

## AGENDA # 7

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> July 21, 2010
TITLE: 2 South Bedford Street – PUD(GDP-SIP), Mixed-Use Development, Modified “CVS Pharmacy” Blade Signage Package. 4 <sup>th</sup> Ald. Dist. (13295)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: July 21, 2010	<b>ID NUMBER:</b>

---

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, John Harrington, R. Richard Wagner, Jay Ferm and Henry Lufler.

### **SUMMARY:**

At its meeting of July 21, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a modified pharmacy blade signage package located at 2 South Bedford Street. Appearing on behalf of the project were Doug Merritt and Tony Turek of CVS. Merritt presented three options for signage which addressed the best possible visual. CVS feels strongly that providing a non-illuminated blade sign at the corner of West Washington Avenue and Bedford Street will provide confusion and offer the appearance that the store is closed, or the sign is inoperable. He detailed the three sign options and explained the lighting options. One sign that was not included in the packet as an option is a parking identification sign for the customer parking in the rear. The Commission and staff discussed code regulations for blade signage and parking lot signage. The drive-thru parking sign uses the same color as the other signs. Comments from the Commission were as follows:

- With a blade sign of that size, I don’t see why you would need other signs.
- You can detract from your business by having too many signs.
- I don’t think those other signs are really going to help you.
- I don’t support the oversized blade sign.
- Maybe there’s a way to come up with a nice period light fixture that hangs over both sign faces and washes it so you don’t get the full light level, it’s subtle. You’d have to come back with light levels.
- The compromise was that it was non-illuminated and that’s what made it acceptable (blade sign).

### **ACTION:**

On a motion by Ferm, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL** of the modified blade sign. The motion was passed on a unanimous vote of (7-0). The motion provided for the following:

- Lit blade sign, dark sky compliant.
- The West Washington and Bedford wall signs are to be removed.
- Drive-thru parking with arrow only with “customer” removed and the top of the sign should be even with the “belt course.”

- The only thing you'll see that's lit are the letters; if illuminated, blade sign option 3A, no scalloped edges and no "Depot" reference is approved with the elimination of two façade wall signs at West Washington Avenue and Bedford Street. If the blade sign is non-illuminated based on option 3A the streetside wall signs as previously approved can be maintained.
- The motion noted that support for the oversized blade sign was based on the size and character of the building.

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 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2 South Bedford Street**

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

General Comments:

- Simple clean signage. Good urban design!
- Willingness of applicant to reduce wall signs in exchange for illuminated blade sign is reasonable trade off.