

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 4, 2010
TITLE: 7810-7874 Mineral Point Road/7941 & 7933 Tree Lane – Comprehensive Design Review, Signage Package for a Commercial/Retail Center. 9 th Ald. Dist. (19243)	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 and Mark Smith.

SUMMARY:

At its meeting of August 4, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage package for a commercial/retail center located at 7810-7874 Mineral Point Road/7941 and 7933 Tree Lane. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; Steve Hoff and Jim Voot. Hoff presented a history of the project and the changes needed to accommodate the location, along with directional signage. He indicated the tenants of this shopping center need new signage of a larger size than what is currently allowed under the recently revised Sign Control Ordinance, which limits new wall signs to no larger than 30% of the signable area. Staff noted that the retail center when originally developed under the previous code provisions were allowed to have wall signage that met either a 40% of the signable area criteria or two square feet of signage per lineal foot of store frontage. The code as revised eliminates the use of the lineal footage option and reduced the wall sign percentage to 30%. The intent of the revision was to downsize the amount of wall signage associated with “Big Box” development but has inadvertently affected multiple tenant retail centers that feature a collective of small individual tenancies with already defined limits for wall signage architecturally, diminishing the size and scale of new wall signage and legibility; when the revisions were intended to limit large scale single occupancy tenant spaces at a minimum of 25,000 square feet in size. Matt Tucker, Zoning Administrator has previously noted this issue in previous discussions with the Commission on several past considerations for sign variances and Comprehensive Design Review with the SignTast staff currently drafting corrective ordinance language to remedy this issue. Staff recommend approval of the signage package as proposed. The visual access to the building behind the shopping mall on Tree Lane is now blocked from Mineral Point Road, which was the rationale for the establishment of a previously approved off-premise directional ground sign on the site. Growney Selene indicated that there will be no architectural changes to accommodate the larger signage.

ACTION:

On a motion by Rummel, seconded by Lufler, 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 5, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7810-7874 Mineral Point Road/7941 & 7933 Tree Lane

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

General Comments:

- Existing signage seems appropriate in this case.