



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 622 & 624 W. Washington Avenue  
**Application Type:** Signage Exception – Final Approval is Requested  
**Legistar File ID #** [63799](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Mary Beth Growney Selene, Ryan Signs, Inc./Greenway Real Estate, LLC

**Project Description:** The applicant is seeking final approval for a sign exception to allow for a second sign on the west elevation not adjacent to off-street parking areas.

### 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.

The proposed signage facing W Washington Street meets Chapter 31 sign code requirements; however, the side of building facing an entry drive does not qualify for a signable area as it does not face a street or parking area. Due to the juxtaposition of the building on the site and the primary residential entry door location on the west building facade, the applicant is requesting a sign exception for the side wall sign. The proposed non-street facing sign does not exceed the area of the wall sign permitted on the front of the building. **Staff recommends approval.**