

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 7, 2011

TITLE: 7483 West Towne Way –
Modifications to a Previously
Approved Comprehensive Design
Review, Wall Signage. 9th Ald. Dist.
(24169)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: December 7, 2011

ID NUMBER:

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

At its meeting of December 7, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of modifications to a previously approved Comprehensive Design Review located at 7483 West Towne Way. Appearing on behalf of the project was Bob Kraus, representing REI/Bauer Sign Company.

Bob Kraus with Bauer Sign Company presented changes based on the Commission’s previous recommendations. A previously represented merchandise sign is actually an accessory sign will be the referred to as such according to the sign ordinances with the larger obstacle with the main signage on the front façade running over the signable area and the mullion. By the way the wall is constructed the alternative look is still the same scale but stacked rather than one horizontal line.

- Thank you for your explanation on that.

ACTION:

On a motion by O’Kroley, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0).

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, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7483 West Towne Way

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