



Stoughton Road Revitalization Project

Date: March 2, 2011
To: Urban Design Commission
Alder Judy Compton
From: Stoughton Road Revitalization Project Board
Re: Mounds Pet Food Warehouse Signage

We have had the opportunity to review and discuss the proposed signage for Mounds Pet Food Warehouse on Stoughton Road. We appreciate the time Mounds has put into making improvements and discussing them with our group of neighborhood representatives.

We recognize that Mounds' application appears to comply with zoning and sign code requirements. We did note an inconsistency with the guidelines of the Stoughton Road Revitalization Plan adopted by the City on June 3, 2008, and we encourage consideration of reasonable and convenient means of harmonizing the application with the guidelines of the SRRP. We note that the Plan encourages transition to monument style signs rather than continuing the current use of ground signs and that consistency in façade and street signage is also desirable.

For illustration, please see page 54 with the graphic of the intended end result for redevelopment of signage. From page 101:

Improve signage, including attractive ground signs and coordinated sign packages among adjacent businesses.

As stewards of the SRRP plan and as stakeholders in the betterment of the corridor's functionality and appearance, we believe in the underlying principles that make the plan strong, building a gateway for the City of Madison. As a part of this, the BioAg Gateway is rapidly evolving and Stoughton Road is its front door. The corridor's newer developments, such as Dean Clinic and the Meriter Clinic, as well as BouMatic, use monument signs. The transition to the Plan's end stage will take some time, and we appreciate that the change should happen in commercially reasonable stages. We also recognize that achieving the intended result requires consistent encouragement and attention to the Plan.

9 Tern Circle, Madison, WI 53716; 608-224-0228
Neighborhoods working together for a renewed Stoughton Road.
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with additional funding provided by private donations.

We know that improvements that the City intends to achieve through this long term plan entail costs along the way. As stewards of the Plan, residents of the neighborhoods along the corridor, and customers of these local businesses, we appreciate Mounds' consideration of adapting its plans to greater consistency with the Stoughton Road Revitalization Plan.

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