

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** July 18, 2018

TITLE: 221 Meadowlark Drive – Signage Variance
for John F. Kennedy Elementary School.
3rd Ald. Dist. (52156) **REFERRED:**

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: July 18, 2018

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Lois Braun-Oddo, Tom DeChant, Christian Harper and Amanda Hall.

SUMMARY:

At its meeting of July 18, 2018, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage variance located at 221 Meadowlark Drive for John F. Kennedy Elementary School. Registered in support of the project was Mary Beth Growney Selene, representing Ryan Signs, Inc.

Comments and questions from the Commission were as follows:

- Why is this sign illuminated for a school?
 - There are several signs that are illuminated for schools and churches in the Madison area.
 - There are many evening events.
- Does the Madison School District have a format?
 - This has become the format for middle and elementary schools. Using school colors.
- Can you limit the hours/time for lighting the sign?
 - Yes. It will not be lit 24/7.
 - The sign is setback 50-feet from the road, and perpendicular.
- Request a time that it shuts off in the evening.
 - The neighborhood has reviewed. We can work with them on timing.
- (Alder Hall): This is my district. I trust the principal. This is a neighborhood that does not have a lot of street lighting. I second that the lighting timing should be limited.
- How are the lights controlled on these signs?
 - Time clock.
- Only the top portion is back lit?
 - The whole sign is lit.

ACTION:

On a motion by Braun-Oddo, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0).

The motion for approval is conditioned on the sign being turned off at a reasonable hour.