



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 730 Rayovac Drive  
**Application Type:** Signage Exception in Urban Design District (UDD) 2  
**UDC is an Approving Body**  
**Legistar File ID #:** [79240](#)  
**Prepared By:** Lisa McNabola, Planner

## Background Information

**Applicant | Contact:** Allie Novitske, Sign Art Studio

**Project Description:** The applicant is proposing a ground sign with a setback of less than 20 feet.

**Approval Standards:** The UDC is an **approving body** on this request. The Sign Control Ordinance, [MGO Sec. 31.043\(2\)](#) states that for *Modifications of Height, Area, or Setback* "After a public hearing as provided in Sec. 33.24(4)(e)3., the UDC may approve a sign with up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard or setback if such approval:

- (a) *Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and*
- (b) *Will result in a sign more in scale with the building and site and in a superior overall design."*

## Summary of Design Considerations

**Project Site Location.** The project site is located north of Schroeder Road along Rayovac Drive in Urban Design District No. 2.

**Existing Signage.** There is an existing ground sign at the driveway entrance to the site that is approximately 8'-1" wide by 5'- 9" tall. The proposed signage would replace the existing ground sign and would reuse existing infrastructure, including foundation and steel pipe.

**Summary of Sign Code and UDD 2 Requirements.** As noted above, the project site is located within UDD 2, which requires that ground signs in excess of 20 square feet are required to be setback 20 feet from the property line. The UDC may grant a modification to this requirement provided that the setback is necessary for the sign to be identifiable and legible, and will result in a sign that is more in scale with the building and site and in a superior overall design.

The project site is zoned Suburban Employment (SE) which falls within Sign Group 3. Group 3 allows for ground signs that are 32 square feet per side, 64 square feet total for both sides, and a maximum 10 feet in height.

**Summary of Proposed Signage.** The proposed sign is comprised of a satin aluminum cabinet and a dark grey metallic face lit and halo lit cabinet surround with white, blue and yellow acrylic channel letters and logo. The applicant intends to use the existing sign foundation. The proposed sign has an overall dimension of 8' wide x 6' tall, resulting in a gross square footage of 48 square feet with a net sign area of only 14.02 square feet, as noted in the sign graphics.

The proposed ground sign is setback six feet from the property line (eight feet from the sidewalk), which is the same location as the existing sign.

**Summary of Staff Analysis.** Staff notes that the proposed ground sign is consistent with the Sign Code limitations related to height and size. As noted by the applicant in their Letter of Intent and supporting documentation, a sign that complies with the 20-foot setback would not be visible heading south on Rayovac Drive. Staff believes the setback modification will result in a sign that has better visibility from the street, and that the proposed sign is of a higher quality design aesthetic, given the materials and proposed halo lighting. Staff believes that the criteria for Modifications of Height, Area, or Setback, as well as the UDD 2 design guidelines can be met.