



**Agenda Item #:** 3

**Project Title:** 617 North Shore Drive - Signage Exception. (District 4)

**Legistar File ID #:** 85971

**Members Present:** Shane Bernau, Chair; Jessica Klehr, Russell Knudson, Harry Graham, David McLean, and Anina Mbiliyi

**Prepared By:** Jessica Vaughn, AICP, UDC Secretary

## Summary

At its meeting of November 20, 2024, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage exception located at 617 North Shore Drive. Registered in support and available to answer questions were Tom Weber, and Mary Beth Growney Selene.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed and noting the findings contained in the report, including:

- The proposed wall sign is consistent with the code limitations regarding size.
- The sign is placed in a manner that is integrated with the architecture of the building; it identifies building entrances.
- Given the visibility of the building from lake and the need for identification for boaters and drivers along John Nolen Drive, the placement of the sign on a non-qualifying elevation, is necessary and results in a higher level of visibility and business identification than another location on the qualifying elevation.
- Generally, the proposed sign is of quality design aesthetic, including individual channel letters.
- Staff notes that as part of the sign permit application, proof of landlord/property owner (City of Madison Parks Division) approval will be required.

## Action

On a motion by Klehr, seconded by Graham, the Urban Design Commission **GRANTED FINAL APPROVAL**, with the findings and recommendations contained in the report, including:

- The proposed wall sign is consistent with the code limitations regarding size.
- The sign is placed in a manner that is integrated with the architecture of the building; it identifies building entrances.
- Given the visibility of the building from lake and the need for identification for boaters and drivers along John Nolen Drive, the placement of the sign on a non-qualifying elevation, is necessary and results in a higher level of visibility and business identification than another location on the qualifying elevation.
- Generally, the proposed sign is of quality design aesthetic, including individual channel letters.
- Staff notes that as part of the sign permit application, proof of landlord/property owner (City of Madison Parks Division) approval will be required.

The motion was passed on a unanimous vote of (5-0).