



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 9510 Watts Road
Application Type: Signage Exception – Final Approval is Requested
Legistar File ID # [65739](#)
Prepared By: Kevin Firchow, Acting UDC Secretary

Background Information

Applicant | Contact: Bill Rupp, LaCrosse Sign Group/The Edison II, LLC c/o Forward Management, Inc.

Project Description: The applicant is seeking final approval for a wall sign on a building façade not adjacent to off-street parking. The requested sign will be a 4' x 74" illuminated wall sign to the 125-degree angled wall on the south façade.

Project Schedule:

- The UDC is the only approving body on this request.

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

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

The proposed four (4) foot by 72-inch building identification sign would be located on an angled wall near the main club house building entrance. The application states that this is the only proposed wall sign on the building. While the wall is generally oriented towards Watts Road, due to wall's angle, this is not technically considered street-facing. The Additional Sign Code Approvals section allows UDC to grant such a sign provided it meets the other technical requirements of the sign ordinance. This request has been reviewed with Zoning staff who have no technical objections to this request. Staff recommends approval.