

## AGENDA # 9

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 22, 2009
TITLE: 3025-3039 South Stoughton Road – Sign Package for a Previously Approved Project in UDD No. 1. 16 <sup>th</sup> Ald. Dist. (14447)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: April 22, 2009	<b>ID NUMBER:</b>

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Members present were: Richard Wagner, Mark Smith, Todd Barnett, Dawn Weber, Richard Slayton, John Harrington, Ron Luskin and Jay Ferm.

### **SUMMARY:**

At its meeting of April 22, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a sign package located at 3025-3039 South Stoughton Road. Appearing on behalf of the project was Michael Olkwitz of Grant Signs. Prior to the presentation staff noted that the development of a retail/commercial strip center on the site had received formal approval by the Urban Design Commission on August 13, 2008. The approval provided for the location of potential signage but did not identify the specific details on the appearance and size of the signage within the proposed signable areas. Staff noted that the proposed uniform signage package does meet all the requirements of Urban Design District No. 1 and provisions of the Street Graphics Control Ordinance. Olkwitz provided a detailed review of the uniform sign package.

### **ACTION:**

On a motion by Harrington, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0).

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 5, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 3025-3039 South Stoughton Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	7
	-	-	-	-	5	-	-	-
	-	-	-	-	6	-	-	-
	-	-	-	-	7	-	-	7