

**AGENDA # 1b**

City of Madison, Wisconsin

**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** February 16, 2011

**TITLE:** 4620 Frey Street (Formerly 700 Block of Segoe Road) – Amended Signage Package for a “Fence Wrap” for a PUD(SIP) for “Hilldale Place Apartments.” 11<sup>th</sup> Ald. Dist. (18649)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** February 16, 2011

**ID NUMBER:**

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

**SUMMARY:**

At its meeting of February 16, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** for an amendment signage package for a “fence wrap” located at 4620 Frey Street. Appearing on behalf of the project were J. Randy Bruce, representing Knothe & Bruce Architects, LLC; Jackie Murphy and Helen Bradbury, representing Stone House Development. Bradbury presented plans for a fence wrap to solve problems in terms of cleaning up the site, reducing the overall number of signs, and having a place for their leasing information. The square footage of actual information does comply. Staff indicated that 144 square feet with a box around each graphic is the limit for a construction site sign and thirty-two square feet for real estate graphics per street frontage. Staff noted an issue with the configuration of the combined fence and wrap at the corner of Segoe Road and University Avenue that place the fence and wrap at a 45° orientation giving it an enhanced appearance similar to a ground sign, which is inconsistent with the requirement to relate directly to the street frontage. Smith agreed and suggested a compromise to remove the most easterly sign along University Avenue to allow for the unique placement and location of the signage at the corner.

**ACTION:**

On a motion by Smith, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion required deletion of the most easterly graphic on the wrap on University Avenue.

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 5, 5, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4620 Frey Street**

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