

**From:** S Moritz [<mailto:> ]  
**Sent:** Sunday, June 22, 2014 1:25 PM  
**To:** Martin, Al  
**Cc:** Jonathan Cooper; Pete Ostlind; Verveer, Mike  
**Subject:** comments re. UDC agenda item for 6/25/14

Al,

I reside at 533 W. Main St. and wish to comment on the proposed signage for 545-551 W. Main St. that will be reviewed at the June 25th UDC meeting.

It wasn't clear from my reading of the attachment if the applicant is considering utilizing all of the areas identified as potential signage areas. But just in case that is the intent, here are my observations:

The signage on the Main St. front of the building above the windows is appropriate in size and in keeping with the type of signage used when the building was a grocery store. I leave it to the UDC whether or not the style and color used are appropriate for a historic building.

I have no objection to a projecting sign at the corner of Main & Bedford as long as it is no larger than shown and is of a style that complements the historic character of the building (unlike the poor example at CVS Pharmacy a block down the street).

I would prefer that there be no signage on the east side of the building facing the parking lot since the 500 block of Main St. is a residential street with the exception of the two buildings at the corner of Main & Bedford. I think that an attempt should be made to confine signage to the Bedford St. side of the building with the exception of the signage over the front windows.

Thank you for the opportunity to comment, and please forward my comments to the members of the UDC for their consideration.

Sincerely,  
Stefanie Moritz  
■ W. Main St.  
Madison