

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 6, 2013

TITLE: 7475 Mineral Point Road – Modifications to a Uniform Sign Package for “High Point Centre” Including an Equivalent Comprehensive Design Review of Signage, Return for Further Consideration of Multi-Tenant Ground Signs. 9th Ald. Dist. (23823)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: February 6, 2013

ID NUMBER:

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

SUMMARY:

At its meeting of February 6, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a sign package located at 7475 Mineral Point Road. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; and Joe Judd. Growney Selene noted that only one tenant is visible from Mineral Point Road and the need for an electronic message board is still there. The Commission had asked the applicant in September 2011 to come back with guidelines for an electronic message board, or to come up with a new design. After extensive discussions between the owners and tenants, both current and prospective, the option to have their identity on Mineral Point Road is preferred without an electronic message board. One of the Commission’s previous comments had been to make the sign large enough so there is no need for an electronic message center. The original PCD-SIP from 1984 approved a sign of 80 square feet at 26-feet in overall height. Another pylon was approved for D’Onofrio Drive at 64 square feet at 22-feet in overall height, with the same on West Towne Way. The D’Onofrio Drive and West Towne Way signs were never installed. The new sign would be 17 square feet less than the existing sign and stand almost 2-inches shorter than the existing. The intent for the landlord is to give the bigger tenant spaces slightly larger spaces on the sign, with the smaller names being visible to the cars sitting at the stoplight. The owners are willing to give up the previously approved but not constructed signage on D’Onofrio Drive if this sign is approved.

ACTION:

On a motion by Slayton, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion approved the Mineral Point Road ground sign with the removal of the D’Onofrio Drive previously approved ground sign from the signage package.

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 and 6.

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	-	-	-
	-	-	-	-	6	-	6	6
	-	-	-	-	6	-	-	6

General Comments:

- Reduction of size and simplification of form appreciated.