

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** July 15, 2015

TITLE: 7968 Tree Lane – Alteration to an Existing PD, Signage Package for “Brothers Main.”
9th Ald. Dist. (38996) **REFERRED:**

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: July 15, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Tom DeChant, Sheri Carter, Richard Slayton, Cliff Goodhart and John Harrington.

SUMMARY:

At its meeting of July 15, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of an alteration to an existing PD for a signage package for “Brothers Main” located at 7968 Tree Lane. Appearing on behalf of the project were Sarah Peters and Greg Main. The applicant is looking to install a third façade sign and also refurbishment of an existing monument sign on this site. The strip center that houses “Brothers Main” only allows the use of channel letters so they have not been able to use their branding or logo. The current mall is outdated and tired. The façade signage will be one cabinet and bolted on the side of the façade. The property owner did give approval for the change in color and the District Alder supports it as well.

Comments and questions from the Commission were as follows:

- It needs some work, it’s a tired site.
- You have to meet Chapter 31 standards. It’s an oversized sign. Signs are 30% of a signable area, putting a sign over a façade here, you’re actually making a sign that’s probably 400-500% bigger than what the underlying sign is. You have to alter the façade, you can’t just put the sign up over the façade. It’s got to be architecturally changed and it’s not. Putting a sign over the end gable treatment discerns the whole signable area concept because it doesn’t have anything to do with that band (Secretary).
- If you just had the oval with the words on it you could just float it within that open gable.
 - Another option is we wouldn’t extend above the actual gable, it would be retrofitted to fit into that triangle.
- These other signs are fine, it’s just this one sign.
- The building does still have some continuity, I know it’s not the greatest center, but to introduce a shallow arch over where you have a repetitive set of gables, it sounds like it’s more successful within that geometry.
- It’s a squared EIFS infill.
- Can you get rid of the EIFS and just float the sign?
 - I would have to find out.

- That would be nice.
- That would give it a bit more class.
- This could be mounted, just like Erik's Bikes did.
- If the bottom of it is lined up with the sign band.
- That gives it a more contemporary and less tired look.

ACTION:

On a motion by Slayton, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion provided for approval of the ground sign and the following:

- Float the sign on the existing gable end with the ground sign handled in a similar manner and with the elimination of a uniform color requirement for all signage.
- The revised plan can return to staff for administrative approval.

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 rating for this project is 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7968 Tree Lane

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

General Comments:

- Discussed revisions look good.