

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: November 2, 2011

TITLE: 2110 South Stoughton Road –
Comprehensive Design Review for
Signage at Mound’s Pet Food
Warehouse. 16th Ald. Dist. (21327)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: November 2, 2011

ID NUMBER:

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

SUMMARY:

At its meeting of November 2, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of modifications to a previously approved Comprehensive Design Review for wall signage located at 2110 South Stoughton Road. Appearing on behalf of the project was Ryan Coffey, representing Mound’s Pet Food Warehouse. Coffey presented two examples of signage; one at 30% and the originally proposed sign at greater than 44% of the designated signable area. The owners do not feel that the signage at the 30% are big enough to represent their business. This location has access issues and may necessitate the individual letters on a raceway underneath the logo. Comments from the Commission were as follows:

- If visibility is a problem, the portion of the sign with the words “Pet Food Warehouse” won’t be seen regardless of what size the signage is.
- A cut out featuring the Mounds “M” seems more elegant than the box sign.

ACTION:

On a motion by Barnett, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1) with Lufler voting no. The motion provided for channel cut letters as opposed to a box sign.

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 4, 5.5 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
	-	-	-	-	4	-	-	-
	-	-	-	5.5	-	-	-	5.5
	-	-	-	-	4	-	-	4