

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 7, 2009
TITLE: 3019 East Washington Avenue – LED Ground Sign in Urban Design District No. 5. 15 th Ald. Dist. (13091)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 7, 2009	ID NUMBER:

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

SUMMARY:

At its meeting of January 7, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of an LED ground sign located at 3019 East Washington Avenue. Appearing on behalf of the project were Mary Beth Growney-Selene and John Harder. Staff provided an introduction for the consideration of the utilization of electronic changeable copy technology for display of gasoline prices on properties located within Urban Design District No. 5. Staff noted that consideration of the use of electronic changeable copy display for price signage is the initial wave of replacing the current manual display to electronic display with updated LED technology. Staff noted that consideration of electronic changeable copy price signage by the Commission with the three collective applications (on the agenda) will provide a basis for administrative approval by staff of signage involving the same technology. Staff provided a summary of the provisions that underlay Federal and State requirements for the display of price signage, both of which emphasize distinct requirements for its location and size proximate to gas pumps. Staff noted that previous inaccurate interpretations of the existing Street Graphics Ordinance had allowed for development of ground signage containing manual copy price signage, combined with business identification signage that exceed the maximum requirements allowed under the code by allowing an exception to the price signage beyond the threshold allowed by code due to an incorrect interpretation as to it “being exempt” from the ordinance. A re-look at gas price signage in combination with business identification ground signage by the Sign Tast Staff Team that includes the Assistant City Attorney Lara Mainella; and Matt Tucker, Zoning Administrator provides that gas price signage is required to be considered as a component of business identification ground signage where maximum allowances described by code are required to be met with no fee required for the changeable price signage graphics. Staff noted that consideration of the change over from manual to electronic changeable copy would require integration within the overall street graphic, provide that the changeable electronic price portion of the graphic be less than a majority of the sign field, must be maintained consistent with the maximum area of signage allowed on the zoning lot. Following discussion the Commission felt that administrative approval of changeable copy gas price signage with the above stated restrictions was appropriate.

ACTION:

On a motion by Slayton, seconded by Wagner, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (9-0). The motion provided for administrative approval of

electronic changeable copy price signage as noted above without grant of variance to allow an additional 12 square feet for the modified ground sign.

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 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 3019 East Washington Avenue

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

General Comments:

- Integrated – OK.