

## AGENDA # 9

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> March 16, 2011
TITLE: 706 University Avenue – PUD(GDP-SIP), Amendment to Previously Approved Signage Package for “Fresh Madison Market.” 8 <sup>th</sup> Ald. Dist. (21683)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: March 16, 2011	<b>ID NUMBER:</b>

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Richard Slayton, John Harrington, and R. Richard Wagner.

### **SUMMARY:**

At its meeting of March 16, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of an amendment to a previously approved signage package located at 706 University Avenue. Appearing on behalf of the project was Mike Johnson, representing Graphic House, Inc./Fresh Market. The proposal involves bringing an element to the corner that makes it more visible and lets people know there is a grocery store at this intersection. The store is constantly receiving comments from customers who didn’t know there was a grocery store here, or who have driven past before realizing it’s there. Existing logos at the ends of the above canopy signs will be eliminated with changes the size by an additional 6 square feet with the raised corner cube.

### **ACTION:**

On a motion by Slayton, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0).

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 6, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 706 University Avenue**

	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
	-	-	-	-	8	-	-	-
	-	-	-	-	7	-	7	7

General Comments:

- Like it!
- Will play nicely with Lucky elephant.