

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** October 19, 2011

TITLE: 6610 Seybold Road – Comprehensive Design Review, Signage Package. 1st Ald. Dist. (24054) **REFERRED:**
REREFERRED:
REPORTED BACK:

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

DATED: October 19, 2011 **ID NUMBER:**

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Melissa Huggins, Dawn O’Kroley, and John Harrington.

SUMMARY:

At its meeting of October 19, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 6610 Seybold Road. Appearing on behalf of the project were Eric Marty and Bernie Lange. Marty distributed perspective photos and presented a sign package for Erik’s Bike Shop. Wall signs with channel letters, a monument sign, as well as future tenant information are being requested. The north and east elevation would have aluminum channel letters with channel cabinets, placed between architectural beams and illuminated on the face. As they do not have a visually signable area, the square footage being asked for is based on the two square feet per lineal foot computation for wall signage allowed within the Sign Control Ordinance. The monument sign is essential to locating this building and does conform to code. There is a possible future expansion onto this building where there could be a future tenant. They are proposing on the south elevation to have an allowable sign area for this possible tenant. The Secretary stated that discussions with the project developer and Zoning Administrator based on the unique architecture of the proposed building required that the developer either redesign the building with conventional signable areas, or facilitate approval of the signage package under the provisions for a Comprehensive Design Review. Comments from the Commission were as follows:

- I think it’s a very fun design.
- I appreciate not having yet another pylon sign on the Beltline.
- It fits the personality of biking, sporting.
- Give a little breathing room between the cabinet and the steel frame and the cabinet (4-5 inches). Want to see intersection of vertical column and cabinet for the Erik’s oval element in the wall signs on the north and east elevations.
- Study location of vertical supports so oval is more free-standing but don’t hide vertical legs under or over; keep alignment for the “I” in Erik’s with the support vertical column.

ACTION:

On a motion by O’Kroley, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (5-0). The motion provided that the applicant consider the design suggestions made by the Commission, and that future tenant signage can return to staff for administrative approval, and no verticals within the circular structure.

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 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 6610 Seybold Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	7	-	-	7
	-	-	-	-	8	-	-	-
	-	-	-	-	7	-	-	7

General Comments:

- Cool sign.
- Fun and appropriate to use.
- Fun.