

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 19, 2011
TITLE: 5801 Gemini Drive – Amended PUD(GDP-SIP) for a Ground Sign. 3 rd Ald. Dist. (16824)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 19, 2011	ID NUMBER:

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

SUMMARY:

At its meeting of January 19, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of an Amended PUD(GDP-SIP) for a ground sign located at 5801 Gemini Drive. Appearing on behalf of the project was Eric Marty, Grant Signs. Marty detailed a green and gold look for elegance with the gold being reflected in the interior of the building, as well as the brick matching the base of the building. They will use a routed face to help illuminate the entryway. Placement of the sign would be next to the entrance with landscaping around it and a drainage area nearby. Staff noted that there was no signage package approved in association with the development as part of the PUD zoning. Staff explained that comparable multi-family development under conventional R4 zoning would support a ground sign of only 24 square feet in size based on its setback as proposed and would not be internally illuminated. Comments from the Commission were as follows:

- Add the street address to your sign.
- If the real estate property management portion of the sign is approved as part of the package, it should be no more than 7.5 inches located across the lines of a concrete block to look more integrated.
- We would normally be looking for a little bit more integration between the building and the signage.
- You could remove “Apartments” from the sign to allow room for the street address.
- I think the sign is too big, and for the purposes of the real estate group, you wouldn’t even be able to see their name from the street.
- I’m not seeing a good reason why you couldn’t get your sign onto a smaller area. This is extraneous unnecessary information for your sign.
 - A happy medium is fine on the square footage, but 4’x3’ is not very big.

Several Commissioners voiced concern with the “real estate” language on the sign; staff recommended that the sign be contingent on review by Matt Tucker, Zoning Administrator, regarding the “real estate management” language on the sign for its appropriateness.

ACTION:

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

- The sign shall not exceed 24 square feet.
- The base shall be reduced by 8-inches.
- Removal of the “property management” component of the signage.
- The addition of the street address.
- Return with information on the footcandle levels of the exterior of the sign cabinet for staff approval.
- The option of the applicant to change the colors of the surround of the sign to something other than gold.

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, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5801 Gemini Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	5	-	-	-
	-	-	-	-	5	1	5	5

General Comments:

- Smaller and lose the DSI info please.