

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 19, 2008
TITLE: 4202 East Towne Boulevard – Add Electronic Message Board to a Ground Sign in Urban Design District No. 5. 17 th Ald. Dist. (12217)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 19, 2008	ID NUMBER:

Members present were: Bruce Woods; Chair, Mark Smith, Dawn Weber, Ron Luskin, Jay Ferm, Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton and John Harrington.

SUMMARY:

At its meeting of November 19, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of an addition to an electronic message board/ground sign located at 4202 East Towne Boulevard. Appearing on behalf of the project was Matt Fortney, representing FCC Corp. In response to the Commission's previous review of the project Fortney noted the following modifications:

- The redesigned ground sign provides better integration of the electronic changeable copy portion, is smaller in scale at 2.4 gross square feet in size. The total square footage of the ground sign including its static portion will be 61.6 square feet in size, less than the 72 square feet permitted by ordinance.
- An enhanced blue colored frame that matches the main field of the static identification portion of the ground sign.
- The electronic changeable copy portion of the sign that will display only one line of text with elimination of the add on lines for "AAA" and "Extended Stay" removed.
- The owner's intent is to provide for the use of electronic changeable copy sign as noted within the application packet as follows: "The content of the changeable copy component of the sign shall be limited to displaying the price of rooms and/or short message highlighting in an amenity that is included with the room."

Following Fortney's presentation the Commission noted that consideration of electronic changeable copy sign is based on existing context of other signage within the area. It was also noted that the sign is improved and will be further restricted by existing Urban Design District No. 5; to change the message to not less than once per hour.

ACTION:

On a motion by Barnett, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-2) with Woods and Host-Jablonski 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, 5, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4202 East Towne Boulevard

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	5
	-	-	-	-	7	-	-	7
	-	-	-	-	5	-	-	-
	-	-	-	-	6	-	-	6
	-	-	-	-	5	-	-	-
	-	-	-	-	5	-	-	5
	-	-	-	-	-	-	-	6

General Comments:

- Much improved.
- Nice adaptation.
- Acceptable for context.
- Please no more reader board signs.
- Nice response to past comments – still an electronic message board.
- Good, modest changes to reader board. However, I cannot support the proliferation of such reader boards in an Urban Design District. UDDs need to adhere to a higher standard.