

AGENDA # 2

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: February 8, 2006 |
| TITLE: 3762 East Washington Avenue – Signage Package/Minor Alterations to Previously Approved Building Façade, “Home Savings Bank.” 17 th Ald. Dist. | REFERRED: REREFERRED: REPORTED BACK: |
| AUTHOR: Alan J. Martin, Secretary | ADOPTED: POF: |
| DATED: February 8, 2006 | ID NUMBER: |

Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Lou Host-Jablonski, Lisa Geer, Robert March, Michael Barrett, Jack Williams, Bruce Woods and Cathleen Feland.

SUMMARY:

At its meeting of February 8, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage package/minor alterations to previously approved building façade located at 3762 East Washington Avenue for “Home Savings Bank.” Appearing on behalf of the project were Ed Linville, architect and Jim Bradley of Home Savings Bank. The signage package as presented was a follow-up to the Commission’s approval of the development plans for the Home Savings Bank in September 2004. The signage package consists of two wall signs and directional signage all featuring aluminum framed and routed faced internally lit signage. The two wall signs as proposed required some alterations to the building’s north and east elevations. A wing or fin wall on the building’s east elevation has been modified to incorporate a routed aluminum face sign with graphics in an acrylic panel inlay in colors of gold, green and blue. A wall sign on the north elevation features the Home Savings Bank logo located between groupings of small square shaped portal windows. The parking lot directional signage features the use of a similar color scheme and graphics package.

ACTION:

On a motion by Host-Jablonski, seconded by Woods, the Urban Design Commission **GRANTED FINAL APPROVAL** of the signage package and minor façade alterations. The motion was passed on a unanimous vote of (8-0).

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 6, 7, 7.5, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 3762 East Washington Avenue

| | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| Member Ratings | - | - | - | - | 6 | - | - | - |
| | 6 | 7 | 5 | 6 | 7 | 6 | 5 | 6 |
| | - | - | - | - | 7 | - | - | - |
| | - | - | - | - | 8 | - | - | 8 |
| | - | - | - | - | 7.5 | - | - | 7.5 |
| | - | - | - | - | 8 | - | - | - |
| | - | - | - | - | 7 | - | - | 7 |
| | - | 8 | - | - | 7 | - | 8 | 8 |
| | | | | | | | | |
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General Comments:

- Great building with understated signage.
- Nicely integrated sign package.
- Nice change, makes sense in building.
- Excellent integration with the building architecture.