



CITY OF MARSHALL AGENDA ITEM REPORT

Presenter:	Jason Anderson
Meeting Date:	Tuesday, January 23, 2024
Category:	NEW BUSINESS
Type:	ACTION
Subject:	Consider Request from Enterprise Rent-a-Car to Install Signage on Airport Property
Background Information:	<p>City staff received a request from Enterprise Rent-a-Car to install a business sign on city airport property to better advertise their business. The request did not include an exact sign size at this time, but the request was for a monument type of sign at the airport entrance off MN 19 that was near the maximum allowed by the City. The request indicated something similar to the size of sign that currently exists at the Southwest MN Regional Airport entrance off MN 19. Included in the packet is a visual that was provided by Enterprise. The purpose of the sign request is Enterprise’s desire to establish a more concrete retail presence with greater visibility.</p> <p>At their January 2, 2024 meeting, the Airport Commission discussed the request from Enterprise for entrance signage. Much of the feedback from Commission members related to the precedent that would be set if Enterprise is allowed this signage and also how the sign would not match the general aesthetic at the airport. Currently, there is cohesive and intentional signage that follows a specific color regime and design characteristic, including some wayfinding signage, that directs customers around the airport. The Airport Commission voted unanimously against allowing the sign to be installed.</p>
Fiscal Impact:	
Alternative/ Variations:	that the Council authorize staff to work with Enterprise Rent-a-Car toward a monument sign installation at the Southwest Minnesota Regional Airport.
Recommendations:	that the Council deny the request from Enterprise Rent-a-Car to install a monument sign at the Southwest Minnesota Regional Airport.