

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** June 20, 2012

**TITLE:** 949 East Washington Avenue –  
Comprehensive Design Review of Signage  
for Madison Credit Union in UDD No. 8.  
6<sup>th</sup> Ald. Dist. (26597)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** June 20, 2012

**ID NUMBER:**

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Members present were: Todd Barnett, Acting Chair; Richard Slayton, Dawn O’Kroley, Melissa Huggins, Marsha Rummel, John Harrington and Tom DeChant.

### **SUMMARY:**

At its meeting of June 20, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of signage located at 949 East Washington Avenue. Appearing on behalf of the project were Chris Fish and David Petit, representing Madison Credit Union. Fish presented the signage plan for a building that all but blends into the landscape. There are seven total signs with all but one fitting the code. There are two existing canopies on the building on the north facing East Washington Avenue, and a southern one facing their parking lot. The building length would allow them to have a second sign on the south canopy. The one facing west on the north canopy does not front a street and therefore does not meet code. The Secretary noted that the project has a duplicate signable area on a single façade, and that electronic message boards cannot be dealt with administratively.

- In the rear of the building with the drive-up, now that you’ve got pretty prominent signage on the canopy, this detracts.
  - Al told us that would have to come off.
- Did you look at a different approach in doing a couple of big, more graphic signs, like a banner?
  - We did talk about a projected sign but my concern is that it’s setback so much further than the canopy. What is on the canopy now are small letters that are non-lit. Very hard to see. The new signage will be illuminated.
- Does the monument sign help you? I think by the time you see it you’re struggling to turn right.
  - The monument sign is not intended for eastbound. At some point when that block is redeveloped and maybe there’s more visibility we could come back and try to get a decent sign for eastbound traffic.
- It doesn’t relate to the lines of the building, it’s on a diagonal where the building is very strong and square. Look at ways to square up the diagonal to the building.
- Are you using yellow lights for the drive-thru? Maybe it would be more aesthetically pleasing if it were white lights.
  - It’s a monochrome sign and I don’t think we can get one that is white.
- It would help if you go with more than two Boxwoods at the base.

- Adding more signage where it is already isn't going to do the trick. If the building were identifiable by its architecture it would be easier for your customers. The sign on the corner looks like a construction sign.
- Once you identify the credit union of being here, the issue of where the sign is going to be is critical. If the banners or blade sign marks the corner, people are going to know it's a public building. Something vertical to work with the columns.

**ACTION:**

Barnett made a motion to Refer. The motion failed with lack of a second.

On a substitution motion by Huggins, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL** of signage. The motion was passed on a vote of (5-1) with O'Kroley voting no. The motion provided for the following:

- Signage on the canopy and drive-up is approved with the applicant to work with staff on the final design of the monument sign in address of comments.

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 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 949 East Washington Avenue**

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

General Comments:

- Not sure refresh of signs, though helpful, really gets you better visibility.