

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** February 7, 2018

TITLE: 6310 Town Center Drive - Comprehensive Design Review. 3rd Ald. Dist. **REFERRED:**

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary **ADOPTED:** **POF:**

DATED: February 7, 2018 **ID NUMBER:** 48872

Members present were: Richard Wagner, Chair; Rafeeq Asad, John Harrington, Michael Rosenblum, Cliff Goodhart, and Amanda Hall.

SUMMARY:

At its meeting of February 7, 2018, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 6310 Town Center Drive. Appearing on behalf of the project was Zach Wenger, of Lemberg Electric. He presented boards of new sign, showing where they took comments from previous meeting and redesigned. It currently sits on the northwest side of property and is able to be seen by traffic. Total sf 136 s.f., under the 144sf that is allowed. The message center will be blue typeface with black background. Steamfitters will show jobs that need to be filled. Since this is a high traffic area, it is felt this is the best way to reach a vast number of possible applicants.

Comments and questions from the Commission were as follows:

- Time limit on how often it will change
 - yes, 1hr. per slide, which they will conform to
- Can't figure out if it will conform with other signs.
 - Yes, we are matching exactly what the other colors are and type face of signs on the building
- Wanted interstate access. It looks a little billboard, but if this is the way to get word out I feel confident with that.
- Header permanent – to identify.
- Sara Geenen, an attorney with a law firm that represents the steamfitters with the training center spoke. I'm curious, is your question regarding the actual message on the board or related to typeface?
 - Should be permanent sign like the one on other side of building.
- Does ordinance require or permit the commission to specify what the content is.
 - In this case because of the specific review, yes. However, It's about visual harmony, in the logo or other part of design consistent with other signs.
- Our concern is we've met visual harmony and satisfying conditions measurable. Purpose is to make sure that we get people into jobs. Our concern is that if there is too much on there, it is going to be too hard for people to read driving by, so we want to get the basics there for the training center as they go by.

- Essentially, you're describing a billboard, how does this sign always say what the location/business is, Steamfitters?
- With this sign, we can leave steamfitters at top. The problem with permanent sign in top is you run into crowding with the message center. With that in mind, we don't run into issues with public safety and we want to get Steamfitters message across.
- Is the purpose of the sign to identify business or advertise events
 - To advertise job opportunities, draw in new talent for job center, integral tool
- So this sign isn't to name of business?
 - No, those signs are already on the building, this sign is to advertise jobs.
- If not a sign, it is a billboard.
 - It is not a billboard, it's a part of steamfitters organization.
- If I'm looking for steamfitters and it says job fair, I'm going to drive by it.
 - Joel Zielke, Business Manager for Steamfitters, a great example is that every year with local high schools, the Madison Building Trades put on a career fair at Allient.
- No one is disputing what you want to put on. Purpose of signage is to identify business/location. Our concern is that the sign works within that context. If not purpose, we are getting away from a purpose of the sign.
- The staff memo states that criteria #1, plan shall not approve advertising. Keep hearing this is advertising for a job or trade. Not sure we can make finding this is not advertising without any type of permanent copy.
- Look at movie theater that advertise, it always has the logo at top. That is what we are getting at. If sign says Steamfitters at top the rest can say what you want.
 - I understand that now.
- Are you at the max allowed now?
 - No, not at max. We can make it work.
- Like that the logo is incorporated. I think putting that at the top would be a good identifying anchor. We aren't complaining about the advertising, we need something that says that this property belongs to the steamfitters, you can do what you want with the rest.

ACTION:

On a motion by Hall, seconded by Rosenblum, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion was approved based on conditions contained in the Zoning staff report and that the Steamfitters business logo and name will be permanently located at the top of the sign.