

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 18, 2010
TITLE: 700 Block Segoe Road – Shared Ground Signage for Adjoining PUD(SIP)s for “Hilldale Place Apartments” and Target. 11 th Ald. Dist. (18649)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: August 18, 2010	ID NUMBER:

Members present were: Marsha Rummel, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner and Melissa Huggins.

SUMMARY:

At its meeting of August 18, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of shared ground signage for “Hilldale Place Apartments” and Target located in the 700 Block of Segoe Road. Appearing on behalf of the project were Donald Schroeder and Rich Arnesen, representing Stone House Development. Arnesen presented detailed plans for placement of the ground signage. He indicated that Target has consented to a much smaller sign with a good portion of it made up of the “Hilldale Place” signage. Staff indicted that Ald. Schmidt gives his support for the revised signage. The Commission is charged with approving the placement of this sign, with the graphics coming back to staff for final approval.

ACTION:

On a motion by Barnett, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion provided that no green directional arrow should be used on the reverse of University Avenue, that the lighting for the ground signage be turned off after business hours, and refinement and modifications to the “Hilldale Place” portion of the signs can be accommodated at a staff approval level.

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, 6.5 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 700 Block Segoe Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6.5	-	-	6.5
	-	-	-	-	-	-	-	7
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	-

General Comments:

- Appropriate scale sign is improvement.
- Fine, better smaller.