

ZONING DIVISION STAFF REPORT

February 1, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 6310 Town Center Drive
Project Name: Steamfitters Training Center
Application Type: Comprehensive Design Review Initial/Final Approval
Legistar File ID # 48872
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is returning to the Urban Design Commission for review of the second ground sign. This property is located in a Planned Development (PD) District, with Zoning text allowing for signage as compared to the Suburban Employment (SE) district. The lot abuts I-94, which has six lanes and speed limit of 70mph. The lot also neighbors the City of Madison Fire Station #13, with the remaining lots currently undeveloped or agriculture use. The Urban Design Commission approved Comprehensive Design Review on Sept. 27, 2017 for the having two signable areas on the North and South facades of the building.

Pursuant to Section 31.043(4)(b), MGO, the UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. *The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.*
2. *Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.*
3. *The Sign Plan shall not violate any of the stated purposes described in Sec. 31.02(1) and 33.24(2).*
4. *All signs must meet minimum construction requirements under Sec. 31.04(5).*
5. *The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.*
6. *The Sign Plan shall not be approved if any element of the plan:*
 - a. *presents a hazard to vehicular or pedestrian traffic on public or private property,*
 - b. *obstructs views at points of ingress and egress of adjoining properties,*
 - c. *obstructs or impedes the visibility of existing lawful signs on adjacent property, or*
 - d. *negatively impacts the visual quality of public or private open space.*
7. *The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.*

Ground Signs Permitted by Sign Ordinance: This lot is allowed up to two ground signs with a combined net area of 288 sq. ft., based off of the prevailing speeds and number of traffic lanes. Also, depending on the size of the sign's base, *pole signs* have a max height of 22' and *monument signs* have a max height of 13'.

The Sign Ordinance defines a pole sign as a *Ground Sign that is supported by one or more poles or other supporting structures, if the total width of the pole(s) or supporting structure(s) is one third (1/3) or less than the width of the net area of the sign copy it supports. The width of all pole(s) and supporting structures at their widest point and any space between poles or supports shall be included when measuring the total width of the pole(s) and supporting structure(s).* A monument sign has a support structure more than 1/3 the width of the sign copy it supports.

Proposed Ground Signage: The ground sign by the interstate has a base width less than 1/3 of the sign copy it supports, which classifies it as a pole sign. The net area of the sign calculates to 120 sq. ft. per side (240 sq. ft. total). The height of the sign is 22'. The monument sign near the driveway is at a code-compliant height and has a net area of 24 sq. ft. The combined net area of the two signs calculates to 288 sq. ft.

Staff Comments: Per the request of UDC, the applicant has come back to present their revised ground sign. The shown proposed sign is a code compliant sign and the applicant is not asking for any special exceptions for the CDR. **Zoning Staff has no objection to the sign and defers to the Commission to determine if the sign creates visual harmony with the rest of the signs and the building design and material.**

Notes: The proposed image of the ground sign shows a level grade, however location where this sign is to be placed is sloped. For the final submittal, the applicant will have to revise their image to show the height be no taller than 22' to grade at any point.