



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 1422 Northport Drive
Application Type: Signage Exception – Final Approval is Requested
Legistar File ID # [61129](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Mike Studnicka, Wisconsin Sign & Graphics

Project Description: The applicant is seeking final approval for a sign exception for two wall signs not adjacent to a street or parking area.

Approval Standards:

The UDC is an approving body on this request. Per MGO 31.043(3)(d) Additional Sign Code Approvals . After a public hearing as provided in Sec. 33.24(4)(e)3., the UDC may: Permit the use of 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.

Summary of Design Considerations 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 proposed signage package is replacing all existing signage with new rebranded images and meets Chapter 31, with exception to the East and West Facing Façades. In addition, the proposed non-street facing signs do not exceed the area of the wall sign permitted on the front of the building. **Staff recommends approval.**