

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 20, 2009
TITLE: 2121 East Springs Drive – Amendment to the Current Sign Package for a Planned Commercial Site, “Bowl-A-Vard Lanes” for an Electronic Changeable Copy Ground Sign. 17 th Ald. Dist. (14173)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 20, 2009	ID NUMBER:

Members present were: Bruce Woods, Ron Luskin, Richard Wagner, Marsha Rummel, John Harrington, Richard Slayton and Dawn Weber.

SUMMARY:

At its meeting of May 20, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of an amendment to the current sign package located at 2121 East Springs Drive. Appearing on behalf of the project were Eric Marty and Don Bussan. Marty provided an update to the recent changes to the sign based on previous reviews by the Commission of the proposal. The modifications of note provide for one line of text with a message center, with the overall design remaining as previously proposed utilizing a single monochrome color.

ACTION:

On a motion by Slayton, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1) with Harrington voting no.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2121 East Springs Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6	-	-	6
	-	-	-	-	5	-	-	-
	-	-	-	-	-	-	-	5
	-	-	-	-	4	-	-	-
	-	-	-	-	6	-	-	6

General Comments: