



MEMORANDUM

TO: Community and Economic Development Committee

FROM: Matt Rehbein, Economic Development Specialist

DATE: February 23, 2018

RE: Northeast Business Park, Northeast Industrial Park and Southpoint Commerce Park Deed Restrictions and Covenants - *Building Standards Regarding Signage*

The City of Appleton has recorded Deed Restrictions and Covenants on lots within our business/industrial parks restricting the style of signs to “a low profile design” (example from Southpoint Covenants attached, see Section 10). The primary intent of these restrictions is to ensure the attractiveness of property within our business/industrial parks.

Historically, “low profile design” has been interpreted to mean a monument style sign. Attached to this memo are typical examples of both single-tenant and multi-tenant signs that have previously been approved. Height of these signs range from 6 feet to 10 feet.

Due to the potential ambiguity of the “low profile design” language, staff is seeking guidance on what can be approved administratively and what CEDC would like to review. Based on signage that has been approved by CEDC and Council previously, staff recommends “low profile design” be interpreted as a monument style sign not to exceed 10 feet tall. When signs are requested outside of these guidelines, the request would be brought before CEDC for review. By providing these guidelines, staff will be able to provide more definitive answers to those looking to make investments in our business/industrial parks while still providing an option to those seeking signage outside of those guidelines.

Staff Recommendation:

The “low profile design” language in the Deed Restrictions and Covenants as it relates to signs in the Northeast Business Park, Northeast Industrial Park and Southpoint Commerce Park, be interpreted to mean monument style signs, not to exceed 10 feet in height, **BE APPROVED**.