AGENDA # <u>1</u>

REPORT	OF: URBAN DESIGN COMMISSION	PRESENTED: October 18, 2006		
TITLE:	3721 East Washington Avenue – Street Graphics Variance. 17 th Ald. Dist. (04742)	REFERRED:		
	Graphics Variance. 17 th Ald. Dist. (04742)	REREFERRED:		
		REPORTED BACK:		
AUTHOR: Alan J. Martin, Secretary		ADOPTED:	POF:	
DATED: October 18, 2006		ID NUMBER:		

City of Madison, Wisconsin

Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Lisa Geer, Todd Barnett, Michael Barrett, Robert March, Ald. Noel Radomski and Bruce Woods.

SUMMARY:

At its meeting of October 18, 2006, the Urban Design Commission GRANTED FINAL APPROVAL for a street graphics variance from the provisions of Urban Design District No. 5 located at 3721 East Washington Avenue. Appearing on behalf of the project was Michael Olkwitz, of Grant Signs. Prior to the presentation, staff cited the provision relative to the requested variance for signage within the requirements for Urban Design District No. 5 in Section 33.02(12)(d)3.b.v. Madison General Ordinances as follows: "Internally illuminated signs should use light letters on dark backgrounds." The overall background of the proposed ground sign is white in color, inconsistent with this provision. Staff noted that the sign as proposed, although featuring a white face, will be masked, painted black and then provided an overlay with opaque white vinyl to ensure that no light will pass through with the illuminated portion of the sign highlighting only the green and red colored graphics on its display. Staff noted to the Commission that the lack of light transmission would appear to satisfy concerns relative to light pollution, the visual dominance of white colored background illuminated graphics over dark colored background graphics as the issue of concern as regulated with the ordinance provision. Olkwitz then provided a review of the elements of the ground sign, including a visual presentation on an example of the painted and taped vinyl cabinet signage and its demonstrated ability to eliminate light transmission (opacity), in contrast cut out areas allowed light to be transmitted as part of the graphic message. Following the presentation, the Commission noted its general receptivity of this type of sign technology to limit issues dealing with light trespass.

ACTION:

On a motion by Geer, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).

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, 6, 7 and 8.

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6	-	-	6
	-	-	-	-	7	-	-	-
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	8	-	-	8
	-	-	_	_	7	-	-	7
	-	-	_	_	_	-	-	5

URBAN DESIGN COMMISSION PROJECT RATING FOR: 3721 East Washington Avenue

General Comments:

- Creative technique to maintain integrity of the City's requirements.
- Good improvement for sign graphics.
- Nice improvement, plus a technical advancement in sign construction that allows it to meet the intent of the code, if not the letter.
- Good use of new technology to reduce light pollution.
- Nice sign design.