

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 22, 2009
TITLE: 2702 East Washington Avenue – Partial Signage Package for a Previously Approved Construction of a Gas Station/Convenience Store in Urban Design District No. 5. 15 th Ald. Dist. (10250)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 22, 2009	ID NUMBER:

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 **GRANTED FINAL APPROVAL** of a partial signage package located at 2702 East Washington Avenue. Appearing on behalf of the project was Mary Beth Growney-Selene. Prior to the presentation staff noted that the Urban Design Commission had approved a component of the sign package for a recently constructed gas station/convenience store on this property. The approval of April 1, 2009; required that the canopy signage component of the project return, look at alternatives to its previous configuration including the use of channel cut letters. Mary Beth Growney-Selene and John Sutton presented details of revised canopy signage noting the use of individual channel letters with no cabinet. The details as contained within the application packet.

ACTION:

On a motion by Harrington, seconded by Weber, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a 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, 5, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2702 East Washington Avenue

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