

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: October 5, 2016

TITLE: 5806 & 5836 Raymond Road – Street Graphics Variances for Ground Signs for Orchard Village Apartments. 20th Ald. Dist. (44532)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Jessica Vaughn, Acting Secretary

ADOPTED:

POF:

DATED: October 5, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Richard Slayton, Cliff Goodhart, Lois Braun-Oddo, John Harrington, Rafeeq Asad and Sheri Carter.

SUMMARY:

At its meeting of October 5, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** for Street Graphics Variances for ground signs for Orchard Village Apartments located at 5806 & 5836 Raymond Road. Appearing on behalf of the project was Joshua Gierach.

Signs A and B are identical in different locations. The top portion of the signs are at the maximum square footage; the request is for the bottom portion of the signs. The request is below the maximum for a Street Graphics Variance. The need for additional information will not compromise the sign itself.

Comments and questions from the Commission were as follows:

- Have we always allowed phone numbers on signs?
- (Chair) The question of copy is not what we review per se.
- For the sake of simplicity, consider removing the parentheses on the telephone number.
- The additional copy/band is not disruptive or too big.
- The Sign Code is designed to control size, not copy.

ACTION:

On a motion by Goodhart, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (3-2) with Carter voting no and Asad abstaining.