

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** January 23, 2013

**TITLE:** 525 & 535 Junction Road (City Center West) – Alteration to Existing PUD(SIP), Signage Package Modifications. 9<sup>th</sup> Ald. Dist. (19965)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** January 23, 2013

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Marsha Rummel, Tom DeChant, John Harrington, Richard Slayton, Cliff Goodhart, Melissa Huggins and Dawn O’Kroley.

**SUMMARY:**

At its meeting of January 23, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of an alteration to an existing PUD(SIP) for signage package modifications located at 525 and 535 Junction Road. Appearing on behalf of the project were Kirk Keller and Leon R. Wilkosz, both representing T. Wall Properties, LLC. Keller presented a signage package for the entire property to replace aging signage, install directional signage as the property has matured, signage on the kiosks proposed for serving the smaller tenants in the development, and medium-scale tenants that need building identification. Wilkosz briefly talked about the smaller to medium-sized tenants the development has since welcomed and their need for signage. They also receive requests for wayfinding and would help direct traffic to the proper areas for parking. The Secretary reminded the Commission that the landscaping was contingent on the utility company at the time of construction; therefore they cannot require more greenery. The monument sign is shown somewhat arbitrary to the bands; where possible make sure it has some relationship to the banding/patterning (the plaza sign/kiosks). Matt Tucker, Zoning Administrator has approved the sign plans as reviewed with the contingency that lighting and wall signage on the building’s upper elevation is turned off at 10:00 p.m. The signs on the back of the building by the parking ramp were brought into question and Wilkosz stated that they are visible from the Beltline; they are viewed somewhat as advertising. Smaller signage was suggested for above the doorways at pedestrian level. It was mentioned that some façades have one sign while others have two, creating an imbalance visually.

**ACTION:**

On a motion by DeChant, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided for approval of the traffic and internal monument signs, smaller lettering on the canopies, removal of the monument sign facing the Beltline, smaller signage on the lower band (402 and 403), and relook at all #3 to see how they fit. Shrubbery or flowering trees were suggested for more greenery (Crabapples, but no Burning Bush).

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, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 525 & 535 Junction Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	6	-	-	6
	-	-	-	-	7	-	-	7
	-	-	-	-	5	-	-	-
	-	-	-	-	-	-	-	6

General Comments:

- Black lettering is subdued and consistency of color is appreciated.
- Avoid signs for advertising.