

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** March 3, 2010

**TITLE:** 3322 Agriculture Drive – The Demolition of Two Buildings and Accessory Structure to be Utilized as Landscaped Open Space, Wall Sign Variance From the Provisions of UDD No. 1 and Approval of a Monument Sign and Security Fencing. 16<sup>th</sup> Ald. Dist. (15916)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** William A. Fruhling, Acting Secretary      **ADOPTED:**      **POF:**

**DATED:** March 3, 2010      **ID NUMBER:**

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Members present were: Mark Smith, Dawn Weber, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington and Richard Wagner.

### **SUMMARY:**

At its meeting of March 3, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** for the demolition of two buildings and a wall sign variance located at 3322 Agriculture Drive. Jim Temus and Eric Marty gave an overview of the project, stating this is a follow-up to a previously-approved project as well as sign variances for a wall sign that is 10 square feet larger and 1-foot higher than allowed by the ordinance. They stated that they are also replacing a cyclone fence with a wrought-iron style steel fence, as well as a corner landscaping/sign feature with three flagpoles. The Commission discussed that the placement of the wall sign might also be offset within the signable area. The Commission also discussed the uplighting of the flags.

Ald. Judy Compton and Gene Bohn registered in support.

### **ACTION:**

On a motion by Slayton, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL** noting that the wall sign may be shifted to the left or right within the signable area if the applicants desire. The motion was passed on a 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 5, 6, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 3322 Agriculture Drive**

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

General Comments:

- Concern.
- Signage seems appropriate for the context – corporate.