

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> September 7, 2011
TITLE: 201 South Gammon Road – Comprehensive Design Review for an Electronic Changeable Copy Ground Sign. 19 <sup>th</sup> Ald. Dist. (23627)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: September 7, 2011	<b>ID NUMBER:</b>

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Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, Melissa Huggins, Richard Slayton, Henry Lufler, Mark Smith and John Harrington.

### **SUMMARY:**

At its meeting of September 7, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of an electronic message board located at 201 South Gammon Road. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc. and Bruce A. Dahmen. Growney Selene noted that the new sign will replace the old out of date signage for Madison Memorial High School, satisfies the applicable criteria for signage of this type as detailed within the application packet, but also requires a size/setback variance by the Commission.

### **ACTION:**

On a motion by Huggins, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion noted a finding relative to the required ordinance criteria as being addressed.

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 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 201 South Gammon Road**

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

General Comments:

- Message boards.