

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** October 1, 2014

TITLE: 231 Junction Road – Alteration to a PD(SIP) for Additional Signable Area for “Fontana Sports.” 9th Ald. Dist. (35617) **REFERRED:**
REREFERRED:

REPORTED BACK:

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

DATED: October 1, 2014 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Richard Slayton, Melissa Huggins, Cliff Goodhart, John Harrington, Lauren Cnare.

SUMMARY:

At its meeting of October 1, 2014, the Urban Design Commission **REFERRED** consideration of an alteration to a PD(SIP) for an additional signable area located at 231 Junction Road for “Fontana Sports.” Appearing on behalf of the project were John Hutchinson, representing Fontana Sports; and Jim Vogt. The doorway to the business is approximately 600-feet from Junction Road and 14-feet underneath an overhang, where you virtually cannot see the window graphics until you are almost on top of them. Matt Tucker, Zoning Administrator gave some background on this item; programmed inspections are ongoing for signage and this property was found to exceed their signable area. This will be precedent-setting.

Comments and questions from the Commission were as follows:

- These seem to be well inside the building envelope. The alternative dark glass, or a lit wall would just make it more obtrusive. I understand the precedent setting, but what’s before me isn’t offensive at all.
- Is there some way to change the ordinance to make a comfortable exception for these situations?
- I think there are good points made, this is a unique situation and everyone is going to make a case for their unique situation, probably the best way to do it if you bump into something repeatedly and you still think well maybe there’s something of merit here, it’s that your ordinance doesn’t quite fit certain situations. I would be willing to work with Matt to do that, but what I would like is your professional thoughts about ideas.

ACTION:

On a motion by Cnare, seconded by Huggins, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (5-0). The motion to refer provided for an attempt to modify the ordinance to make this issue more clear to all involved.