

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** April 17, 2013

**TITLE:** 515 South Gammon Road –  
Comprehensive Design Review of Signage.  
19<sup>th</sup> Ald. Dist. (29632)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Jay Wendt, Acting Secretary

**ADOPTED:**

**POF:**

**DATED:** April 17, 2013

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Lauren Cnare, Tom DeChant, John Harrington, Richard Slayton, Dawn O’Kroley and Cliff Goodhart.

### **SUMMARY:**

At its meeting of April 17, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of Signage located at 515 South Gammon Road. Appearing on behalf of the project was Rick Brunton, representing JNB Signs, Inc. Brunton presented plans to address the problem of the articulating façade elements on the front of the building. The northwest corner, the southwest corner and the northeast corner are affected. Harrington stated it’s not a question of the parapet spacing but the articulation; the issue is one of a tenant occupying more than one tenant space across the façade and being allowed multiple signs. Discussion ensued to amend the application to remove language allowing a single tenant multiple signs.

### **ACTION:**

On a motion by Harrington, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (6-0). The motion removes the following language from the signage package: “For tenants occupying space across more than one articulating façade, one wall sign on each separate section of faced is allowed.”

URBAN DESIGN COMMISSION PROJECT RATING FOR: 515 South Gammon Road

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