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MEMORANDUM

TO: EDA MEMBERS
CC: JOSHUA M. TETZLAFF, CITY ADMINISTRATOR
FROM: KEN ONDICH, COMMUNITY DEVELOPMENT DIRECTOR
SUBJECT: INDUSTRIAL PARK SIGN
DATE: MAY 7, 2026

With all the Industrial Park lots now sold, City Staff would like the EDA to discuss what should be done with the Industrial Park Sign which has noted lots were for sale.

City Staff does have additional "SOLD" decals to put on the sign that could be used in the short term to tout that all the lots have sold, but with nothing to market at this time, staff believes that the sign should at minimum be updated in some fashion.

The sign was installed in 2016 at a cost of \$2,725, but the New Prague Utilities Commission donated the materials and labor for the supports and the lighting on it. The sign itself is 10' x 16' in size.

Should the sign be changed out to something that says, "Welcome to the New Prague Business Park"? Should it remain as is for a while with all the "SOLD" decals in place? Should it be used as a wayfinding sign to advertise businesses within the park (potentially at a cost to those that might want additional advertising?).

Staff Recommendation

EDA to discuss the future of the industrial park sign.

