



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 120 E. Lakeside Street
Application Type: UDD Signage Exception for a project located in UDD #1
Legistar File ID # [56978](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Dan Yoder, Sign Art Studio, Mount Horeb, WI

Project Description: The applicant is seeking final approval for a sign exception to place a wall sign on a building façade in Urban Design District #1 that exceeds the allowed sign area on John Nolen Drive.

Approval Standards:

The UDC is an approving body on this request. The site is located in Urban Design District 1 (“UDD 1”), which establishes the Urban Design Commission is an approving body, using the design standards and guidelines for that district. MGO §33.24(8). Regarding the sign exception request, Zoning Code Chapter Sec. 33.24(8)(c)4.a Urban Design Commission may grant an exception from the size limitation based on the criteria below.

Summary of Design Considerations and Recommendations

The applicant is requesting to replace an existing wall sign facing John Nolen Dr. with a new wall sign that exceeds the allowable sign area. The design team has provided graphics that illustrate both a 40 s.f. UDD #1 code compliant sign and the requested 80 s.f. exception sign. **The applicant must demonstrate that the proposed 80 s.f. sign (200% increase) can be approved based on the criteria listed below.**

Staff recommends the UDC review the project against UDD #1 sign requirements and consider how the proposed sign works with the overall existing building architecture and whether a smaller sign would better integrate and could still be legible from John Nolen Drive. A typical sign exception request is 150% increase request whereas a 200% increase might seem excessive. **When making a motion, please reference the UDD #1 sign exception criteria listed below.**

UDD #1 requires that signs shall be integrated with the architectural design of the building and that wall signs on buildings along John Nolen “Drive shall not exceed forty (40) net square feet unless a larger sign is specifically approved by the Urban Design Commission based upon the following criteria.

- A. *An exception from the size limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; **and***
- B. *An exception from the size limitation will result in a sign more in scale with the building and site and will result in a superior overall design.*