

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: July 21, 2010
TITLE: 1701 Thierer Road – Modification to a Uniform Sign Package for a Retail Center in Excess of 40,000 Square Feet. 17 th Ald. Dist. (03206)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: July 21, 2010	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, John Harrington, R. Richard Wagner, Jay Ferm and Henry Lufler.

SUMMARY:

At its meeting of July 21, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of modifications to a uniform sign package located at 1701 Thierer Road. Appearing on behalf of the project was Mary Beth Growney Selene. Growney Selene presented a wall for a retail tenant, “Hospice Care Thrift Store” that contained a non-illuminated module sign that would use the “teal” color of the tenant’s logo color as a departure from the white or red sign face requirements of the retail center and would apply to the end tenant spaces only as noted within the letter of intent.

ACTION:

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

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 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1701 Thierer Road

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

General Comments:

- OK by me.
- “2010 mint green” and 1950s era design = cool.