

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 21, 2009
TITLE: 703 University Avenue – Amendment to the Existing Sign Package for “U-Square,” Above Canopy Sign Modification. 8 th Ald. Dist. (16310)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 21, 2009	ID NUMBER:

Members present were: Marsha Rummel, Dawn Weber, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of October 21, 2009, the Urban Design Commission **REFERRED** consideration of an amendment to the existing sign package located at 703 University Avenue. Appearing on behalf of the project were Greg Rice and Michael Oakwood of Grant Signs. Rice and Oakwood spoke on behalf of the application. Rice presented details of a proposed above canopy sign for the “Madison Market” grocery tenant located on the lower level of the USquare building at the corner of Lake Street and University Avenue. The proposed above canopy sign is the grocery store owner’s preferred preference for signage as a replacement for two above canopy signs, one located on each street frontage which is consistent with the signage package for the Planned Development as previously approved by the Urban Design Commission. Rice noted that the proposed above canopy sign which is oriented with the apex of the lower corner of the building will present a unique and out of the box approach to signage as originally envisioned with the project as a whole. Rice further noted that the sign was more readable, providing for both pedestrian and vehicular visibility and eliminate confusion with other upper level tenant signage on the second floor. Following the presentation the Commission noted the following:

- Sign looks like a billboard at an angle, suggest moving the two above canopy signs together to the corner apex as featured within the conforming option.
- Prefer straight at street face as in the conforming option but push text toward apex of the corner and create a three dimensional box for the “fresh” logo.
- Bring to the corner the conforming above canopy signage where the angled signage is non-complementary, cluttered.
- Bring both conforming signs to corner at its apex.
- Like corner sign, but make a box at corner and place sign on University Avenue.
- Sign obscured by canopy and would have reduced sight lines.
- Sign too busy, bring signs together, will help define the underlying entranceway to the grocery store.
- If the three dimensional logo element featuring “fresh” is added to the corner it could be larger.

Rice further emphasized his intent to make this corner look different than the other corners of the building at the street face.

ACTION:

On a motion by Barnett, seconded by Slayton, the Urban Design Commission **REFERRED** this item. The motion was passed on a vote of (8-0). The motion for referral required a redesign of the sign with the options suggested above including consideration for various size options for the size of the three dimensional cube featuring the “fresh” graphic.

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 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 703 University Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings					4			
					5			
					4			
								6
					5			5

General Comments:

- Referred – opportunity to greatly improve sign.
- Angle sign out of place.
- Good start.
- Great building, create a vibrant green square.