

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 18, 2013

TITLE: 2121 South Park Street – Electronic
Changeable Copy Ground Sign for
“Walgreen’s” in UDD No. 8. 14th Ald.
Dist. (32467)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: December 18, 2013

ID NUMBER:

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

SUMMARY:

At its meeting of December 18, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of an electronic changeable copy ground sign for “Walgreen’s in UDD No. 8.

Appearing on behalf of the project were Ashley Pehlman and Dan Yoder. Staff noted that in Urban Design District No. 8 allows for electronic changeable copy to change once in an hour.

Ald. Strasser noted that he was originally not fond of sign but now changed mind; it is an attractive sign and works well in Chicago.

Yoder noted that the existing 18 feet tall pylon sign is 6 ft by 6 ft in size and includes a manual changeable sign with no scrolling or flashing. The new sign is an updated aesthetic improvement and updated technology and is corporate standard that features different sizes and variances where this is the smallest.

Pehlman, stated that this type of message unit in ground sign that is visible and pedestrian traffic can see it and read it, even at its proposed size.

Tucker stated that there has been tension between tone of ordinance and desire and benefit of limited advertisements. Some flexibility was needed. Single color 3-line text and picture. Message was to be secure. Cost maintenance issues. Price has gone down with technology. Gas stations use it now.

Harrington noted that concerns too many signs and too much light cause distraction.

ACTION:

On a motion by Goodhart, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (3-1) with Harrington voting No.