

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION      **PRESENTED:** July 25, 2012

**TITLE:** 610 Junction Road – PUD(GDP-SIP),  
Retail/Office Development, Amendment to  
Sign Package. 9<sup>th</sup> Ald. Dist. (27146)      **REFERRED:**  
**REREFERRED:**

**REPORTED BACK:**

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

**DATED:** July 25, 2012      **ID NUMBER:**

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Members present were: Richard Wagner, Chair; Marsha Rummel, Henry Lufler, Richard Slayton, Cliff Goodhart and Tom DeChant.

\*Due to a computer hard drive failure relative to recording of the meeting; this is a brief summary of the review by the Urban Design Commission.

**SUMMARY:**

At its meeting of July 25, 2012, the Urban Design Commission **REFERRED** consideration of an amendment to a sign package located at 610 Junction Road. Appearing on behalf of the project was Dan Yoder. Prior to the presentation staff noted that the retail center approved for this site under the PUD-SIP zoning provided for two buildings at the street, only one of which has been built. No sign package was approved for the building or project as a whole, except for delineating potential signage locations on the existing building and non-built building’s first floor. Subsequently the building’s first tenant, “HuHot” received approval of its own sign package of which certain elements exceed the applicable requirements of the Sign Control Ordinance. Subsequently in examining the signable areas delineated for the building by the project’s architect, staff discovered that those provisions were not sufficiently sized to create comparable code compliant signage. In consultation with Zoning staff a conventional wall signage package was developed and approved administratively without formal Commission approval, which allows for wall signage on the building’s first floor only; although a formal sign package is normally required to be approved by the Urban Design Commission as part of the PUD zoning. Recently signage for second floor tenancies has been requested, where none was previously proposed in concept as originally approved. This request combined with issues on the effectiveness and lack of finalization of the first floor signage approval has led to the development of revised comprehensive sign package returning formally to the Urban Design Commission for approval. The modified sign package also requests the allowance of signage for second floor tenants not located on the “street side” of the building (Junction Road); that is not “pertinent” to the occupancy or tenancy where conventions of the Street Graphics Control Ordinance require “each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.” Yoder provided an overview of the building’s wall signage package for the building’s first and second floors. Comments from the Commission were as follows:

- There appears to be approximately 57 signable areas on the building, an incredible amount of signage.

- Yoder responded that there are seven signs per elevation, per floor and no more with no two consecutive signs, skipping potential signable areas.
- Concern with signs on concave façade.
- Need site context with more information on the full context of the building's façade, the building's existing signage, context with existing adjacent development and its signage.
- Concern how architecture of the building relates to both existing and proposed signage.

**ACTION:**

On a motion by Rummel, seconded by DeChant, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (6-0). The motion to refer required address of the above stated concerns.

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 4 and 5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 610 Junction Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>					1			
					4			4
					5			5
					5			

General Comments:

- Need more information.
- Need additional information photo context, site plan.