

## AGENDA # 7

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> March 17, 2010
TITLE: 515 South Midvale Boulevard – PUD-SIP, Phase 2, Sequoia Commons Signage Package. 11 <sup>th</sup> Ald. Dist. (10043)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: March 17, 2010	<b>ID NUMBER:</b>

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Members present were: Bruce Woods, Marsha Rummel, Richard Slayton, Dawn O’Kroley, Jay Ferm, Mark Smith, Todd Barnett, Richard Wagner.

### **SUMMARY:**

At its meeting of March 17, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-SIP), Phase 2 located at 515 South Midvale Boulevard. Appearing on behalf of the project were Dan Yoder, and Kary Lynn Bruckner, representing Avante Properties. Yoder of Sign Art Studio provided an overview of the full sign package for Sequoia Commons Phase 2. He noted that the package as proposed is fairly consistent with that approved of Sequoia Commons Phase 1, with the exception of the multiple tenant ground sign and an increase in the maximum letter height to 2’6” versus the 24” maximum sign height approved with signage associated with Phase 1. Yoder further noted that there is no signage adjacent to the Caromar Drive elevation of the building based to its proximity to adjacent residential development. Following the presentation the Commission noted the following:

- Issue with the ground sign’s potential location within the vision triangle. Following a response from Matt Tucker, Zoning Administrator noted it as a non-issue. It was further noted that if it meets code it needs to be pulled back for greater safety for bikers and pedestrians, maybe 10-feet back rather than the 3-4 feet proposed.
- Look at raising the ground sign up 2-3 feet to provide open space between the ground and base or bring back a minimum of 5-feet.
- Don’t like multi-tenant signage panels.
- Thoughtful attractive sign package but concern with the 30” maximum height of letters.
- Split the different between logos and signage, logos at 30” and signage at 18”.

### **ACTION:**

On a motion by Slayton, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion required that the multi-tenant ground sign be set back an additional 5-feet with the maximum height of letters for wall signage to be at 18” with logo elements allowed at 30.

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, 6, 6, 8 and 9.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 515 South Midvale Boulevard**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	8
	-	-	-	-	-	-	-	6
	-	-	-	-	7.5	-	-	-
	-	-	-	-	7	-	-	-
	-	-	-	6	-	-	-	6
	-	-	-	-	9	-	-	9
	-	-	-	-	6	-	6	6

General Comments:

- Look at vision triangle. Very good sign package. Design and submittal materials.
- Very attractive logo. ped scale pylon.
- Excellent signage.
- Appropriate signage for this building use/type.