

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 2, 2011
TITLE: 2110 South Stoughton Road – Comprehensive Design Review for Signage at Mound’s Pet Food Warehouse. 16 th Ald. Dist. (21327)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 2, 2011	ID NUMBER:

Members present were: Mark Smith, Dawn O’Kroley, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins, Jay Handy and Henry Lufler, Jr.

SUMMARY:

At its meeting of March 2, 2011, the Urban Design Commission **REFERRED** consideration of the Comprehensive Design Review located at 2110 South Stoughton Road. Appearing on behalf of the project were Ryan Coffey, representing JMB Signs/Mound’s; and Ald. Judy Compton, District 16. Coffey presented plans for a proposed wall sign to be the same sign as other Mound’s locations. They would also remove the existing face, put in new faces and remove the cross bars on the ground sign. Matt Tucker, Zoning Administrator stated that the pylon sign does not conform to the Sign Code requirement that the space between the base be 1/3 of the width of the sign it supports. The sign is also a white background with dark lettering, which is also non-compliant for night vision. Ald. Compton spoke about the Stoughton Road Revitalization Plan and the conditions contained within. She requested the Commission to approve this sign for Mound’s, and asked that when this strip mall gets new tenants and is redeveloped, she would like to have a condition of approval that the signs are being brought into compliance with the plan’s provisions in support of monument type ground signs. Staff spoke about the change in the Sign Ordinance to prevent tenants from putting up signs that are too large. Staff noted that the main component of comprehensive design review is to show the tie (visual harmony) between existing and proposed signage on this site, as well as adjacent site if there is shared access, building(s) architecture and building site. Tucker mentioned his concern with the ground sign not being memorialized as a legal, replaceable sign with the poles as wide as they are in the sign package as approved.

Comments and questions from the Commission were as follows:

- I’d be curious to see what the sign would look like conforming with the new corridor provisions in favor of monument style signs. Why change this, why not leave it until it’s time to put one in that conforms? There’s very little difference except for the characters.
- You might get more mileage publicity-wise leading the way on the new conforming sign.
- I would like to see something smaller on the wall.
- I’d like to see these in conformance; both wall and ground signage.
- I’d like to distinguish between the building and the monument sign. Change ground sign with limitation to change according to Tucker’s comments and lessen size of the wall sign with individual letters and conformance in size.

- If you could come into compliance on the building, then maybe we could have a discussion on the monument sign.
 - I would argue that those signs are just as confusing. I still need to look at the building to see what's what.
- The case for Comprehensive Design Review has not been made. Also concerned with consistency with the Stoughton Road Revitalization Plan and requests by Ald. Compton.

ACTION:

On a motion by Harrington, seconded by Lufler, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (7-0).

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, 4, 5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2110 South Stoughton Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	6	7	5	-	5	7	6
	-	-	-	-	4	-	-	4
	-	-	-	-	5	-	5	5
	-	-	-	-	4	-	4	4

General Comments:

- Please try to meet plans.
- Improvement of existing signage.