



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 5045 Eastpark Boulevard
Application Type: Signage Exception
Legistar File ID # [68502](#)
Prepared By: Kevin Firchow, Acting UDC Secretary

Background Information

Applicant | Contact: Kathyryne Kippes, LaCrosse Sign Group | AC Madison Hospitality, LLC/FOI Hospitality Development, LLC

Project Description: The applicant is requesting initial/final approval for a wall sign not directly adjacent to a parking lot or street to be located on the west elevation of an existing 5-story Cambria Suites hotel.

Approval Standards:

The UDC is an approving body on this request. The Sign Control Ordinance states that after a public hearing as provided in Sec. 33.24(4)(e)3(d), the Urban Design Commission (UDC) may permit the use of wall signs on building façades 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

The applicant proposes to install a revised sign composed of illuminated channel letters on the building's west façade. This side of the building faces greenspace on an adjacent property. As this side of the building does not face an off-street parking area, the proposed signage can only be approved as a sign-exception from the Urban Design Commission. As noted in the application materials, an existing sign already exists in this location and staff understands that it is considered by the applicant to provide necessary wayfinding for incoming travelers. The sign appears to meet the underlying size requirements. Additionally, this sign has been approved by the American Family's Design Review Board. Zoning and Planning staff do not have any objections regarding this request.