



Project Address: 120 E. Lakeside Street

Application Type: Minor alteration to a previously approved UDD #1 Exception for Signage

Legistar File ID # [56978](#)

Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Luke Severson, Sign Art Studio/Scott Kelly

Project Description: The applicant is seeking an alteration to a previously approved UDD #1 sign exception to allow for the "G" logo adjacent to "Gallagher" to remain at its trademarked size.

Project Schedule:

- The UDC granted final approval with conditions for this request on August 14, 2019.

Approval Standards:

The UDC is an **approving body** on this request. The site is located in Urban Design District 1 ("UDD 1"), which establishes the Urban Design Commission is an approving body, using the design standards and guidelines for that district. MGO §33.24(8). Regarding the sign exception request, Zoning Code Chapter Sec. 33.24(8)(c)4.a Urban Design Commission may grant an exception from the size limitation based on the criteria below.

Summary of Design Considerations

On August 14th, the applicant proposed a new internally lit wall sign facing John Nolen Dr. at 80 s.f. Though UDD #1 design guidelines limit the sign size to 40 s.f., the Urban Design Commission granted approval of a sign exception at 80 s.f. with the following conditions:

- The motion provided for an increase in sign size to 80 s.f., without illumination, reducing the sign depth from 4" to 2", and reducing the logo size to fit within the same height of the letters.

The applicant is now proposing a new 80 s.f. sign, without illumination, reduced depth to 2", but keeping the current size of the logo to name ratio as trademarked.

Conclusion and Recommendations

Staff recommends the UDC review the project against UDD #1 sign requirements and consider how the proposed sign works with the overall existing building architecture. **When making a motion, please reference the UDD #1 sign exception criteria listed below.**

UDD #1 requires that signs shall be integrated with the architectural design of the building and that wall signs on buildings along John Nolen "Drive shall not exceed forty (40) net square feet unless a larger sign is specifically approved by the Urban Design Commission based upon the following criteria.

- A. An exception from the size limitation 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. An exception from the size limitation will result in a sign more in scale with the building and site and will result in a superior overall design.*