

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 6, 2011
TITLE: 2110 South Stoughton Road – Comprehensive Design Review for Signage at Mound’s Pet Food Warehouse. 16 th Ald. Dist. (21327)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: April 6, 2011	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins, Jay Handy and Henry Lufler, Jr.

SUMMARY:

At its meeting of April 6, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for signage located at 2110 South Stoughton Road. Appearing on behalf of the project was Ryan Coffey, representing JNB Signs. Coffey stated that the last time this request was before the Commission it was referred so that he could provide additional information. He showed two alternatives for the wall sign – one that is 67.2 square feet (the one that he is seeking approval for as part of this Comprehensive Design Review) and one that is 45.4 square feet. He also stated that they are changing the face of the pole sign and removing the cross members to clean up its appearance.

ACTION:

On a motion by Slayton, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL** of the 45.4 square foot wall sign. The motion was passed on a unanimous vote of (10-0).

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, 5, 5, 5, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2110 South Stoughton Road

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

General Comments:

- Good compromise and reuse of existing pylon sign.