



**Project Address:** 5630 Schroeder Road  
**Application Type:** Signage Exception – Final Approval is Requested  
**Legistar File ID #** [65573](#)  
**Prepared By:** Kevin Firchow, Acting UDC Secretary

## Background Information

**Applicant | Contact:** Deb Burton, Poblocki Sign Co., LLC/Stone House Development, Inc.

**Project Description:** The applicant is seeking final approval for a sign exception to place a monument-style building identification sign within 10-feet for a new building. The sign has a height of six feet and a signable area of approximately 14 feet.

### Approval Standards:

The UDC is an approving body on this request. The proposed sign complies with the sign code regulations of MGO Chapter 41. The placement, however, appears in conflict with some of the placement regulations of Urban Design District (UDD) 2 (MGO 33.24(9)(4)b). The standards for UDD 2 state that when reviewing plans for the improvement of existing facilities or for new development within the area, the UDC shall consider in the guidelines and requirements of UDD 2 as may be appropriate.

## Summary of Design Considerations and Recommendations

The applicant requests approval to locate a building identification sign for a mixed-use building. The monument-style sign has a height of six feet and a calculated signable area of 14 square feet. It is proposed to be set back 10 feet from the Schroeder Road property line. The request complies with all aspects of the sign code (MGO Chapter 41), however, it appears to not meet a 15 foot setback requirement established in UDD 2. Those standards pre-date the current sign code. Staff believes that there are potential conflicts within the UDD 2 standards themselves, as the code also allows signs of this size and height to be located as close as five feet to the property line. That same provision that requires the 15-foot setback also appears to have other structural requirements that Zoning staff have indicated are likely inconsistent with other bracing requirements. Finally, staff notes that other monument-style signs have been approved closer than 15 feet in UDD 2, upon review by the UDC.

As noted in the applicant's letter of intent, the existing building set back is 16 feet. Thus, if placed at 15 feet, the sign would be one foot from the face of the building. The applicant's letter of intent states that reducing the setback would be preferable as it would provide more spacing between the sign and the building. Zoning and Planning staff do not have objections to the proposed sign or location.