



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 110 Belmont Road
Project Name: Madison Health and Rehabilitation Center
Application Type: Approval for Comprehensive Design Review of Signage
Legistar File ID # [85706](#)
Prepared By: Chrissy Thiele, Zoning Inspector

The applicant is requesting a Comprehensive Design Review for signage for an existing skilled nursing facility. The property is in the Suburban Residential – Varied 2 (SR-V2) zoning district and abuts S Stoughton Road (6 lanes, 55 mph), Portland Parkway (2 lanes, 25 mph), and Belmont Road (2 lanes, 25 mph). The applicant is proposing to replace the existing signage on site that was installed without a permit with four new signs.

Comprehensive Design Review and 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: A church, hospital, school, or residential building complex in the SR-V2 zoning district is allowed one ground sign per street frontage, with a maximum of two per zoning lot. These signs shall not exceed 12 sq. ft. in net area nor be closer than 10 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 may exceed 32 sq. ft. in net area. The maximum height is 12 feet above the curb level.

Proposed Ground Signage: The applicant is requesting four ground signs, all 15 feet, or further, away from the property line. One sign is a double-sided sign installed at the intersection of Portland Parkway and Belmont Road, with a total net area of 21.88 sq. ft. Another single sided sign with a net area of 13.61 sq. ft. will be installed near the intersection of Portland Parkway and South Stoughton Road Service Drive. The remaining two ground signs are single sided, each with a total net of 13.13 sq. ft., installed next to the driveway entrances.

Staff Comments: Since this site is not a church, hospital, school, or residential building complex, it is not allowed ground signage. However, given the size of the site and its location, abutting three streets with two driveway entrances on different sides of the lot, as well as its use as a residential care facility, there is a need for ground signage like a residential building complex or hospital. The applicant is requesting a total of four ground signs, which is more than what the code would allow, but the location of the signs will provide identification of the site at each intersection, as well as identify each driveway entrance for visitor parking.

The signs are similar in design and made with routed aluminum faces, and the size of the signs appear to be of appropriate scale to the use and character of the building. Staff notes that the night view of the ground signs shows the logo with a white background and dark copy, which is not compliant with the Sign Code. This is not something that can be approved in the CDR, as it does not meet construction requirements (CDR Approval Criteria No. 4), but the applicant can easily change this by applying opaque vinyl on this part of the sign to make this compliant with the Sign Code. Staff also believes that the two ground signs near the building could displace existing landscaping around the building, but the applicant can work with staff on relocating any displaced landscaping elsewhere on site. **Recommendation: Staff has no objection to the CDR request, with the conditions of approval being addressed as noted below, 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.**

Conditions of Approval:

- The night view of the ground signs shall be refined so that the logo has a dark background with light copy consistent with the Sign Code requirements and CDR Criteria No. 4.
- The final CDR package shall include a note that states that "Future signage submittals not specifically addressed by this document shall comply with the standards of Chapter 31."
- The final CDR package shall include a landscape plan showing the relocation of any displaced landscaping as a result of the installation of the proposed signage.