

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** December 18, 2013

**TITLE:** 606 South Whitney Way – Electronic  
Changeable Copy Ground Sign for  
“Walgreen’s” in UDD No. 3. 19<sup>th</sup> Ald.  
Dist. (32469)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** December 18, 2013

**ID NUMBER:**

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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. 3.

Appearing on behalf of the project were Ashley Pehlman and Dan Yoder. Staff noted that provisions of Urban Design District No. 3 requires that signage is primarily for business identification not product advertisement as commonly featured with Walgreen’s.

Staff stated this is one of the older districts where more than total of 8 words or symbols are allowed on signage. The history is similar to Culver’s situation, an older version of comprehensive design where Copp’s one, Jiffy Lube one, Applebee’s have their own individual ground signs.

Yoder stated that the existing ground sign is the same as on Park Street. It is way too big, way out of place. It is 8 to 10 feet above the street.

Although Walgreen’s advertises products with this electronic changeable copy sign, staff stated we can’t regulate content.

### **ACTION:**

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