

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.

Jeffrey S. Trypp

Airport Director

Attachment: Cost Estimate

Resolution 25-0687

1450 Oak Forest Drive P.O. Box 187 Onalaska, WI 54650 Phone (608) 781-1450 Fax (608) 781-1451



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 or 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.

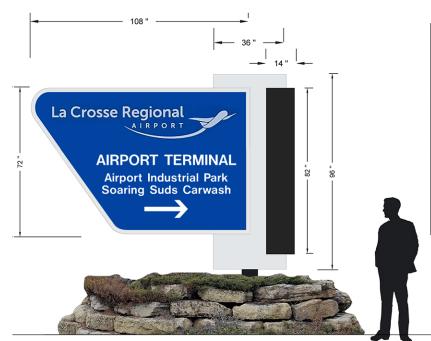
Install: pole set in one yard of concrete 8' deep. After concrete cures the sign to be installed and wired down to grade.

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.





NIGHT VIEW.



 1450 Oak Forest Drive 2242 Mustang Way 2502 Melby Street
 Onalaska, WI 54650 Madison, WI 53718 Eau Claire, WI 54703
 608-781-1450 608-222-5353 715-835-6189

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LA CROSSE AIRPORT 2850 AIRPORT ROAD LA CROSSE WI, 54603

Project

MONUMENT SIGN.

Consultant
JAMES FUCHSEL

Design Art
MICHAEL V JOLIN

ILLUMINATED MONUMENT SIGN.





EXISTING SIGN.

2

Color Key

Job Number **129159**

Creation Date **4/25/2025**

Revision Date 4/29/2025

Revision Number

File Path

*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.