



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 3739 E. Washington Avenue  
**Application Type:** UDD Signage Exception for a project located in UDD #5  
**Legistar File ID #** [56309](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Todd Mosher, RA Smith, Inc., Naperville, IL

**Project Description:** The applicant is seeking final approval for a sign exception to place a wall sign on a building façade not adjacent to off-street parking or facing a street.

**Project Schedule:**

- The UDC granted approval of new development, including building & site, on October 3, 2018.

**Approval Standards:**

The UDC is an approving body on this request. The site is located in Urban Design District 5 (“UDD 5”), which establishes the Urban Design Commission is an approving body, using the design standards and guidelines for that district. MGO §33.24(11). Regarding the sign exception request, Zoning Code Chapter 31.043(3)(d) Urban Design Commission may permit the use of wall signs on building facades not adjacent to off-street parking areas.

## Summary of Design Considerations

The Urban Design Commission may permit the use of wall signs on a building elevation not facing a street or parking lot in 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.

*As per UDD #5, signs in the district shall be integrated with the architecture of the building and identify the activity without imposing upon the view of residents, businesses or activities of the district.*

## Conclusion and Recommendations

Staff recommends the UDC review the project against the requirements and guidelines of UDD 5, including design considerations listed above.

- *Signs in the district shall be integrated with the architecture.*
  - The North Elevation view signable area does not appear to be centered over a single architectural feature – consider how it could better integrate with features on this façade.
- *Signs in the district shall be identify the activity without imposing upon the view of residents, businesses or activities of the district.*
  - The proposed sign is on a building façade adjacent to a driveway and is not visible from a residential property.