



Project Address: 2104 City View Drive
Application Type: Signage Exception
UDC is an Approving Body
Legistar File ID #: [90603](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Dan Pietrzykowski, Grant Signs | David Beltz, Sid Grinker Restoration

Project Description: The applicant is proposing the installation of a wall sign on a wall that is not directly adjacent to a parking lot or street, on the east 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 east side on City View Drive and is comprised of two flex buildings (addressed 2104-2124 City View Drive and 2128-2140 City View Drive) with multiple tenant spaces. While the primary street-facing façade is City View Drive, the back side of the building is visible from the 90/94 Interstate. The project site does not have frontage on the interstate due to the city-owned stormwater management facility that is located between the project site and the interstate right-of-way. In addition, there is not a customer parking lot adjacent to this elevation of the building. Therefore, this elevation is not a qualifying elevation for signage.

Existing Signage. Existing signage consists of wall signage and two multi-panel ground signs located on the City View Drive street-facing façade. All existing signage complies with MGO 31.

Staff note that there is one wall sign located on the back side of the building addressed 2128-2140 City View Drive. On this building, this elevation is a qualifying elevation for signage because it is adjacent to a parking lot.

Summary of Sign Code Requirements and Proposed Signage. Since the west façade of the building is not adjacent to an off-street parking area associated with the development, and it is not adjacent to a street, signage is not allowed on this elevation. As noted above, the UDC may grant an exception to this requirement provided that the proposed signage shall not exceed the area of wall signage permitted on the street-facing elevation. In this case, the Sign Code allows for an 80 square-foot wall sign on the elevation adjacent to City View Drive.

The proposed sign is 79.44 square feet, which is smaller than what the code would allow.

The proposed wall sign is comprised of white acrylic channel letters with applied graphics that are mounted on black backer panel. The sign is internally illuminated.

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 individual channel lettering,
- The proposed sign provides loading dock identification for those making deliveries to the individual tenant spaces.