

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 10, 2015

TITLE: 617-619 North Segoe Road – Planned
Development Signage for “Venture.” 11th
Ald. Dist. (38767)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: June 10, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; Tom DeChant, John Harrington, Cliff Goodhart, Richard Slayton, Melissa Huggins and Sheri Carter.

SUMMARY:

At its meeting of June 10, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of Planned Development signage located at 617-619 North Segoe Road. Appearing on behalf of the project was James Miller, representing Jim Stoppie. One canopy sign is proposed to face the parking lot with a second facing west.

- It seems to me that 3-feet from the sidewalk is not much.
- It’s due to the roundabout though, because the City has taken the land.
- I understand, but it seems awkward.
 - The roundabout did give us a problematic situation.
- This is a 6-foot sculpture, right? And 3-feet off the sidewalk?
- My concern is it has all the warmth of the 1001 building. We’re changing our residences into car dealerships. It’s a corporate logo and not a residence. If it were in a mixed-use environment I wouldn’t feel as strongly, but this is kind of the gateway to Segoe Road which is very residential.
- (Secretary) If this were a residential multi-family building it would be required to have at least a 12-foot setback at 10 square feet in size, that’s the minimum.
- What if it was just the silver color?
- It’s so in your face.
- It’s abstract though. I do share the concerns about it being up close to the sidewalk.
- It’s 1001 in a different context; 1001 is high on the building and internally lit.
- What are the sign setbacks for the Westin?
 - Those are basically canopy fascia signs. I don’t think they have a ground sign on Segoe Road.
- It’s too bad you couldn’t do a smaller version of this on the canopy.
- The color makes it feel very commercial, and the scale, it’s very large. I like the abstract aluminum.
- You could reduce the size by 25%. You can get laser-like photometrics, what if it was awash with a light red light, rather than a color on the sculpture.
 - Are you talking about internally?

- I was thinking from the base light. So it's more subtle.

ACTION:

On a motion by Slayton, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion provided for a 25% reduction in size and aluminum material component only with no red color; the motion also provides for a red or white colored light wash if the applicant chooses to do so.

No rankings were provided for this project.