

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 21, 2007	
TITLE: 4303 East Towne Way – Comprehensive Design Review for a Ground Sign. 17 th Ald. Dist. (05681)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: February 21, 2007	ID NUMBER:	

Members present were: Paul Wagner, Lisa Geer, Robert March, Bruce Woods, Todd Barnett, Ald. Noel Radomski and Michael Barrett.

SUMMARY:

At its meeting of February 21, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for a ground sign located at 4303 East Towne Way. Appearing on behalf of the project was Michael Olkwitz of Grant Signs. Prior to the presentation, staff noted that the ground sign under consideration was previously approved by the Commission as a component of a signage package for a Planned Commercial Site for the “Animart” retail development at the meeting of December 6, 2006. The ground sign as presented at that time was mistakenly assumed to meet the applicable provisions of the “Street Graphics Control Ordinance” relative to its size. Upon request for issuance of sign permits, Zoning staff noted that the applicant had mistakenly measured the “sign face” only for the proposed monument sign relative to its size. According to the ordinance measurements for a monument sign, include everything about its base including the surrounding structure around the face of the graphic. This discrepancy provides that the proposed ground sign and surrounding structure above its base exceeds the 48 square feet allowed under the provisions of the code; the applicant’s letter of intent stated that 32 square feet was allowed with the surrounding above-base masonry structure and sign face is 73.8 square feet in size.* Because the difference exceeds 25% of the allowable signable area, consideration of the previously ground sign requires consideration under the provisions for comprehensive design review with a public hearing. Olkwitz presented details of the ground sign, apologizing for the misunderstanding of the sign’s measurement. Following the presentation, the Commission note that an automatic reapproval of the sign without further scrutiny based on the discrepancy relevant to sign measurement is problematic.

ACTION:

On a motion by Barnett, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1) with Geer voting no. The motion required that the top of the sign match up with the top of the adjoining masonry course.

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, 6, 7 and 7.

*Following formal consideration by the Commission, further investigation by staff provided that the application for comprehensive design review mistakenly noted that the allowance for a ground sign was 32 square feet, the code actually allows for 48 square feet thus diminishing the effective difference provided with the variance.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4303 East Towne Way

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

General Comments:

- Shouldn't force a change on a sign package already approved.