

## AGENDA # 8

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 22, 2009
TITLE: 2121 East Springs Drive – Amendment to the Current Sign Package for a Planned Commercial Site, “Bowl-A-Vard Lanes” for an Electronic Changeable Copy Ground Sign. 17 <sup>th</sup> Ald. Dist. (14173)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <span style="float: right;"><b>POF:</b></span>
DATED: April 22, 2009	<b>ID NUMBER:</b>

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Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn Weber, Richard Slayton, John Harrington, Ron Luskin and Jay Ferm.

### **SUMMARY:**

At its meeting of April 22, 2009, the Urban Design Commission **REFERRED** consideration of an amendment to the current sign package located at 2121 East Springs Drive. Appearing on behalf of the project were Eric Marty and Don Bussan. In response to the Commission’s review of the project Marty noted the following revisions as proposed:

- The ground sign features a simplified design with “durock” base, a reduced height of 4’11”, and two lines of text on the changeable copy portion of the sign.
- Marty further noted the request to place the sign adjacent to the north drive could not be met due to the location of existing pine trees, but could be located closer to the south entry but in the same vicinity as previously proposed. Within that location the sign is set between two pine trees.
- The message center has been adjusted to feature a monotone gray scale with two lines of text proposed due to not being able to scroll the message required per existing ordinance.

Following the presentation the Commission noted the following:

- The reader board needs to be brought down to one line in size; still an issue with the changeable text.
- Sign has been reduced down to size to less than a television screen, not down to one line of text but message would be too long if one line, two lines need to be drawn down.
- Do not favor the use of changeable copy text.
- Social aspect of bowling mitigates issue with changeable copy text.
- The changeable copy text is advertising instead of identification.
- If OK in this instance most strips of commercial/retail establishments in area will want this type of sign.
- One line with the size of the message center creates a conflict with the stagnant portion of the sign.

## **ACTION:**

On a motion by Luskin, seconded by Ferm, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (5-3) with Barnett, Harrington and Wagner voting no. The motion referenced the need to limit the size of the changeable copy portion of the sign with a reduction of space for the message board with a single line of text and to be lowered, reduced in size and proportion to the stagnant portion of the sign for the “Boulevard Lanes” with the typography for stagnant portion of the sign to be more proportional and look at the use of upper and lower case lettering combined and to consideration of volunteered limits for its use.

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, 5 and 5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2121 East Springs Drive**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	5
	-	-	-	-	5	-	-	5
	-	-	-	-	4	-	-	-
	-	-	-	-	5	-	-	5

General Comments:

- Better than previous. Need more restrictions.