

ZONING DIVISION STAFF REPORT

May 27, 2020



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 750 Hilldale Way
Project Name: Target
Application Type: Comprehensive Design Review Initial/Final Approval
Legistar File ID # [60067](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review INITIAL/FINAL APPROVAL. This property is located in a Planned Development (PD) District as well as Urban Design District No. 6, and is part of the Hilldale Mall zoning lot. The original signage for this property was approved by UDC as part of the PD plan in 2010. Target is updating their signage slightly and adding an additional accessory sign. While most of the signage is remaining the same, it is coming back for UDC approval because of a change to the Sign Ordinance (Sec. 31.13(4)), which requires previously approved sign packages to either comply with the sign ordinance for the selected zoning district assigned by the Zoning Administrator, or, if it cannot, obtain approval from the UDC through Comprehensive Design Review. This zoning lot abuts University Avenue (6 lanes, 35 mph), Frey Street (2 lanes, 25 mph), and North Midvale Boulevard (4 lanes, 30 mph).

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.*

Section 33.24(13)(d)3., Signage Criteria for Urban Design District No. 6, indicates the Urban Design Commission shall consider in each case those of the following guidelines and requirements as may be appropriate to signage:

Signs. The mixed land use patterns that characterize substantial portions of the district contribute to a proliferation of business and product identification signs.

a. Requirements.

- i. Signs in the District shall conform to all provisions of [Chapter 31](#) of the Madison General Ordinances.
- ii. Signs shall be integrated with the architecture of the building.
- iii. Electronic changeable copy signs, if permitted in the District, shall comply with [31.046\(1\)](#) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour. Additionally, no sign or portion of sign shall change its level of illumination more than once every one (1) hour.

b. Guidelines.

- i. A sign should identify the activity without imposing upon the view of residents, businesses or activities of the District.
- ii. A sign should be appropriate to the type of activity and clientele at which its message is directed.
- iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
- iv. Signs should avoid covering or impinging upon landscape features or significant structures.
- v. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

Wall Signs Permitted per Sign Ordinance: Summarizing Section 31.07, there shall be one signable area for each façade facing a street or parking lot 33 feet in width or greater. For a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, or a non-residential occupancy or tenant space with twenty-five thousand (25,000) square feet or more in floor area in a multi-tenant building, the maximum net area of all wall signs shall be thirty percent (30%) of the signable area. In no case shall a wall sign exceed one hundred twenty (120) square feet in net area.

There are two relevant code definitions relative to the proposal, Signable Area and Façade.

Signable Area is defined in MGO 31.03:

One designated area of the facade of the building up to the roof line that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, that extends no higher than the juncture of the wall and the roof...

Façade is defined in MGO 31.03:

Any separate face or surface of a building, including parapet walls, and roof surfaces or any part of a building which encloses or covers usable space. Where separate facades are oriented in the same direction, or where the inside angle at the intersection of two surfaces is greater than one-hundred and thirty-five (135) degrees, they are to be considered as part of a single facade.

Proposed Wall Signage: The applicant is requesting each elevation to have two signs, except for the North elevation, which only has one Target sign. Four of these walls signs would be located on the wing wall, which is not a qualifying signable area as the wall is not part of the building which enclose usable open space. Every sign proposed is under 30% of the signable area, however three of these signs (one on every façade except for the West façade) would be over the allowed maximum of 120 sq. ft.

Staff Comments: The proposed signage will be in the same location and of similar size to what was previously approved by UDC, except for one new accessory sign on the East elevation, which is considered an accessory sign and considered to be code compliant in location and size. However, since Target is replacing almost all their signage, CDR approval is required. As stated above, the applicant is requesting for two main signable areas for all but the North elevation. Part of this request involves having a sign on each side of wing walls located on the East and North elevations, which are not a qualifying signable areas. The only new sign not part of the previously approved locations in PD sign package is an accessory sign, identifying store pick-up, which complies with code. All of the other proposed signage would comply with the allowed 30% total net area per signable area. Target wishes to keep the existing signage layout, which draws attention to the unique architectural detail of the building and provides identification to the building at various intersections, while still maintaining signs that fit within their signable area. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Notes:

- The final CDR documents shall state that all other signage not requiring permits shall comply with MGO 31.