

City of Madison, Wisconsin

ID NUMBER:

- What concerns me is the lit side is the part that faces the residential area, not John Nolen Drive. Scale-wise it will look odd if the Vandewalle sign stays and the Gallagher shrinks to the allowable. But the lighting aspect concerns me. If the Gallagher were unlit but larger I could accept that.
- I would concur that it looks kind of ridiculous at the smaller sign, even without the Vandewalle sign. If it wasn't lit at all, or if it was backlit I would have no problem approving this tonight at the larger size. The fact lit is an issue.
- The letter from the neighborhood notes that the present sign is 2" thick but the new one is 4", is that because they would be illuminated?
 - o Correct.
- The other sign that's staying, is that lit?
 - o No there's no other lighting on the other signs.
- I agree, I would approve the larger sign unlit without the logo, then it's in keeping with the other one and it's balanced.
- Vandewalle and Kelly have their logo within the overall height of the letters, it kind of pops out.
- Backlit is a lesser evil but I would opt for no lighting.

ACTION:

On a motion by Asad, seconded by Klehr, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided for an increase in sign size, without illumination, and the logo within the size of the letters at 2" thick.