

**From:** Ron Shutvet [REDACTED]  
**Sent:** Tuesday, August 13, 2019 9:38 AM  
**To:** Glaeser, Janine;

**Subject:** RE: 120 E. Lakeside Street - Signage Exception in UDD No. 1

Please provide all UDC members with copies of this email for the August 14 UDC meeting as some committee members have email addresses for me to be able to copy the email to them.

I am concerned about the precedent of allowing an exception for this proposed sign. The proposed sign is about the same height and square footage as the sign being replaced but this does not bother me as much as other aspects of the proposed new sign.

The existing signs on this building have letters that are only 2 inches thick and the signs are not illuminated. However, the proposed sign has letters that are 4 inches thick and the applicant is requesting permission to illuminate the entire sign with LED back lighting. I think that the 4 inch deep letters are too thick and will stick out from the building enough to make the sign obtrusive to the building and surrounding area. The back lighting will only add to the obtrusiveness of this proposed sign.

Currently, the occupants of vehicles traveling south on the causeway over the lake do not see any illuminated signs on John Nolen Drive until they get to Olin Avenue. Then they see a few illuminated signs for the Coliseum Bar, as well as some hotels businesses and the Alliant Energy Center further south.

I like the fact that you can leave downtown Madison and travel over the causeway and only see streetlights and the headlights and tail lights of cars until you are near the Olin Avenue and Rimrock Road area. Leaving a brightly lit city and crossing the lake to a less lit up part of the city is one thing that makes this drive great after the sun sets.

Obviously businesses like restaurants, bars and hotels as well as the Alliant Energy Center need illuminated signs because these businesses are still open after dark. But a financial services company like Gallagher is not open for business in the evening hours so no one is looking for their offices after 5:00 PM.

I worry that if this proposed sign is allowed you will see attempts by Vandewalle and Associates to replace their sign with an illuminated sign to match the new sign. Then every business along John Nolen Drive is going to want to install oversized illuminated signs and we will have big bright signs lining John Nolen Drive from Lake Monona all the way to the beltline.

I think that all Gallagher needs is a new sign that perhaps is slightly smaller than the proposed one. The sign should not be illuminated so you can see it 24 hours a day. Illumination is just not necessary. Kelly Financial has operated at this location for nearly 20 years and the business has prospered without the need for a bright LED back lighted sign. The proposed sign as well as the Vandewalle sign if also replaced with an illuminated one will be etched into the memory of every passing motorist because they will be so predominately lit up probably 24 hours a day.

Even during the daytime LED lights can be annoying to motorists. The new LED taillights on vehicles are often so bright that you have to look away when the car in front of you puts on the brakes. Without some kind of restrictions on how brightly a sign can be illuminated, John Nolen Drive could start looking more like Times Square or Las Vegas.

Please reject the proposed sign and instruct the applicant to come up with a less obtrusive one that is not illuminated from the back with bright LED lights.

Ron Shutvet  
Madison WI

