

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 10, 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: July 10, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Tom DeChant, Henry Lufler, John Harrington, Richard Slayton, Lauren Cnare and Cliff Goodhart.

SUMMARY:

At its meeting of July 10, 2013, the Urban Design Commission **REFERRED** consideration of an alteration to an approved and recorded PCD(SIP) located at 7617 Mineral Point Road. Appearing on behalf of the project were Steve Shulfer, representing Compass Properties; and Sheldon Oppermann. Shulfer presented plans addressing all the building signage. Two signable areas on the west side of the building are being proposed and new signable areas on the Gammon Road and Mineral Point Road sides of the building. The reason for the additional signable area is the building is having trouble pulling in tenants; all tenants want signage. There are five access points to the property with four of those points having a monument sign. They would prefer not to take down any monument signs in exchange for the new requested signable areas because the site has so many access points.

Comments from the Commission were as follows:

- I have a problem making all these buildings look like billboards, I don't think that's the purpose of the City's sign code.
- These areas weren't designed as signable areas and destroys what architecture the buildings do have.
- I'm not convinced that the vacancy rate is due to the lack of signage really.
- Maybe the monument signs could use improvement.
- The building was not designed for this number of signs.
- I think there's opportunity for more signage based on the existing framework that's there.
- If you came back with something more uniform you'd get a different reaction. The building could have even more appeal to customers with some uniformity.

Sheldon Oppermann spoke as the manager of the real estate company in charge of the project. He spoke to the need for individual tenant signage. He asked that the Commission keep the conversation open for signage possibilities because otherwise this location will not be able to sign tenants.

Following testimony staff noted that a better approach to signing the building may be to update the existing ground signage to better identify the various building tenants; where the size, location and bulk of the existing signage not be enlarged but re-imaged to create more sufficient identification of building tenants.

ACTION:

On a motion by Harrington, seconded by Cnare, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (6-0). The motion instructed the applicant to reexamine existing ground signage in combination with wall signage to efficiently provide for tenant identification as part of a comprehensive approach to the building's signage.

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 3 and 4.

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	-	-	-	-	6	-	6	4
	-	-	-	-	3	-	-	-
	-	-	-	-	3	-	-	3

General Comments:

- Too much on building detracts from simplicity of architecture.