

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 9, 2014

TITLE: 725 John Nolen Drive – Signage Exception from UDD No. 1 for “Independent Insurance Agents of Wisconsin.” 14th Ald. Dist. (34686)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Jay Wendt, Acting Secretary

ADOPTED:

POF:

DATED: July 9, 2014

ID NUMBER:

Members present were: Richard Wagner, Chair; Richard Slayton, Lauren Cnare, Cliff Goodhart, John Harrington and Tom DeChant.

SUMMARY:

At its meeting of July 9, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage exception from UDD No. 1 located at 725 John Nolen Drive. Appearing on behalf of the project was Matt Stried, representing Independent Insurance. The new signage is larger due to type font and setting, a new logo and because it has such a large setback; the overall height is an increase of about 15-inches. Harrington expressed concern with the request not following ordinance, as well as this seeming like advertising. John Strasser, District 14 Alder noted that the size of the sign is minimally above the limit and that the large setback would offset that size increase.

ACTION:

On a motion by Harrington, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion for approval provided that the net sign area remain the same size, while the setback exception is approved.

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 rating for this project is 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 725 John Nolen Drive

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