

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** June 20, 2012

TITLE: 733 South Gammon Road –  
Comprehensive Design Review of Signage  
for a Retail/Commercial Building in UDD  
No. 2. 1<sup>st</sup> Ald. Dist. (24586)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

DATED: June 20, 2012

**ID NUMBER:**

---

Members present were: Todd Barnett, Acting Chair; Richard Slayton, Dawn O’Kroley, Melissa Huggins, Marsha Rummel, John Harrington and Tom DeChant.

**SUMMARY:**

At its meeting of June 20, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of signage located at 733 South Gammon Road. Appearing on behalf of the project was Dan Pietzykowski, representing Grant Signs. Pietzykowski presented signage for parking lot directional signs, the menu board and speaker box, all of which meet code and UDD No. 2 requirements. Tenant wall signage is being requested for three areas, with only Tenant A asking for an area exception to allow a grand total of 85 square feet of signage for that tenant location, the primary tenant of that development. Potential tenant signage was presented for Dunkin’ Donuts that is in scale with the building and serves as a proper identification marker for that tenant. They are also asking for the multi-tenant monument sign for the property, which is consistent with the materials used on the building (samples were shown). The monument sign meets code for height and square footage; UDD No. 2 requires a 20-foot setback, they are asking for a 10-foot setback for the traffic on the street, as well as being consistent with other properties in that general area. They are asking for the use of more than 8 words or symbols beyond the UDD No. 2 requirements for lettering and pictures on the sign face. The Commission had the following comments and questions:

- I can’t tell what purpose it would serve, so I would eliminate Sign “G,” and the “E” on the way out of the drive-thru.
  - It’s just an identifier, which we would see in the Dunkin’ Donuts package.It’s not a directional or wayfinding sign.
- Are the other signs along that street (on adjacent sites) consistent with code?
  - There’s one at the corner of Gammon and Watts Roads, at best at the apex it’s probably 2 ½ feet. There’s a multi-tenant strip center just down the street with signage that is non-conforming. There’s limited setback in this area. There’s no other location for the signage.
- My biggest concern is how close it is to the northerly drive aisle. I’d like to see that pushed back.
- The elevation showing the sign area, for example A1, the suggested sign is fine, the scale works, but 30-foot maximum, does it match the width of the building? That should be taken down to the outboard of the windows, otherwise it’s going to look like a billboard.
- The signable area should not go to the edges.

## **ACTION:**

On a motion by Slayton, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion provided for the following:

- Remove the southeast “E” signage.
- Remove the “G” signage.
- The A-1 sign area is to be reduced in width to align with the underlying window jambs with any future tenancy after any discontinuance of occupancy by “Dunkin’ Donuts.”
- Relocate the “D” sign so it is completely behind the 10-foot setback and 10-feet from the other property line.

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 6.5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 733 South Gammon Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	5	-	-	-
	-	-	-	-	-	-	-	6.5
	-	-	-	-	5	-	-	5