

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** January 10, 2007

TITLE: 5702 Raymond Road – Comprehensive Design Review for Ground Signage of an Existing Retail Center Exceeding 40,000 Square Feet. 20th Ald. Dist. (03311) **REFERRED:**
REREFERRED:
REPORTED BACK:

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

DATED: January 10, 2007 **ID NUMBER:**

Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Todd Barnett, Michael Barrett, Lisa Geer, Ald. Noel Radomski, Bruce Woods and Robert March.

SUMMARY:

At its meeting of January 10, 2007, the Urban Design Commission **GRANTED INITIAL/FINAL APPROVAL** of a comprehensive design review for ground signage of an existing retail center exceeding 40,000 square feet located at 5702 Raymond Road. Appearing on behalf of the project was Tammy Mauer of The Redmond Company. Prior to the presentation, staff noted to the Commission that issues relevant to the Plan Commission's previous approval of the modifications to the Meadowood Shopping Center involving ground signage had been resolved with the proposal under consideration regarding a shopping center sign that acknowledged the newly added Walgreen's tenant space. Consideration of the proposed ground sign also containing an electronic readerboard required approval under the provision for Comprehensive Design Review since the proposed ground sign and an existing ground sign for an AnchorBank, also located in the center, provided that the total square footage of both ground signs would exceed that allowed within the C2 District. Mauer presented details of the proposed above ground sign for the Meadowood Shopping Center/Walgreen's Drug Store, which would utilize an LED electronic readerboard inset to the sign 9' by 5' Meadowood Shopping Center monument graphic featuring the use of brick and stone veneer (45 square feet in size). As part of its review under the provisions of Comprehensive Design Review, Mauer presented previously approved signage for an on-going façade improvement for the overall mall, including the addition of the Walgreen's tenant space. In addition, Mauer presented details of the existing ground sign for AnchorBank at 30 square feet in size. Both the existing and proposed ground signs will provide for a total of 75 square feet, an additional 25 square feet; a 50% increase.

ACTION:

On a motion by March, seconded by Ald. Radomski, the Urban Design Commission **GRANTED INITIAL/FINAL APPROVAL**. The motion was passed on a vote of (6-2) with Woods and Geer voting no.

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, 6, 6, 6, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5702 Raymond Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6	-	-	6
	-	-	-	-	4	-	-	4
	-	-	-	-	6	-	6	6
	-	-	-	-	7	-	7	7
	-	-	-	-	4	-	-	-
	-	-	-	-	7	-	-	7
	-	-	-	-	6	-	-	6
	-	-	-	-	5	-	-	5

General Comments:

- It is a stretch...
- Appropriate for a neighborhood mall.
- Sign is too large and we are getting inundated with reader board signs.
- Size is appropriate for scale of project.
- Approvable.
- Don't feel the reader board is appropriate here and will always be in conflict with the entry landscape.