

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> November 21, 2007	
TITLE: 4710 East Broadway – Ground Sign and Wall Sign Variances in Urban Design District No. 1. 11 <sup>th</sup> Ald. Dist. (07750)	<b>REFERRED:</b>	
	<b>REREFERRED:</b>	
	<b>REPORTED BACK:</b>	
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b>	<b>POF:</b>
DATED: November 21, 2007	<b>ID NUMBER:</b>	

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Members present were: Lou Host-Jablonski, Chair; John Harrington, Richard Slayton, Bruce Woods, Richard Wagner, Bonnie Cosgrove, Jay Ferm, Marsha Rummel and Todd Barnett.

### **SUMMARY:**

At its meeting of November 21, 2007, the Urban Design Commission **REFERRED** consideration of a ground sign and wall sign variance located at 4710 East Broadway. Registering and speaking in support was John Gibbs of Grant Sign Co. He presented details of two requested sign variances from the provisions for Urban Design District No. 1. The sign variance request consists of the following:

- A wall sign for “Aberle Chiropractic Clinic”, the location of which is within the signable area where the wall sign will exceed the upper limits in height of 10-feet within the signable area on the façade of the building.
- The other variance request provides for the development of a ground sign which has more than a total of 8 symbols and/or words which features the name of “Aberle Chiropractic Clinic” and a future tenant identification sign on its face.

In addition, following an observation by the Commission it was noted that the sign required a variance for setback due to its size of approximately 40 square feet which requires a minimum setback of 20-feet on the property line, which is inconsistent with its proposed location adjacent to an existing electrical hook up at the front of the site. In regards to the wall sign the Commission noted the following:

- Sign should comply to the requirement.
- Sign is billboard like in appearance.
- Maximum letter height and size a problem, could reduce as a trade off and reduce visual impact, use smaller letters or relocate to an alternate signable area with a smaller sign area.
- Reduce size slightly and bring down in height.

Relevant to the ground sign the Commission noted the following:

- A big sign for a slow speed road.
- Consider alternative location for the ground sign on the far side of the driveway entry.
- A sign that close to the right-of-way should be lowered with removal of the uprights because it obscures the building and be pulled toward the driveway.

- Come back with design that minimizes visual clutter on both signs.
- There should be more integration between both sign types such as font style, coloration, etc.
- Need to provide landscaping at the base of the ground sign, wall sign needs to be linear and less billboard-like.
- Lower the ground sign so that the lowest tenant, one-foot above the ground with evergreen ground cover but keep in mind vision clearance for the driveway or could overlook ground sign as currently designed within its current location if additional landscaping is provided.
- Lower height of ground sign, no problem with multiple tenant signage but need to identify and limit number of words.
- Make a landscape tie back to existing landscape areas adjacent to proposed ground sign.
- There is a precedent with consideration of a ground sign, it is of good size where a sign should meet the 20-foot setback. Also issue with potential of 8 building signs along the length of the building for use by potential multiple tenants. This issue should be addressed.

### **ACTION:**

On a motion by Ferm, seconded by Rummel, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (9-0). The motion to refer required address of the above stated requirements.

\*Editor's Note: Upon drafting of this report, it was noted by staff that the height variance for the wall sign did not apply as noted in this report due to its location beyond the John Nolen Drive area of Urban Design District No.1, of which the 10-foot limit is a provision requiring a variance. The quote states that areas outside of the John Nolen Drive area of the district have a height requirement of 18-feet of which the sign as proposed satisfies. Staff notes its regrets for this misinterpretation. Further consideration of the wall sign is still required since it is still part of an overall sign package that replaces the existing signage on the site. Under these provisions administrative approval or consideration is now the province of the Commission.