



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 7213 Mineral Point Road  
**Application Type:** Signage Exception – Final Approval is Requested  
**Legistar File ID #** [65738](#)  
**Prepared By:** Kevin Firchow, Acting UDC Secretary

## Background Information

**Applicant | Contact:** Brendan Bailey & Heather Vetter, KDN Signs | Andrew Goodman

**Project Description:** The applicant is seeking final approval for a sign exception to allow for a third sign on the west elevation not adjacent to off-street parking areas.

### Approval Standards:

The UDC is an approving body on this request. Per MGO 31.043(3)(d) Additional Sign Code Approvals. After a public hearing as provided in Sec. 33.24(4)(e)3., the UDC may permit the use of wall signs on building facades 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 and Recommendation

Staff recommends the UDC review the project sign package as a whole and consider how the proposed sign works with the overall existing building architecture as well as the visibility from the nearest roadways.

The applicant proposes a roughly 59 square foot sign along a private western drive, on a building face perpendicular to Mineral Point Road. This signage requires UDC consideration under the “Additional Sign Code Approvals” section as the entry drive is not considered a street or parking area. Due to the location and orientation of the building on the site, the applicant is requesting a sign exception for a sign in this location. This request has been reviewed with Zoning staff who have no technical objections to this request. Staff recommends approval.