

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 21, 2012

TITLE: 2550 University Avenue – Alteration to a
Previously Approved PUD(SIP), for a
Temporary Real Estate Signage Package.
5th Ald. Dist. (25324) **REFERRED:**
REREFERRED:

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

DATED: March 21, 2012 **ID NUMBER:**

Members present were: Richard Wagner, Melissa Huggins, Henry Lufler, Todd Barnett, Marsha Rummel, Richard Slayton and Dawn O’Kroley.

SUMMARY:

At its meeting of March 21, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a temporary real estate sign located at 2550 University Avenue. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs; and Brian Mullins. Growney Selene presented a temporary signage package for a building which is about 90% residential. They are asking for approval on placing three banners on the upper level of the building; one of the east elevation coming from the downtown, one on the west elevation coming from Shorewood and one on the north elevation coming from UW Hospitals. She pointed out the uniqueness of this situation because of the elevation of Campus Drive. If they comply with what is stated in the ordinance none of their signs would be visible to their intended audience. The Secretary stated that the time frame for this will need to be strictly enforced. Slayton asked for working stating that this is a unique situation so this doesn’t set a precedent.

ACTION:

On a motion by Barnett, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion provided for strict enforcement of the time frame, and noted that this particular location and situation is rather unique and therefore would not set a precedent in terms of allowing non-compliant signage.

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 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2550 University Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	3	-	-	6
	-	-	-	-	-	-	-	6

General Comments:

- Time frame is reasonable.