

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 13, 2019

TITLE: 4538 Verona Road – Comprehensive Design Review for Planet Fitness. 10th Ald. Dist. (54432 & 54605)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: February 13, 2019

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Lois Braun-Oddo, Rafeeq Asad, Tom DeChant, Craig Weisensel, Jessica Klehr and Christian Harper.

SUMMARY:

At its meeting of February 13, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 4538 Verona Road. Registered in support of the project were Chris Fish, representing Stratford Sign Sales; and Preston Sult, representing Planet Fitness. This is an old Staples location that has a red façade background. What they have done in the past at other locations is to paint the corrugated metal with the Planet Fitness brand color in purple with a yellow border. Fish presented renderings with the yellow board and without.

- Once you change the building to match the signage, doesn't that now become part of the sign?
- There's a distinction between a sign and a signable area. The sign itself is the logo and words, and the signable area becomes the purple, or black, or red. The signable area is part of the façade.
- If we're going to expand the signable area to the space between the two brick piers, would this sign surrounded by a yellow border fall within the limitations?
- The sign itself is within what the code allows. However the code reads the sign cannot be more than four-feet above the roofline and in this case it is because of the previous sign/tenant.
- The yellow framing seems like overkill and doesn't really harmonize with the rest of the façade.

ACTION:

On a motion by Braun-Oddo, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion approved the change from black to purple without the yellow border.