



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2232 W. Broadway Street
Application Type: Signage Exception – Final Approval is Requested
Legistar File ID # [62787](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Chuck Zimmermann, Capitol City Neon Sign Co., Inc./Michal Neckar, Dreammaker Bath & Kitchen, Madison.

Project Description: The applicant is seeking final approval for a sign exception for a canopy sign that crosses architectural detail at less than 36" from the face of the building.

Approval Standards:

The UDC is an approving body on this request per MGO 31.043(3)(e) Additional Sign Code Approvals. After a public hearing as provided in Sec. 33.24(4)(e)3., the UDC may: Permit an above-canopy sign that crosses architectural detail to be erected closer than three (3) feet to the nearest face of a building under 31.071(2)(e), if the proposed sign would not substantially detract from the contribution of the architectural detail to the overall building design.

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 package is providing new signage on a canopy facing West Broadway that is exactly 36" deep. Because the proposed signage has letters that are 4" deep and reasonably located 32" in front of the building façade, they do not substantially detract from the architectural detail or impact the overall building design. **Staff recommends approval.**