AGENDA #4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION PRESENTED: April 23, 2008

TITLE: 8201 Mayo Drive, Mixed-Use **REFERRED:**

Development – PUD(SIP), Sign Package. **REREFERRED:**

1st Ald. Dist. (03450) **REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary ADOPTED: POF:

DATED: April 23, 2008 **ID NUMBER:**

Members present were: Lou Host-Jablonski, Marsha Rummel, Bonnie Cosgrove, John Harrington, Todd Barnett, Richard Slayton and Richard Wagner.

SUMMARY:

At its meeting of April 23, 2008, the Urban Design Commission **REFERRED** consideration of a PUD(SIP) mixed-use development located at 8201 Mayo Drive. Appearing on behalf of the project was James Miller, representing Tien Troong and Jim Hess. Prior to the presentation staff noted that the mixed-use development project was previously approved by the Commission. Under consideration is the uniform signage package that will provide for commercial/retail signage on the building's lower level, as well as signage for upper level residential. Jim Miller then provided details of the uniform signage package. Commercial/retail signage will consist of two sign types. Sign Option "A" provides for the use of 2' x 98" aluminum faced, face lit wall mounted panels utilizing a gooseneck type fixture. Option "B" provides for individual letters mounted on their bottom edge onto a color-matched raceway; consistent with the color of the background of the masonry brick façade around individual entries. The letters will feature aluminum sides and back and a white acrylic face, internally lit with white LED, red LED and blue LED as alternatives. The residential signage consists of the utilization of an above canopy individual aluminum metal letters 12" in height at the residential entry mounted atop a trellis structure. Following the presentation the Commission noted the following:

- Question why three different types.
- Could approve package with the elimination of individual channel letters for commercial/retail use; competes with condo/residential graphic.

ACTION:

On a motion by Slayton, seconded by Wagner, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (7-0). The motion required the elimination of the use of the individual channel letter option ("B") for commercial/retail use.

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 4, 5, 5, 6, 6, 6 and 6.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 8201 Mayo Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6	-	-	6
	-	-	-	-	5	-	-	5
	-	-	-	-	6	-	-	6
	-	-	-	-	6.5	-	-	6.5
	-	-	-	-	-	-	-	4
	-	-	-	-	6	-	-	6
	-	-	-	-	5	-	-	5

General Comments:

- Nice package.
- Changes to prototype signage suggested by UDC make this approvable.