

## ZONING DIVISION STAFF REPORT

June 28, 2023



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 3550 Anderson Street  
**Project Name:** Madison Area Technical College  
**Application Type:** Approval for an Alteration to an Approved Comprehensive Design Plan  
**Legistar File ID #** [78237](#)  
**Prepared By:** Chrissy Thiele, Zoning Inspector

The applicant is requesting an amendment to a previously approved Comprehensive Design Review. The Urban Design Commission approved the original Comprehensive Design Plan for MATC on June 22, 2011, at 3550 Anderson Street, and a major alteration to the CDR was approved in September 2, 2020, for additional signage for the daycare facility on Wright Street. This major amendment request is to install a new ground sign for Madison College near the bus stop that will be part of the new Bus Rapid Transit system. This parcel is in a Campus Institutional (CI) district and this part of the zoning lot fronts Anderson Street, which is four lanes and 35 mph.

Pursuant to Section 31.043(4)(b), MGO, the UDC shall apply the following criteria upon review of an application for a Comprehensive Design Review:

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.*

**Signs Permitted by Sign Ordinance:** Summarizing MGO 31.14(1)(e), one wall and one ground sign per street frontage may be displayed identifying the entity, with a maximum of two ground signs and two wall signs per zoning lot. Signs, whether displayed on a wall or the ground, shall not exceed 12 sq. ft. in net area, nor be closer than ten feet to any lot line, except such signs may be increased in net area by one square foot for each additional foot that the sign is set back more than 12 feet from the street lot line. No sign under this section shall exceed 32 square feet in net area. No sign shall project higher than one story, or 12 feet above the curb level, whichever is lower.

**Proposed Signage:** The applicant is proposing an internally illuminated monument style ground sign, with a total net area of 28.67 sq. ft. and an overall height 7'-6". The site plan notes that the ground sign will be installed five feet from the property line, where a typical ground sign would be required to be setback about 29 feet due to its size.

**Staff Comments:** The proposed sign is similar in size and style when compared to the previously approved ground signs found on the Madison College campus, keeping the signage uniform in appearance within the zoning lot. The size and height of the sign appears necessary to assist people in identifying the main entrance to the building when passengers of the Bus Rapid Transit line first walk on to the site. **Recommendation: Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met. This recommendation is subject to further testimony and new information provided during the hearing.**

**Staff Conditions/Required Plan Revisions:**

- The design and materials for the proposed ground sign shall be consistent with those of the previously approved/existing signage.