

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> September 19, 2007
TITLE: 5606 Medical Circle – Street Graphics Variance. 19 <sup>th</sup> Ald. Dist.	<b>REFERRED:</b>
	<b>REREFERRED:</b>
	<b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: September 19, 2007	<b>ID NUMBER:</b>

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Members present were: Paul Wagner, Chair; Jay Ferm, Richard Slayton, Bruce Woods, and Marsha Rummel, Lou Host-Jablonski and Todd Barnett.

### **SUMMARY:**

At its meeting of September 19, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** on a Street Graphics Variance located at 5606 Medical Circle. Appearing on behalf of the project was Chris Emden of Badger Display Signs. The wall sign variance under consideration provides for the replacement of two existing wall signs on a building currently housing the WNWC Radio building. The proposed wall signage is located on an upper sign bands on the building. In order to replace the existing signs, they must be mounted above 10-feet in relative grade at a height of 12-feet to the sign's top. There is a sign band on two façades of the building. The provisions of Urban Design District No. 3 require a variance, if the height of a ground or wall sign exceeds 10-feet. Emden then provided a presentation of the signage details. Following the presentation it was noted that the LED light source of the proposed signage must meet the 200 foot lamberts requirement of Urban Design District No. 3 and may need to be provided with a dimmer if necessary.

### **ACTION:**

On a motion by Woods, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion required address of the footlamberts requirements for Urban Design District No. 3, along with the provision of a dimmer for the LED light source for the signage if necessary.

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, 7, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 5606 Medical Circle**

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

General Comments:

- Change is acceptable, provided that the surface brightness is no greater than current.
- Nice improvement with a smaller sign that will not be as bright.
- Improvement over existing signs.