

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** July 6, 2011

**TITLE:** 4901-4909 East Buckeye Road –  
Comprehensive Design Review of  
Signage for Lake City  
Church/Abundant Life Christian  
School. 16<sup>th</sup> Ald. Dist. (22889)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** William A. Fruhling, Acting Secretary

**ADOPTED:**

**POF:**

**DATED:** July 6, 2011

**ID NUMBER:**

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Members present were: Richard Wagner, Mark Smith, Dawn O’Kroley, Todd Barnett, John Harrington, Richard Slayton, Melissa Huggins and Henry Lufler.

### **SUMMARY:**

At its meeting of July 6, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of Signage located at 4901-4909 East Buckeye Road. Appearing on behalf of the project was Sean McCarthy, representing Signs by Design. He stated that the church merged with another church so the name Lake City no longer applies. They would like to continue to use the existing brick columns for Sign B. The daycare does not currently have a sign, but one is proposed that is 29 square feet per side (Sign C) at the driveway to lead people back to the daycare. The signs would be ground lit. Barnett mentioned Fire Department provisions for displaying street addresses. He thought the daycare sign was leaning too much towards advertising than identification. Harrington agreed that advertising the web address on the sign is inconsistent and should be replaced with the street address.

### **ACTION:**

On a motion by Barnett, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL** with the condition that the web address be replaced with the street address and that the final design come back to staff for approval. O’Kroley offered the applicant the option of putting the street number on the posts rather than on the sign copy. The motion was passed on a vote of (7-0).

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 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 3550 Anderson Street**

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