

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** May 10, 2017

**TITLE:** 2420 East Springs Drive – Comprehensive Design Review for a Pole Sign for “Bob’s Discount Furniture.” 17<sup>th</sup> Ald. Dist. (46094)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Chris Wells, Acting Secretary

**ADOPTED:**

**POF:**

**DATED:** May 10, 2017

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Dawn O’Kroley, Cliff Goodhart, Rafeeq Asad, Lois Braun-Oddo, John Harrington, Tom DeChant, and Amanda Hall.

**SUMMARY:**

At its meeting of May 10, 2017, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for a pole sign for “Bob’s Discount Furniture” located at 2420 East Springs Drive. Appearing in support of the project was Kyle Hammer. The applicant proposed a new sign at 18-feet in height. Staff noted that 18-feet is more consistent with the other signs existing in the area. This is significantly smaller than what they originally proposed at 72 square feet. Based on the improvements this does offer an enhanced design with a masonry base and EIFS around the pole, which could justify the larger size.

Comments and questions from the Commission were as follows:

- What is the material on the shaft portion of the pole?
  - It’s going to be stucco. We wanted it to be more durable. It would match the height of the “Friday’s” sign.
- Other signs in the area all have very distinctive logos. Is this the only logo you can use? It’s a little simple.
  - It’ll match the store sign. It is the only logo we have and ties it all together.
- Maybe a second black border to make it pop a little more.

**ACTION:**

On a motion by DeChant, seconded by Hall, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0).