

## AGENDA # 8

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION  | PRESENTED: December 19, 2007               |
| TITLE: 1601-1739 Thierer Road – Modification to Previously Approved Uniform Sign Package and Minor Façade Alteration. 17 <sup>th</sup> Ald. Dist. (08441) | REFERRED:<br>REREFERRED:<br>REPORTED BACK: |
| AUTHOR: Alan J. Martin, Secretary   | ADOPTED:                      POF:         |
| DATED: December 19, 2007  | ID NUMBER:                                 |

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Members present were: Lou Host-Jablonski, Marsha Rummel, Richard Wagner, Richard Slayton, Jay Ferm and Todd Barnett.

### SUMMARY:

At its meeting of December 19, 2007, the Urban Design Commission **GRANTED INITIAL APPROVAL** of modifications to a previously approved uniform sign package and minor façade alteration located at 1601-1739 Thierer Road. Appearing on behalf of the project was John Brigham, representing Robert Brigham/Theodore Holen. Prior to the presentation, staff noted that the site was previously the subject of the creation of an outpad building at the site’s street frontage to create an additional multiple tenant building currently housing “Eric’s Bike Shop.” At that time the applicant, John Brigham, noted a future change to the existing center’s building facade and signage package now currently proposed. The facade/signage package modifications provide for the removal of existing fabric awnings featuring signage on the building’s updated façade with interior illuminated individual letter wall signage and the incorporation of canopies/awnings above window openings. A proposed internal wall signage featured the utilization of red or white coloration with the sun shade canopy design featuring industrial look. In response, the Commission noted the following:

- Consider locating wall signs to be centered above entries.
- Make the mounting plates align and supporting the metal awnings more gutsier along with reducing the number of cable supports for each copy to two.
- Look at the incorporation of clear story lighting on the upper facade.
- Where two canopies or awnings are close, combine.
- Heavy up tie rods and consider moving up higher on the elevation.
- Raise canopies above the horizontal brick band area.
- Look at beefing up canopy edge.
- Look at aligning the tie rods with window mullions facing below.

### ACTION:

On a motion by Barnett, seconded by Ferm, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (6-0). The motion required the following:

- Modify the canopies to reflect the above stated comments. Provide details for lighting of any of the canopy elements.

- Provide an overall signage plan consistent with the comprehensive sign plan details.
- Consider relocation of signage to relate to the entry ways for each individual store front.

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, 6, 6, and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1601-1739 Thierer Road**

|                       | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| <b>Member Ratings</b> | -         | -            | -              | -                              | -     | -                                   | -             | 7              |
|                       | -         | -            | -              | -                              | 5     | -                                   | -             | 5              |
|                       | -         | -            | -              | -                              | -     | -                                   | -             | 6              |
|                       | -         | 7            | -              | -                              | 6     | -                                   | 6             | 6              |
|                       |           |              |                |                                |       |                                     |               |                |
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General Comments:

- Good changes to the awnings! Thank you.
- Add heft. Like metal treatment of canopy. Need to see signage plan and criteria.
- Good start but tweaks needed.