

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> November 20, 2019	
TITLE: 441 N. Frances Street – Comprehensive Design Review for SmileDirectClub. 4 <sup>th</sup> Ald. Dist. (57742)	<b>REFERRED:</b>	
	<b>REREFERRED:</b>	
	<b>REPORTED BACK:</b>	
AUTHOR: Janine Glaeser, Secretary	<b>ADOPTED:</b>	<b>POF:</b>
DATED: November 20, 2019	<b>ID NUMBER:</b>	

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Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Craig Weisensel, Jessica Klehr, Syed Abbas, Rafeeq Asad, Tom DeChant, Christian Harper and Shane Bernau.

### **SUMMARY:**

At its meeting of November 20, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 441 N. Frances Street. Registered in support was Eric Hatchell, representing SmileDirectClub. Matt Tucker, Zoning Administrator reiterated that the Commission, at their last meeting, approved the eligibility question for the sign location, but referred the issue of design. Hatchell presented the newer sign design similar to other SmileDirectClub locations throughout the country. He stated that his client does not have a strong preference and will defer to the decision of this body. The white lettered sign with channel letters is a higher quality of design and the preference of Zoning.

### **ACTION:**

On a motion by Asad, seconded by Weisensel, the Urban Design Commission **GRANTED FINAL APPROVAL** of the newer sign design with white channel letters. The motion was passed on a vote of (8-0).