AGENDA # <u>8</u>

REPORT	OF: URBAN DESIGN COMMISSION	PRESENTED: August 22, 2007		
TITLE:	2502 Shopko Drive – PUD(GDP-SIP), Amendment to Existing Sign Package, Off- Premise Ground Sign. 15 th Ald. Dist. (07289)	REFERRED:		
		REREFERRED:		
		REPORTED BACK:		
AUTHOR: Alan J. Martin, Secretary		ADOPTED:	POF:	
DATED: August 22, 2007		ID NUMBER:		

City of Madison, Wisconsin

Members present were: Paul Wagner, Marsha Rummel, Michael Barrett, Bruce Woods, Richard Slayton, Jay Ferm, Lou Host-Jablonski and Todd Barnett.

SUMMARY:

At its meeting of August 22, 2007, the Urban Design Commission GRANTED FINAL APPROVAL for a PUD(GDP-SIP) located at 2502 Shopko Drive. Appearing on behalf of the project was Mike Johnson. Prior to the presentation staff provided a brief summary of the history of development of the lands abutting the "Shopko" retail outlet north of Aberg Avenue that led to the request for the ground sign as proposed. Staff noted that the lands abutting the Shopko retail facility were originally owned by Shopko and vacant when the store was first developed a number of years ago. Subsequent to the development of the retail outlet, many of the adjoining lands on the same zoning lot were developed and subdivided for different retail purposes such as the Copp's grocery store, the development of the Mobil station, including the dedication of Shopko Drive as a public right-of-way. Prior to the sequence of development when Shopko owned the entire property, its ground sign was located adjacent to its driveway entry off of Aberg Avenue. Following the subsequent development of adjoining lands, the Shopko sign remained in its present location and due to subsequent development and subdivision activity, the ground sign became non-conforming because it was no longer located on the same lot as the Shopko store. Based on this situation the sign would be existing non-conforming under conventional zoning and a non-conforming sign under the provisions of the PUD zoning for Shopko, Copp's as well as the Kelley Williamson Mobil on which the sign is located. This application under consideration provides for an increase in the size of the existing ground sign to collocate a "Copp's" panel beneath the existing upper "Shopko" panel. If approved, the existing Copp's sign located on its own parcel will be removed to allow for better visibility within the relocated shared ground sign area. Staff noted that this arrangement would be allowed due to the underlying PUD zoning that exists on all three affected parcels. Following the presentation the Commission noted the following:

• Like the existing Copp's sign as designed compared to the sign proposed to be collocated beneath the existing Shopko sign.

ACTION:

On a motion by Slayton, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion required that the ground sign be modified

to add a cap or coping atop the Shopko portion of the ground sign with any change in copy to require conformance to the no "white color" background requirement normally enforced with internally illuminated can signage. The new "Copp's" portion of the sign is to feature an opaque background not to reflect or transmit any light from an internal illumination source. In addition, a landscape plan shall be provided that includes 12-18 inch high textured evergreens at the base of the ground sign, all of which are to be reviewed and approved by staff.

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, 5, 6, 6 and 6.

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

General Comments:

- Preserve historic sign.
- Prefer old (existing) Copp's sign.
- Pro: Elimination of a pylon sign. Con: The eliminated sign is a much cooler design than the new proposed sign.