

AGENDA # 10

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 16, 2011

TITLE: 7617 Mineral Point Road – Alteration to Approved and Recorded PCD(SIP), Revised Wall Signage. 9th Ald. Dist. (21684)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 16, 2011

ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Richard Slayton, John Harrington, and R. Richard Wagner.

SUMMARY:

At its meeting of March 16, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of an alteration to an approved PCD(SIP) located at 7617 Mineral Point Road. Appearing on behalf of the project was Jenny Dechant, representing Compass Properties. Dechant described the site and plans for new wall signage. Currently multiple tenant signs on multiple faces of the building are allowed, relating to wherever the tenant space is within the building. The owners would like to change the current signage for all tenancies to two designated locations on the east and west elevations of the building that are oriented to the property’s Mineral Point Road frontage, and limit tenants to have signage in these areas only with no additional wall signage allowed elsewhere on the building.

ACTION:

On a motion by Handy, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL** of the wall signage package as proposed. The motion was passed on a vote of (6-0).

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 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7617 Mineral Point Road

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

General Comments:

- Good modification.