

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 2, 2010
TITLE: 128 East Olin Avenue – Street Graphics Variance for Height in UDD No. 1. 14 th Ald. Dist. (18645)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: June 2, 2010	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Bruce Woods, Richard Slayton, R. Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of June 2, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Street Graphics Variance in UDD No. 1 located at 128 East Olin Avenue. Appearing on behalf of the project was Mary Beth Growney Selene, representing Ryan Signs, Inc. Prior to the presentation staff noted that the sign variance involves a provision of Urban Design District No. 1 that limits the height of a wall sign to not exceed ten-feet along John Nolen Drive. Where the height will be at 23’-9”; thus requiring a variance for the district’s restriction. Selene Growney provided details on the proposed wall sign at the entry to “Family Service Madison,” noting that an existing sign previously permitted is located within the same context. She also noted the prevalence of other signs within the commercial/office center on the same site, which feature signs above the ten-foot high limit and suggested a need to make the restriction more flexible in the future.

ACTION:

On a motion by Wagner, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion to approve required the removal of a banner style wall sign at the entry.

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, 5, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 128 East Olin Avenue

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

General Comments: