

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 24, 2013

TITLE: 745-811 South Gammon Road –
Comprehensive Design Review for
“International Plaza.” 19th Ald. Dist.
(30797)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: July 24, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Lauren Cnare, Richard Slayton, Cliff Goodhart, Dawn O’Kroley and Tom DeChant.

SUMMARY:

At its meeting of July 24, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 745-811 South Gammon Road. Appearing on behalf of the project was Mary Beth Growney Selene, representing Ryan Signs, Inc. Staff noted that this property consists of formerly separate properties that have been put together as a hodge-podge of commercial storefronts. Over time it has evolved into its own unique kind of center; at the same time it has developed with a dubious record of signage and does not conform to any standard. It is in Urban Design District No. 2 and needs a uniform, Zoning approved signage package. Growney Selene presented plans for some signs to come down and be replaced with a combined sign, which requires an exception from the UDD No. 2 standards to allow them to center the new multi-tenant sign. The signs do comply with code. Every tenant in this mall is international so it’s very ethnically diverse. The new sign would allow for more than 8 symbols/letters.

Comments and questions from the Commission were as follows:

- I’d like to see you open up the bottom of this so people can see and prevent someone from hiding behind it.
- I would suggest you try to make the sign recede a little bit more instead of bright white, maybe make the frame a bronze. You’ve got a lot of window frames in bronze and that would make the sign not so striking.
 - The owner is kind of excited about the green because it’s different than any other area signs.

ACTION:

On a motion by Cnare, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion noted the above suggestions.

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 5 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 745-811 South Gammon Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	5
	-	-	-	-	6	-	-	8

General Comments:

- Much improved.