

## AGENDA # 4

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION   | <b>PRESENTED:</b> October 6, 2010                               |
| TITLE: 525 & 535 Junction Road (City Center West) – Alteration to Existing PUD(SIP), Signage Package Modifications. 9 <sup>th</sup> Ald. Dist. (19965) | <b>REFERRED:</b><br><b>REREFERRED:</b><br><b>REPORTED BACK:</b> |
| AUTHOR: Alan J. Martin, Secretary  | <b>ADOPTED:</b> <b>POF:</b>                                     |
| DATED: October 6, 2010   | <b>ID NUMBER:</b>   |

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, R. Richard Wagner, Jay Handy, John Harrington and Henry Lufler, Jr.

### **SUMMARY:**

At its meeting of October 6, 2010, the Urban Design Commission **REFERRED** consideration of a signage package as an alteration to an existing PUD(SIP) located at 525 and 535 Junction Road. Appearing on behalf of the project were Kirk Keller and Erin Ketterhagen, representing T. Wall Properties. Staff referenced a memo from Matt Tucker, Zoning Administrator, regarding this item. Keller presented plans for this prominent development on the west side of Madison that has two large tenants. They are looking to retain and attract tenants to this market. The building is not currently bogged down with a lot of signage. They are asking for the ability to put a maximum of five signs at a maximum of 100 square feet per sign on the east, north and south elevations; a maximum of three of the signs would be along the West Beltline Highway on the parking deck. Questions and comments from the Commission were as follows:

- My first reaction is this is kind of like a billboard.
- We’ve approved lots of signage off the Beltline where the car dealerships are located. I think the signs are quite large; a much more modest sign might be possible, but do we want to start putting signs on the parking garages?
  - The intent is that this is the agreed upon signage for this development, and this carries quite a bit of weight going forward as a firm commitment that this is the way we are going to go. I would use the example of Arbor Gate, a development that has a lot of signage facing the Beltline.
- I find the parking ramp to be a bit of a visual relief from the rest of the signage that’s out there. It seems to me it would be somewhat fair for City Center West to actually have a sign on their parking ramp that would say “City Center West.” Beyond that, as pointed out by Tucker’s memo, there are no tenants in the parking structure. Comparing this to Arbor Gate, where their signage is on the actual building, it’s not an apples to apples kind of comparison.
- The signage is really starting to proliferate around there. This to me just smacks of more proliferation. It’s just more clutter that doesn’t really serve a purpose.
- That’s wayfinding and not advertising (a City Center West sign).

**ACTION:**

On a motion by Smith, seconded by Huggins, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (8-0).

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 4 and 4.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 525 & 535 Junction Road**

|                       | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| <b>Member Ratings</b> | -         | -            | -              | -                              | -     | -                                   | -             | 4              |
|                       | -         | -            | -              | -                              | 4     | -                                   | 4             | 4              |
|                       | -         | -            | -              | -                              | 3     | -                                   | -             | -              |
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General Comments:

- No, perhaps one “City Center West” sign per façade of the parking ramp structure.
- Bad precedent.