

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 22, 2013

TITLE: 525 & 535 Junction Road (City Center West) – Alteration to Existing PUD(SIP), Signage Package Modifications. 9th Ald. Dist. (19965)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: May 22, 2013

ID NUMBER:

Members present were: Henry Lufler, Acting Chair; Lauren Cnare, Cliff Goodhart, John Harrington, Richard Slayton, Dawn O’Kroy, Tom DeChant and Melissa Huggins.

SUMMARY:

At its meeting of May 22, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of an alteration to an existing PUD(SIP), signage package modifications located at 525 Junction Road. Appearing on behalf of the project were Kirk Keller and Leon Wilkesz, representing T. Wall Properties. Keller gave a brief summary of the project, noting that the signage quantity has been reduced, placement and design has been updated and the scale of lettering has been reduced on two of the signs. Some of the signage presented (north tower as an example) shows specific signage that TDS has requested through lease negotiations to signify this as the TDS tower. Signage on the building itself has been reduced to four and the right justified has been changed to centered. TDS has requested that sign #1 be removed and replaced with a monument sign. Slayton commented that whether or not the sculpture is liked, it’s a centerpiece; a sign isn’t going to give the centerpiece its due. He noted problems with the signage placement and belonging in place of the sculpture. He also suggested the TDS canopy accent sign should relate more to the details on the columns, noting it is a 100% improvement over its previous location. Harrington noted that views could be obscured. Staff noted that what was being presented in regards to the TDS proposed monument sign’s replacement of the sculptural centerpiece was completely different from what was submitted both in sign type and location; it’s not related to any of the previous designs, its location is awkward and it hasn’t been presented before now.

ACTION:

On a motion by Cnare, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion provided for approval of all signs except for sign #1 (the TDS monument sign), which shall return to the Commission for further consideration with the existing monument sign abutting the West Beltline Highway to remain and the “TDS” canopy accent sign modified to reduce clashing with details on the adjacent vertical columns.

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 rating for this project is 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 525 Junction Road

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

General Comments:

- Island sign, if acceptable, must be “island worthy.”