

AGENDA # 3

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: October 3, 2007 |
| TITLE: 9701 Brader Way – PUD(SIP), Signage Package for a Previously Approved Office Building (Baer Insurance). 9 th Ald. Dist. (04545) | REFERRED: REREFERRED: REPORTED BACK: |
| AUTHOR: Alan J. Martin, Secretary | ADOPTED: POF: |
| DATED: October 3, 2007 | ID NUMBER: |

Members present were: Paul Wagner, Chair; Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of October 3, 2007, the Urban Design Commission **REFERRED** consideration of a signage packet for a PUD(SIP), office building located at 9701 Brader Way. Appearing on behalf of the project was Dan Yoder, Sign Art Studio. The main elements of the signage package featured the following:

- Three wall signs located on the upper limits of the building's parapet on the south, southeast and east elevations.
- The north and west parapet is proposed to remain free of signage.
- The parapet signage will feature individually mounted channel letters on an interior raceway featuring internal LED illumination.
- The wall signage package also allows for the use of a separate corporate logo or emblem.
- A north drive entry ground sign, which is single-sided 24.33 square feet in size at a height of 6'1", which will list individual tenants within the building.
- A main monument ground sign along the property's Mineral Point Road frontage, which is double-sided, 92 square feet per side, 13-feet in height, 11'6" in width featuring individual tenant signage, as well as the building's address. Both ground signs feature LED halo lighting.
- Yoder further explained that the main monument sign slightly exceeds the provisions for the O4 District on which the sign package is based under the provisions of the PUD zoning text.
- A building entrance identification sign is proposed above the north entry canopy featuring individual mounted 3/8" aluminum letters on the edge of the canopy's face.

Following the presentation the Commission noted the following:

- On the parapet wall signage, limit signable area several inches from the top and bottom of the upper band.
- On the entrance canopy, need more depth to the lettering; not 3/8", need to be more substantial.
- Issue with the size and area of the main monument sign being appropriate for the office building.

- The listing of the tenants on the main monument sign cheapens its appearance; looks better without tenant names where the other multiple tenant drive entry sign is OK.
- Not sure of precedent of approving a sign with negative space.
- Three big signs atop the building doesn't say that the building is pedestrian. Signs not visible when walking or driving. Use of day/night vinyl film on the upper parapet wall signage cheapens the building. The upper parapet wall signage is billboard-like, turns its back on the street.
- Clarify that the signs are for three different tenants; one sign per tenant.
- The use of large lit signs adjacent to church an incongruity, advertising in front of church; should be more low key. Appreciate the use of halo lit letters, more subtle than facelit with a day/night vinyl film face.
- Main sign is too tall as a monument sign on that site and location; need another location and be smaller.

ACTION:

On a motion by Barnett, seconded by Harrington, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (9-0). The motion noted that the scale and placement of the monument sign is at issue, in addition to the type, size and number of the upper parapet wall signage. It was also noted that the proposed canopy signage should have letters with a greater depth.

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 4.5, 5, 5, 5 and 5.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 9701 Brader Way

| | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| Member Ratings | - | - | - | - | 4.5 | - | - | 4.5 |
| | - | - | - | - | 5 | - | - | 5 |
| | - | - | - | - | 5.5 | - | - | 5.5 |
| | - | - | - | - | 5 | - | - | 5 |
| | - | - | - | - | 5 | - | - | - |
| | - | - | - | - | 5 | - | - | 5 |
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General Comments:

- Scale of main ground sign is inappropriately large.
- Revise package per our comments. Ground sign design concept is attractive, but Mineral Point Road sign is too tall for an office building.
- Nice architectural design. A few more tweaks needed.
- Omit 1-2 parking stalls (if possible) at monument sign and lower sign to +/- 9-feet. Building material an issue. However, nice refinements to sign/background contrasts.
- Nice design for large sign. Eliminate tenant names and scale down.
- Think about signage relating to pedestrian scale.
- I appreciate the design/materials of signs but scale of signs need to be reduced. 13' monument sign needs to be reduced and if needed resited.