

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 4, 2010
TITLE: 1368 Regent Street – PUD-SIP, Amendment to Uniform Sign Package. 5 th Ald. Dist. (19383)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: August 4, 2010	ID NUMBER:

Members present were: Richard Wagner, Henry Lufler, Marsha Rummel, Melissa Huggins, Jay Ferm, Mark Smith and Todd Barnett.

SUMMARY:

At its meeting of August 4, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-SIP amendment to a uniform sign package located at 1368 Regent Street. Appearing on behalf of the project were Ryan Coffey and Andrew Ruplinger, both representing Topper’s Pizza. Staff noted that the uniform sign plan approved with the original PUD provides for external goose neck fixtures that provide for “face” lit signage. The proposed alteration will allow for internally lit individual letters mounted on a raceway along with the allowance for utilizing 40% of the signable area for wall signage or the 2 square feet per lineal method as described within the Sign Control Ordinance. Ruplinger gave a brief history of the business and the building, indicating that the renewal of their lease included a full remodel of the store. As part of their new prototype they will need new signage. Coffey presented details of new illuminated signage to give the tenant more visibility. The signs will remain the same size as located within existing signable areas on the building with the modifications to apply to all new tenant wall signage.

ACTION:

On a motion by Lufler, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0).

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 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1368 Regent Street

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

General Comments:

- Appropriate and modest.