



## REQUEST FOR GRAND RAPIDS EDA ACTION

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**AGENDA DATE:** March 10, 2022

**STATEMENT OF ISSUE:** Consider a concept and cost proposal from Eck Designs for Industrial Park Signage

**PREPARED BY:** Rob Mattei, Executive Director

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### **BACKGROUND:**

ASV recently inquired about their ability to install off-premise signage near the roundabout on 10<sup>th</sup> Street S. Through their employee recruiting efforts thus far, they are discovering that some individuals are unaware of their presence in the community. With their proposed expansion and push to hire, they are exploring ways to expand their public image.

While individual off-premise signage, in industrial zoning, is not permitted, a governmental wayfinding sign, indicating the location of the industrial park and its occupants, is. Industrial Park signs are a topic that GREDA has briefly considered/discussed in the past, but did not follow through on.

Under the proposed concept, the individual businesses would purchase their sign panel and GREDA would own the sign. The design of the sign would have the added benefit of expanding GREDA's profile in the community and unused panels could be used to advertise vacant sites for sale by GREDA.

If GREDA would like to advance this project, the funds for the sign would come from the Capital Projects budget.

### **RECOMMENDATION:**

Review, discuss and consider action.

### **REQUIRED ACTION:**

If desired, approve a motion accepting the proposal from Eck Designs.