



ZONING DIVISION STAFF REPORT

September 17, 2025

PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 5710 - 5910 Mineral Point Road
Project Name: TruStage
Application Type: Major Alteration to an Approved Comprehensive Design Review for Signage
Legistar File ID # [89626](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Jessica Vaughn, Urban Design Commission Secretary

The applicant is requesting a major amendment to a previously approved Comprehensive Design Review for Signage (CDR). The Urban Design Commission approved the original CDR on February 9, 2022, which included two above-roof signs and seven ground signs. UDC also approved a subsequent major amendment to remove the above-roof signs and instead, install two wall signs not in qualifying signable areas, on architectural details and add five additional wayfinding ground signs. This lot is zoned SE and is adjacent to Mineral Point Road (4 lanes, 35 mph) and South Rosa Road (2 Lanes, 30 mph).

As part of the CDR request, the applicant is requesting:

- One additional ground sign to be located at the corner of Mineral Point Road and South Rosa Road, which exceeds the number of permitted grounds signs allowed for a site (2 per lot).

Comprehensive Design Review - Approval Criteria

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 zoning lot is allowed up to two ground signs with a combined net area of 128 sq. ft., and a maximum height of 10 feet for monument-style signs, based off the prevailing speeds and number of traffic lanes. The ordinance also allows for lots with frontage 500' or more, as well as a vehicle entrance on that frontage, to have an additional monument-style ground sign, no larger than eight feet in height, with 32 sq. ft. per side, located at each vehicle entrance.

Proposed Ground Signage: The applicant is proposing a 7' tall non-illuminated monument-styled ground sign, with a total net of 14.42 sq. ft. The sign would be located at the intersection of Mineral Point Road and South Rosa Road. The proposed sign has the same design and material for the base used for the large wayfinding signage approved previously in the CDR. This would increase the total number of ground signs to 13.

Staff Comments: Since UDC last looked at this site, one of the office buildings has been demolished (the building closest to South Rosa Road) and the area restored to grass. Two office buildings remain on the 27-acre site, with four driveway entrances for parking on the site (three on Mineral Point Road, and one on South Rosa Road), each with its own large vehicle wayfinding sign. In addition, as part of previous CDR approvals, two ground signs were strategically located in close proximity to the center of the campus and visitor entrances, as well as each other.

As noted in the Letter of Intent, the applicant states that the proposed sign is necessary to create a 'sense of place' and provide identification for the corporate campus as you head westbound on Mineral Point Road. The sign is designed with the same look and materials as the large wayfinding signs and directional signage found on the site, creating a uniform look, consistent with CDR Criterion No. 1. However, staff **do not** believe CDR Criterion No. 2 has been met. Criterion No. 2 states that *"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"*, especially given the placement, visibility and quantity of existing signage.

The existing building signage is located just above the second story and can be viewed shortly after crossing the intersection of Mineral Point Road and South Rosa Road, identifying the building to vehicular drivers. There is also a large wayfinding sign at each driveway entrance along Mineral Point Road, informing drivers which entrance is for TruStage parking. The second driveway entrance also has a sign close to the street identifying the visitor entrance and a 'sense of place' sign approved in the original CDR identifying the campus.

In addition, alternatives exist that would be consistent with the current CDR and that would not require exceptions to the Sign Code, including relocating an existing ground sign to the subject location or eliminating an existing ground sign to allow for the proposed sign so as not to increase overall ground sign square footage.

Recommendation: Staff request the UDC provide feedback on the proposed ground sign related CDR Criterion No 2., which speaks to demonstrated necessity as a result of a unique or unusual characteristic in the building site or surrounding environment that warrants the quantity proposed. If the UDC can find that the proposed ground sign meets CDR Criterion No. 2, staff recommend that the UDC make specific findings related to that criterion.

This recommendation is subject to further testimony and new information provided during the hearing.