

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> December 19, 2007
TITLE: 4710 East Broadway – Ground Sign Variance in Urban Design District No. 1. 11 <sup>th</sup> Ald. Dist. (07750)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: December 19, 2007	<b>ID NUMBER:</b>

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Members present were: Lou Host-Jablonski, Marsha Rummel, Richard Wagner, Richard Slayton, Jay Ferm and Todd Barnett.

### **SUMMARY:**

At its meeting of December 19, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a ground sign variance located at 4710 East Broadway. Appearing on behalf of the project was John Gibbs. Prior to the presentation, staff noted to the Commission the wall sign that was previously the subject of a required variance was noted as not requiring a variance based on a provisions within the Urban Design District No. 1 requirements that would allow for a wall sign height of 18 feet. The previous review of the project noted that a 10-foot wall sign height was required where staff failed to note that a height of 18 feet was allowed outside of the John Nolan Drive area; therefore, the wall sign would not require a variance from Urban Design District No. 1 provisions. Staff further noted that the wall sign was still subject to the Commission's review and approval based on it being a component of the overall signage package for the multi-tenant office building. Gibbs then presented details of the proposed wall sign in response to the Commission's previous comments in addition to details of a proposed ground sign as modified. Gibbs further noted that there would be no additional wall signage proposed on the building to serve its potential multiple tenants. Gibbs emphasized that the ground sign had been modified to have an overall height of 5 feet with an under-clearance of 2 feet at the required 20-foot setback consistent with the provisions of the Urban Design District No. 1. In addition, landscaping had been provided at the base with the number of tenant panels reduced to 6 at a total square footage of 18.37 square feet. He further noted that the ground sign would be limited to 14 symbols or words maximum.

### **ACTION:**

On a motion by Slayton, seconded by Ferm, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0-1) with Wagner abstaining. The motion required staff approval of the landscape plan with plantings to be installed at the base of the ground sign.

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 6, 6, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4710 East Broadway**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	-	-	-	6

General Comments:

- Good changes, right in line with UDC recommendations.
- Thanks for addressing changes asked for by Commission.
- Unremarkable.