

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 20, 2013

TITLE: 610 Junction Road – PUD(GDP-SIP),
Retail/Office Development, Sign Package.
9th Ald. Dist. (27146)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 20, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Marsha Rummel, John Harrington, Richard Slayton, Cliff Goodhart and Tom DeChant.

SUMMARY:

At its meeting of March 20, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a sign package for a PUD(GDP-SIP) located at 610 Junction Road. Appearing on behalf of the project was Dan Yoder. First floor signage was divided into end-cap tenants for three signs total; one on the turret, one along Junction Road and one on the parking lot side. Secondary tenants are allowed one sign along Junction and one sign on the parking lot side. They are asking for 30% of the signable area. Upper floor anchor tenants are allowed one sign on the frontage and one sign on the turret; secondary tenants will be allowed one sign with zero signage on the second floor parking lot elevation. Wayfinding on the back is proposed just above the tenant sign to the second floor. Staff noted that Ald. Skidmore supports the design. Matt Tucker, Zoning Administrator discussed what is allowed in the sign code for buildings with multiple tenants; because this is a PUD it needs to have the Commission approve the signage package. He further noted that the City is seeing a lot of newer style mix of retail and office type uses where you have multiple individual tenants who need signs; the challenge is the sign code allows for big signs by right in some of those scenarios. Aesthetically it may not be appealing but it is what the sign code allows.

The Commission had the following comments:

- The signage takes away from the architectural strength of the turret.
- There's a lot of cramming of signs on this building. Perhaps if the top band were in a color scheme that were setback from the bottom signs a bit. But to say you're going to have this many signs and that any color goes is too much.
- I like the idea of a single color sign, that really helps. The other thing I noticed was all the signage that's inside the glass, all over the place and some of it is lit. That makes it almost worse.
 - Tucker noted that typically PUD sign packages adopt provisions generally of MGO 31 with a connection back to the sign code, for example 20% coverage of the window area would be in place and we would take action if a window sign exceeded that.
 - The top signs in upper sign band should be a consistent uniform color.

ACTION:

On a motion by DeChant, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (3-2) with Harrington and Rummel voting no. The motion provided for the following:

- The sign locations as presented are approved.
- The second story needs to be one color (white preferred) or alternative color with logo elements according to allowable standards as customarily considered according to adopted policy to be approved by staff.

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 3, 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 610 Junction Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	3	-	-	3
	-	-	-	-	5	-	-	5
	-	-	-	-	5	-	-	5
	-	-	-	-	4	-	-	-

General Comments:

- Too many signs, doesn't entice or relate to architecture that exists.
- Tough building to sign. Uniform color at upper floor will be an improvement.