

From: Tucker, Matthew
Sent: Wednesday, February 02, 2011 1:30 PM
To: Martin, Al
Cc: 'Mary Beth Growney-Selene'
Subject: UDC CDR, The Avenue Shops, 1753-1791 Thierer Road

Al, I have reviewed the materials submitted for this case, please share the following comments with the UDC at the meeting, relative to the existing sign ordinance and requested CDR:

1. Page 2 of the Comprehensive Sign plan includes a reference to prohibited types of signs or sign components. If the CDR is to include listed prohibited sign types, an item #9 should be added, to reference those types of prohibited signs as regulated in Sec. 31.045 of the Sign Ordinance, *Unsafe and unlawful Signs or Structures*.
2. The existing freestanding ground sign is classified as a *monument sign*. Definition: *Monument Sign. A Ground Sign supported by and integrated into an internal structural framework or some other solid structural features other than a pole or poles, if the total width of such supporting structure(s) is more than one-third (1/3) of the width of the net area of the sign copy it supports.* This sign is nonconforming in regard to height: the ordinance allows a maximum height of 11'-0" where the existing sign measures 18'-4". Including this sign in the CDR as a permissible sign will change its classification to "conforming" and will not require this sign to be brought into compliance with height requirements for monument-type signs at any time in the future, and would allow for this sign to be replaced as existing, by-right. Staff recommends including language that will eventually require this sign to be brought into compliance when replaced at some time in the future, using the existing ordinance language for multi-tenant nonconforming signs:
 - *Sec 31.05(1)(b) Shared Ground Signs. Where two or more uses share a single ground sign, and one or more, but not all of the uses are changed, copy on the shared ground sign may be changed accordingly to serve the new use(s). However, if all uses that share the ground sign are changed simultaneously, that ground sign shall be brought into conformity with the current provisions of this chapter for the zoning district in which the sign is located.*
3. The property is cross-connected to the credit union property at 1799 Thierer Road and the medical office building at 4122 East Towne Blvd., part of a broader Planned Commercial Site. Detail information regarding the existing ground and wall signage at the two additional properties has not been included. Documentation of the existing signage and a statement noting the credit union building and medical office building are located on the same zoning lot that includes the retail buildings the focus of this CDR, will need to be added as a supplement to the final approved CDR file.
4. To further clarify the CDR request in regard to ground signage at this *Planned Commercial Site*, this CDR would allow for the existing monument sign serving lots 2, 3, and 4 of CSM 2205 and lot 2 of CSM 3382, in addition to a pylon sign at the credit union property (lot 1 of CSM 2205) and what appears to be two monument signs at the medical office property (Lot 1 of CSM 3382).
5. Signs # 2 and #4. These signs are identified as "Parking Lot Regulation" signs in the CDR plan, but are considered "Parking Lot Directional" signs as defined in the Sign Ordinance. Definitions:
 - *Parking Lot Directional Sign. A sign that is necessary, for safety or promoting traffic flow, to guide or direct pedestrian or vehicular traffic to a location on the premises on which the sign is located.*

- *Parking Lot Regulation Sign. A sign designating the conditions of use or identity of such parking area, including identification and labeling of individual parking stalls, except for signs that are required by law to identify certain parking stalls or parking areas*

Parking lot directional signs may be no larger than 3 sq. ft. in size. The existing signs exceed the maximum size requirement, and should not be considered existing/legal. However, these sign types have been approved as part of past CDR reviews on a case-by-case basis, as “wayfinding signs”, a sign type not defined or regulated in MGO 31.

6. Ground sign #3 does denote the parking restrictions, and therefore is considered a “Parking Lot Regulation” sign.

Otherwise, the submittal appears consistent with MGO 31.

Matt Tucker

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