

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** July 18, 2018

TITLE: 2429 Perry Street – Comprehensive Design
Review for “Madison College Goodman
South Campus” Located in UDD No. 7.
14th Ald. Dist. (52155) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary **ADOPTED:** **POF:**

DATED: July 18, 2018 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Lois Braun-Oddo, Tom DeChant, Christian Harper and Amanda Hall.

SUMMARY:

At its meeting of July 18, 2018, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for “Madison College Goodman South Campus” located at 2429 Perry Street in UDD No. 7. Registered in support of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; and Mike Stark, representing Madison College. The applicant reviewed the new building history, the signage locations and graphics. Discussion focused on visibility from the West Beltline Highway, with provided photos of the site and views from the Beltline. They reviewed tree locations and the impact of those on visibility. Matt Tucker, Zoning Administrator spoke to the Comprehensive Design Review process and the standards, as well as zoning concerns relative to the south elevation, far left sign. He didn’t see the value of its location and the setback from viewing. The applicant stated one is pedestrian-oriented while the other is vehicle-oriented.

Comments and questions from the Commission were as follows:

- If you are limited to one sign, do you prefer to have the one with the Beltline visibility?
 - Yes, the sign on the right has the Beltline visibility.
- (Tucker) We are looking at the sign on the left. The sign code allows a wall sign or a canopy sign. This is like a third sign. The canopy and right sign are logical. This is a substantial building – this will be a recognizable building.
- As you define the design, why the curve on the top of the sign?
 - We are matching the Truax campus signs. It’s part of one sign design for all our campuses.
- When I saw this I thought the wall sign on southwest side of building does not seem to function. It’s already past the entrance.

ACTION:

On a motion by Braun-Oddo, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0).

The motion for approval eliminates the wall sign on the southwest side of the building.