

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 7, 2011
TITLE: 5515 Medical Circle – Comprehensive Design Review and Exceptions for Signage for the YMCA of Dane County in UDD No. 3. 19 th Ald. Dist. (24240)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 7, 2011	ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Dawn O’Kroley, Todd Barnett, Richard Slayton, and John Harrington.

SUMMARY:

At its meeting of December 7, 2011, the Urban Design Commission **REFERRED** consideration of this item due to absence of the applicant’s agent and issues with presentation of the case relative to address of Comprehensive Design Review of signage standards and provisions. Appearing on behalf of the project were Jim Trebian, Sharon Baldwin and Paul Vandervelde, representing the YMCA of Dane County. Terbian stated that Deb Burton of Poblocki Signs was unable to attend the meeting. The Secretary replied that the expertise of the sign professional was needed in order to navigate through the ordinance requirements. Concerns raised include the site being in an Urban Design District, the total replacement of signs don’t meet the height and one does not meet the square footage, the side facing the West Beltline Highway has two principal sign areas, which require Comprehensive Design Review, the legitimacy of the existing signs, a changeable copy graphic that doesn’t meet the ordinance; a case needs to be made to meet the ordinance requirements.

ACTION:

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **REFERRED** this item. The motion was passed on a vote of (5-0). The motion to Refer was due to the absence of the applicant's agent and issues with the presentation of the case relative to address of Comprehensive Design Review of Signage Standards and Provisions in addition to provisions for signage in UDD No. 3.