



Project Address: 341 Junction Road
Application Type: Signage Exception
UDC is an Approving Body
Legistar File ID #: [90919](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Magie Wildenberg, Appleton Sign Company | Robert Zache, Junction Road, LLC

Project Description: The applicant is proposing the installation of a wall sign that is not adjacent to a parking lot or street, on the north elevation of the building, a non-qualifying elevation for signage.

Approval Standards: The UDC is an **approving body** on this request. The Sign Control Ordinance, [MGO Sec. 31.043](#)(3)(d) states that: “After a public hearing as provided in Sec. 33.24(4)(e)3(d), the Urban Design Commission (UDC) may permit the use of wall signs on building façades not adjacent to off-street parking areas where, due to a variation of building setbacks, a signable area exists, provided the area of the sign shall not exceed the area of the wall sign permitted on the front of the building.”

Summary of Design Considerations

Project Site Location. The project site is located on Madison’s west side just north of the Prairie Towne Center shopping center. The project site has frontage on both Junction Road and the West Beltline Highway.

Existing Signage. Currently, there are four wall signs on the building; two on the Junction Road facing elevation (east), one on the north elevation, and one on the W Beltline Highway facing elevation (west).

The applicant is replacing all four business identification wall signs currently on the building, in like and kind, with new signage and updated logo. All of the proposed new signage, with the exception of the sign located on the north elevation, is Sign Code compliant.

Staff note that the wall sign on the north elevation was originally approved as part of the Planned Development, when, prior to the 2015 update to the Sign Code, signage for Planned Development properties was reviewed and approved as shown on the Planned Development plans and recorded with the register of deeds.

All of the new signage is designed consistently with acrylic channel letters and logo, both face and halo lit. Staff note that the sign graphic notes that the LED halo lighting is color changing, which is not allowed. A condition of approval is included below to address the requirement for static lighting.

Summary of Sign Code Requirements and Proposed Signage. Since the north façade is not adjacent to an off-street parking area associated with the development or facing a street, signage is not allowed on this elevation. As noted above, the UDC may grant an exception to this requirement provided that the signage shall not exceed the area of wall signage permitted on the front of the building. In this case, the code allows for an 80 square-foot wall sign on the Junction Road-facing elevation. At 79.48 square feet, the proposed sign is smaller than what the code would allow.

Summary of Staff Analysis. A signage exception is required because the proposed sign is located on a non-qualifying elevation, not facing a street or parking area associated with the building.

Staff believe that the approval criteria have been met and are supportive of the proposed signage given that:

- The proposed wall sign is smaller than what the code would allow on the street-facing elevation.
- The proposed sign is of a higher quality design aesthetic with acrylic individual channel lettering and logo with face and back (halo) lighting.
- Historically, there was a sign located on the elevation that was approved as part of the Planned Development process.

Recommended Conditions of Approval.

- The sign graphics shall be updated to show one static color, not “LED color changing” lighting.