

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 20, 2013

TITLE: 34 Schroeder Court – Comprehensive Design Review of Signage for “Advanced Pain Management Building” in UDD No. 2. 19th Ald. Dist. (06638)

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 Comprehensive Design Review of Signage located at 34 Schroeder Court. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; and Tariq Akmut. Growney Selene gave a brief history of the site and previously approved signage. The request is to increase the number of wall signs from three to five all placed above the third floor windows. They would also like to update the monument sign without altering its size or shape by adding additional information. The site is in a cul-de-sac and the signage is sensitive to the residential neighborhood behind the building. With Option A there would be no excessive square footage per UDD No. 2; with Option B one of the signs would remain in excess of 40 square feet. Staff noted that some of the signs may not be as close as possible to the tenant’s spot as normally required according to code provisions. Matt Tucker, Zoning Administrator did not note any issue with the proposal.

ACTION:

On a motion by Goodhart, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL** of Option A. The motion was passed on a vote of (3-2) with DeChant and Slayton voting no. The motion noted the unique character of the site that underlined the need to support the modified sign package as approved with a finding that the standards for “Comprehensive Design Review” were met.

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, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 34 Schroeder Court

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

General Comments:

- OK but prefer fewer signs.
- Well organized within window grid – special consideration due to location and orientation.