



Agenda Item #: 2

Project Title: 5710-5910 Mineral Point Road - Major Alteration to an Approved Comprehensive Design Review for Signage (CDR). (District 19)

Legistar File ID #: 89626

Members Present: Shane Bernau, Chair; Rafeeq Asad, Jessica Klehr, Anina Mbilinyi, Nicholas Hellrood, David McLean

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Summary

At its meeting of September 17, 2025, the Urban Design Commission **PLACED ON FILE WITHOUT PREJUDICE** a request for an amendment to an existing Comprehensive Design Review for Signage (CDR) located at 5710-5910 Mineral Point Road. Registered and speaking in support was Mary Beth Growney Selene. Registered in support and available to answer questions were Bridget Hart, and Bill Fedun.

Summary of Commission Discussion and Questions:

The Commission inquired about alternative ideas for limiting access to the site such as plantings or a fence as opposed to signage were considered. The applicant responded that there are numerous trees, shrubs and boulders set along the property; that corner specifically remains a bit open to make it feel more welcoming as opposed to being walled off.

The Commission asked about the necessity for the proposed sign. The Secretary explained what the Commission's role is in making their decision and the important of tying their action to the review and approval criteria.

The Commission inquired about whether the sign was about wayfinding or deterring trespassers. The applicant noted that the intent of the sign is to identify the campus and to deter trespassers, clearly communicating that this is not a public park.

The Commission asked about removing other signage to reduce the number of total signs on the property. The Commission noted that business identification is covered in the existing sign package, and it isn't readily clear this sign would prevent trespassers.

The Commission commented that an actual barrier would be better for trespassers noting that there is no need for the additional sign.

Action

On a motion by McLean, seconded by Klehr, the Urban Design Commission **PLACED ON FILE WITHOUT PREJUDICE** the request for an amendment to an existing Comprehensive Design Review for Signage (CDR), finding that CDR criteria #2 had not been met.

The motion was passed on a unanimous vote of (5-0).