



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2526 Monroe Street
Application Type: Signage Exception – Final Approval is Requested
Legistar File ID # [62788](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Liz Lauer, Lauer Realty Group, Madison, WI

Project Description: The applicant is seeking final approval for a sign exception for one wall sign 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.

The proposed front sign facing Monroe 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 limited building frontage on Monroe Street, 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.**