



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 516 Grand Canyon Drive  
**Application Type:** Sign Exception for new Building and Site Signage  
**Legistar File ID #** [58758](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Chris Cronin, JNB Signs, Inc., Janesville, WI

**Project Description:** The applicant is proposing a new sign package, including new wall signs that replace existing wall signs and a change of copy for the ground sign. All signs, except the north facade wall sign, meet the Chapter 31 sign code. The applicant is seeking a sign exception to allow for the north facade wall sign that is not adjacent to a street or parking area.

### Approval Standards:

The UDC is an **approving body** on this request. Per Zoning Code Chapters Sec. 33.24(7)(b) a Urban Design Commission criteria for sign review and Sec. 31.043(3)(d) UDC Additional Sign Code Approvals, the UDC may grant an exception for 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.

## Conclusion and Recommendations

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

When the original sign permit was granted 10+ years ago, this configuration was allowed by that sign code. The new code no longer allows a non-street/parking facing wall sign without UDC approval. The Property to the north prevents street frontage on that side of the property and does not allow for shared parking.

The proposed signage package is replacing all existing signage with new rebranded images and meets Chapter 31, with exception to the North Facing Façade. In addition, the proposed north facing sign does not exceed the area of the wall sign permitted on the front of the building. **Staff recommends approval.**