reed Road needs replacement and upgrade. The Airport would like to replace the existing sign with an internally lit sign similar to the one installed at the intersection of Fanta Reed Road and Dawson Avenue.

The estimate to install the sign is approximately \$28,000 (attached). The original quote to install landscaping similar to the sign at Fanta Reed Road and Dawson Avenue was \$21,000. To reduce the overall project cost, airport staff will purchase the landscape material and install using airport resources.

The Airport would like to request council authorization to pay for the project using Airport Operating Budget funds in the amount of \$40,000.

Requested Aviation Board Action:

"I move to approve requesting council authorization to upgrade the Airport Road monument sign using airport operating funds."

Respectfully Submitted,



Jeffrey S. Tripp, A.A.E.
Airport Director

Attachment: Cost Estimate
Resolution 25-0687

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La Crosse Sign Group

PROPOSAL

Proposal No. **129159R1**

Date: 06/10/25

Proposal Submitted To:

LA CROSSE AIRPORT
Attn: MIKE MCCAFFREY
Kossl@lseairport.com
2850 AIRPORT RD
LA CROSSE, WI 54603

Phone: 608 789 7460

Fax:

Job Name and Address:

LA CROSSE AIRPORT
2850 AIRPORT RD
LA CROSSE, WI 54603

La Crosse Sign Group to provide the following upon acceptance of this proposal: Monument Sign

Update sign at corner of Airport Road and Fanta Reed Road.

One 6' high x 9' wide x 18" deep, double sided internally illuminated sign with rounded corners.

Faces: white pan formed polycarbonate plastic molded with white diffuser to keep the face from yellowing.

Colors: blue translucent vinyl background to be applied to the flat area of the panned face with all copy and border in white.

Sign includes: MET label, switch, photo cell and white LED lighting behind the face.

Sign supports: two 4" x 4" x .237" wall horizontal steel poles inside of sign welded to the vertical pole.

Vertical support pole: 6" x 6" x .250 wall x 20' long square steel pole.

Gray cladding: 8' high x 3' wide x 14" deep fabricated aluminum.

Black cladding: 6'10" high x 1'2" wide x 18" deep fabricated aluminum.

Install: pole set in one yard of concrete 8' deep. After concrete cures the sign to be installed and wired down to grade.

The old sign to be removed and disposed of. The poles cut off 8" below grade and holes covered in dirt.

Installed price \$ 27,855.00

Plus tax unless tax exempt and sign permits costs if needed.

Any rocks and landscaping around the sign by La Crosse Airport.

Customer Initials: _____



NIGHT VIEW.



EXISTING SIGN.

Project
MONUMENT SIGN.

Consultant Design Art
JAMES FUCHSEL MICHAEL V JOLIN

ILLUMINATED MONUMENT SIGN.

Color Key

① ☐

② ☐

Job Number
129159

Creation Date
4/25/2025

Revision Date Revision Number
4/29/2025

File Path

Approved by: _____ Date: _____ Landlord: _____ Date: _____

*Colors on sketch are only a representation, actual color of finished product may differ from this sketch.

*To make the best use of standard sized materials and control costs the size of the finished product may vary slightly.