

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 30, 2008
TITLE: 2555 Shopko Drive – PUD(SIP), Alteration to Ground Sign With Electronic Message Board. 15 th Ald. Dist. (08916)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 30, 2008	ID NUMBER:

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

SUMMARY:

At its meeting of January 30, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of an alteration to a ground sign with electronic message board located at 2555 Shopko Drive. Appearing on behalf of the project were Ryan Coffey of JMB Signs, and Bob Lestina, representing Heritage Credit Union. Prior to the presentation staff read excerpts from a report on the project dated March 17, 2004 which involved final approval of the overall PUD-SIP for the “Heritage Credit Union” including specific design and display limitations for the ground sign proposed to be modified. Staff noted that the report provided for a limitation on the height of the sign, including limitations on the “changeable copy portion of its changeable copy portion.” The modified monument sign provides for an enlargement of the “changeable copy portion of the monument sign” to contain three lines of 6-inch copy in place of a current one line copy along with the elimination of “No Fee ATM” static portion of the monument sign’s field. Staff noted issues with the current sign in regards to the requirement within the “Street Graphics Control Ordinance” restricting the change of message to not more frequently than two minutes. Staff emphasized that any approval of a modified version of a changeable copy within the monument sign would still require adherence to this ordinance provision. Coffey then provided an overview of details on the changes to the existing monument sign in order to provide for the incorporation of a three line changeable copy element with Lestina speaking to the issue of the need to provide for more of a visual field to accommodate the necessary amount of information relevant to display of the credit union’s financial messages. Following the presentation the Commission noted the following:

- The change to the changeable copy portion of the sign provides that it will still be subservient to the main static portion of the monument sign.
- The existing “no fee” portion of this sign added to its clutter. Two lines may be a more appropriate alternative. The change from one to three lines; triple, when one to two lines will effectively double the message.
- The changeable copy sign in general a bad idea for public space; dangerous and uncomfortable, other alternatives available; inclined to be as restrictive as the rules allow to be.
- If can’t ban (changeable copy electronic graphics) two to three lines is arbitrary and improvement over existing sign.
- Proportions consistent with previous issue when sign was originally approved by the Commission.

- Simplifies the appearance of three different types of signage on the monument sign. No issue with three lines.
- Proposal does look better than the current.

ACTION:

On a motion by Woods, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-2) with Host-Jablonski and Barnett voting no. The motion to approve noted that three lines of small size create a hierarchy where 6-inch lines textually and compositionally works.

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 3, 4, 5, 5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2555 Shopko Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	4
	-	-	-	-	5	-	-	5
	-	-	-	-	5	-	-	-
	-	-	-	-	6	-	-	6
	-	-	-	-	-	-	-	3
	-	-	-	-	-	-	-	5

General Comments:

- Changeable copy signs are rarely needed, and this one definitely does not need to be even bigger.
- Three lines too extensive.
- Typical blandness.