

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 21, 2011

TITLE: 7475 Mineral Point Road –
Modifications to a Uniform Sign
Package for “High Point Centre”
Including an Equivalent
Comprehensive Design Review of
Signage. 9th Ald. Dist. (23823)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: September 21, 2011

ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, John Harrington, Melissa Huggins and Richard Slayton.

SUMMARY:

At its meeting of September 21, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of modifications to the PUD-SIP uniform sign package except for ground signage considerations located at 7475 Mineral Point Road. Appearing on behalf of the project was Mary Beth Growney Selene, representing Ryan Signs, Inc. Appearing in support and available to answer questions was Joe Judd, representing Madison High Point, LLC and Holborn Village, LLC. Jim Martini was available to answer questions. Growney Selene discussed the site and the fact that the original developer did not take advantage of all of the approvals with signage already in place in the existing PUD-SIP signage text. They are asking for 40% or 2 square feet per lineal frontage, with the same issues of overlapping tenant spaces that feature wall signage elements that may not be consistent with the tenancy location or premises. They would like to have the opportunity to replace the existing outdated monument pylon sign; the original pylon sign was approved at 26 feet, as well as two signs on West Towne Way that were each designed for 64 square feet at a height of 22 feet. A new electronic changeable copy sign would be placed perpendicular to Mineral Point Road at 80 square feet not to exceed 18 feet in overall height, reducing the original approval by 8-feet; as well as maintaining two additional ground signs with one located on West Towne Way and one located on D’Onofrio Drive. Having the electronic message center as well as the opportunity for the smaller tenants to be listed on that monument sign is really helpful with this type of shopping center with its linear development. The Secretary noted that Matt Tucker, Zoning Administrator did not find issue with the 40% of a signable area, and took no position on the pylon sign. The pylon sign is embedded in the existing PCD but the electronic message board is not. Judd stated that the existing pylon sign is not allowing enough visibility for the current tenants.

Slayton inquired about making the sign big enough to list all the tenants so there is not a need for the electronic message board and that product advertising needs to be avoided. Growney Selene asked about UDC giving directives to self control. The Secretary stated they can come back with a specific proposal that states “this is what we’re going to do.” O’Kroley stated that if the sign’s intention is for wayfinding and only one tenant has the opportunity for signage for five minutes and then it’s gone, that may lead to more confusion. Judd stated it

does provide wayfinding because currently only six tenants have exposure; tenants are failing because they can't get exposure. The Secretary reiterated that the Commission does not have issue with business identification but with getting beyond that extent is where you get into advertising products or services. Barnett mentioned signage on the Beltline that has now gone beyond "community based" messages. He suggested a different approach for identifying the buildings. Relying on changeable text at the corner of the site may not be the answer, but having 10-foot signs on each face is not the way either. He suggested brainstorming other ideas to come back to the Commission. Harrington did not see how a changeable copy sign would help the number of businesses in the complex if the message changes every five minutes.

ACTION:

On a motion by Slayton, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL** of all wall signage with the signage package except the electronic changeable copy ground sign and other ground signage elements. The motion was passed on a unanimous vote of (6-0).

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, 5, 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7475 Mineral Point Road

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

General Comments:

- Pylon design is not acceptable as designed.
- Tough site. Instead of changeable add more tenants??