

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** September 5, 2007

**TITLE:** 4801 Tradewinds Parkway – Main Tenant  
Wall Signage for a Multi-Tenant  
Office/Production Facility in Urban Design  
District No. 1. 16<sup>th</sup> Ald. Dist. (02884)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** September 5, 2007

**ID NUMBER:**

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

### **SUMMARY:**

At its meeting of September 5, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of wall signage for a multi-tenant office/production facility in Urban Design District No. 1 located at 4801 Tradewinds Parkway. Appearing on behalf of the project was Michael Olkwitz of Grant Signs.

Prior to the presentation staff noted to the Commission that the main tenants' wall signage under review is a follow-up to the Commission's previous review of an overall sign package at June 20, 2007. Staff noted that the overall sign package was approved as presented with the exception of the two primary tenants wall signage oriented to the development's West Beltline Highway frontage. Olkwitz then presented details of the revised main two tenant wall signage package which included the use of a "Goudy Old Style" font identical to the font style used in the remainder of the previously approved tenant wall signage package. Olkwitz noted that the overall size of both tenant wall signs had been reduced in scale at the same time consistent with the not-to-exceed 72 square foot requirement of Urban Design District No. 1.

Following the presentation the Commission noted the following:

- The signage looks tacked on, too large. Takes away from the design and architecture of the building. The wall graphics should be centered over windows and raise off the space of the building to extend out with a shadow behind to get away from the tacked on look.
- Generally prefer individual letters on the wall but as designed proportionally a bit large. Should be a bit smaller. May overpower architecture. The individual letters should be a no taller than 2 feet in height.

### **ACTION:**

On a motion by Woods, seconded by Host-Jablonski, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0).

The motion for final approval required the overall wall graphics letters shall be located beneath and between the ends of the two upper window openings with the letters raised from the face by a minimum of 1 ½ inch standoff at an overall letter height of 2 feet. The other main tenant sign, when developed, shall meet the same criteria.

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 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4801 Tradewinds Parkway**

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

General Comments:

- Clean and simple and not lit makes this an acceptable sign.
- Center signage between building columns (equal spacing from columns versus canopy).
- Reduce size of sign slightly to be in better proportion to building façade.
- Believe sign would be better “stretched” out.
- Quarter mile visibility seems a bit excessive.
- Reasonably well-done signage.