

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: July 25, 2007
TITLE: 2300 South Park Street – Comprehensive Design Review of Signage for the “Villager Mall” in Urban Design District No. 7. 14 th Ald. Dist. (07058)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: July 25, 2007	ID NUMBER:

Members present were: Lou Host-Jablonski, Chair; Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, Joan Bachleitner and Michael Barrett.

SUMMARY:

At its meeting of July 25, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for signage for the “Villager Mall” located at 2300 South Park Street. Appearing on behalf of the project were Mark A. Olinger, Director, Department of Planning and Community & Economic Development, and John Gibbs.

Mark Olinger provided an overview of the proposed signage package against the overall redevelopment plan for the “Villager Mall”; where the signage package was intended to provide for a reimaging of the existing center as part of the initial phases of its redevelopment. Olinger noted that additional materials distributed relevant to the signage package contained more details relevant to proposed temporary Farmer’s Market signage to be mounted on the main ground sign for the Villager Mall as reimaged as well as second ground sign which acted as a tenant directory with the overall package distributed as a handout reflecting more accurate coloration of the proposed signage. John Gibbs provided further details as to the refacing and reimaging of the main ground sign, the Farmer’s Market sign, as well as the multiple tenant directory ground sign and parking lot directional signs as well as the overall signage package including individual prototypical tenant signage as well as interior signage.

Following the presentation, the Commission noted the following:

- Issue with sign background for the multiple tenant directory ground sign for; some tenants will have a more effective graphics “pop” depending on the color of the background due to the figure ground dynamics especially on the interior directory sign.
- Concern with vision clearance of the proposed parking lot directionals and their conflict with pedestrians and children using the adjacent sidewalks.
- The existing hedge adjacent to the parking lot directionals doesn’t meet the current vision clearance requirements of the Zoning Code. May need to cut back in addition the need for both entry/exit signs was questioned adjacent to the main drive. Consideration for one or the other was noted.
- Relevant to the main ground sign consider doing something other than a white on white application for better figure ground with the “Villager Logo”.

- The sufficiency of landscaping around both ground signs was questioned where the Commission noted should need some minimal standards for landscaping as well as bringing the tree islands up to code relevant to vegetative cover. The issue with the proximity of the proposed directional signs with the existing hedge around the main drive aisle entry to the center was noted to be addressed with the cutting back of the hedge in combination with lowering the underlying berm to create a base for a ground cover of less height.
- The graphic at the base of the parking lot directional signs was noted as quite a bit but pictorial, a subtle graphic not precedent setting.
- In discussions between Olinger and the Commission the potential for the change in the location for the directional multi-tenant ground sign as well as the main ground sign was discussed as part of the redevelopment associated with implementing the master plan for the Villager Mall. The Commission noted that the approval should provide for the temporary use and location of the multi-tenant ground sign as well as the temporary Farmer's Market seasonal sign.
- An issue with figure ground visibility of the "house logo" versus "arrow logo" symbol was discussed at length where it was noted that a heavy black line or outline should be provided around the house element when not used as an arrow for direction purposes on the ground sign directory.

ACTION:

On a motion by Slayton, seconded by Woods, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0-1) with Bachleitner abstaining. The motion for **FINAL APPROVAL** noted the following:

- The multi-tenant directory/directional ground sign was noted as temporary as well as the Farmer's Market sign below the main ground sign for the Villager Mall with further consideration provided with the ongoing future redevelopment of the property.
- The setting for the entry/exit parking lot directional signs will be modified to relocate their position as a terminus for the existing hedge with a removal of portions of the existing hedge to maintain vision clearance with additional plantings provided at the base of the parking lot directional signs as ground covering.
- The provision of 1-foot tall evergreen plantings at the base of the multi-tenant directory/directional ground sign with the provision of 2-foot tall minimum evergreen plantings at the base of the main ground sign for the Villager Mall.
- The multi-tenant directory/directional ground sign shall be modified to create a visual distinction between the arrow graphic direction element and house logo with the utilization of a heavy black line/shadow line.

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, 5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2300 South Park Street

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

General Comments:

- Missing an opportunity to brand new development, encourage attention to this with implementation of master plan. Signage should pop and it doesn't, signage can add to sense of place and it doesn't.
- Signs must be temporary (3-5 years). Landscape must be designed at the base of all signs.
- "House" directional element is confusing.