

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** September 21, 2011

**TITLE:** 4222-4292 East Towne Way –  
Modifications to a Uniform Sign  
Package and Comprehensive Design  
Review in UDD No. 5. 17<sup>th</sup> Ald. Dist.  
(23824)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** September 21, 2011

**ID NUMBER:**

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

### **SUMMARY:**

At its meeting of September 21, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of modifications to a uniform sign package located at 4222-4292 East Towne Way. Appearing on behalf of the project was Mary Beth Growney Selene of Ryan Signs, Inc. Growney Selene discussed the shopping center with individual tenants whose space does not exceed 25,000 square feet, referencing the ordinance change of 2009. They are asking to maintain the 40% of tenants leased space area or 2 square feet of signage for lineal feet of frontage for each individual tenant sign, and to maintain the existing pylon sign on the site. If the existing multiple tenant ground sign is ever removed they would bring the entire sign into compliance; if it stays as it is now they have the flexibility to update any tenant changes that occur on the site. They would like the tenants to be able to use their corporate colors and style of signage. The Secretary noted that Matt Tucker, Zoning Administrator did not have any issues with this application, and that these centers have existed prior to the code change and currently feature on the most part wall signage that complies with the previous standards. Barnett stated that typically the UDC likes to see signage located at the tenant space and asked for an example on this project showing deviation. Mary Beth responded with The Camera Company and Merle Norman where there is a bit of an overlap causing the signs to be side-by-side, not consistent with the location of their tenancies. Barnett also inquired about the size of the current monument sign and noted it should be maintained at the same size.

### **ACTION:**

On a motion by Barnett, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (5-0). The motion provided that the existing monument identification sign should remain as is, and reference to the portion of the text that says “sign location may not always reference tenant’s leased space” is understood; the signage will be in the relative area with some potential overlap of the adjoining space.

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, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4222-4292 East Towne Way**

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

General Comments:

- Reasonable update. As always, appreciate sign package.