

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 23, 2013

TITLE: 7617 Mineral Point Road – Alteration to
Approved and Recorded PCD(SIP),
Revised Wall Signage. 9th Ald. Dist.
(21684)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 23, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Marsha Rummel, Tom DeChant, John Harrington, Richard Slayton, Cliff Goodhart, Melissa Huggins and Dawn O’Kroley.

SUMMARY:

At its meeting of January 23, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of an alteration to an approved and recorded PCD(SIP) for revised wall signage located at 7617 Mineral Point Road. Appearing on behalf of the project was Steve Shulfer, representing Compass Properties. Shulfer presented a signage package for “Healthy Inspirations,” a new tenant in this building. The sign would be on the west face of the building and would exceed the signable area by 10 square feet. The existing building has two current signs for the second and third floor tenants. The Secretary suggested that approval is contingent on all new signage complying with provisions of the sign control ordinance if there is a signage change. There was some discussion about the signage being linear and how to position the lettering a bit better.

ACTION:

On a motion by Slayton, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided that the letter “I” move to the left so that the heart is centered between the “n” and the “s” to move the “Inspirations” up as much as possible. The motion also provided that any change in tenancy would require new signage to be approved by the Commission.

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 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7617 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	-	-	-
	-	-	-	-	6	-	-	6

General Comments:

- Recycling existing sign, so some latitude should be permitted.
- Crowded, shift to extent possible.