

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 3, 2014	
TITLE: 231 Junction Road – Alteration to a PD(SIP) for Additional Signable Area for “Fontana Sports.” 9 th Ald. Dist. (35617)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: December 3, 2014	ID NUMBER:	

Members present were: Richard Wagner, Chair; Melissa Huggins, Cliff Goodhart, Dawn O’Kroley, Richard Slayton, John Harrington and Lauren Cnare.

SUMMARY:

At its meeting of December 3, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of “seasonal sporting scenes” with no merchandising as part of an alteration to a PD(SIP) for “Fontana Sports” located at 231 Junction Road. Appearing on behalf of the project was Jim Vogt. Because there are canopies you really can’t see the signage until you’re about 14-feet from the front face of the building, and the building itself is almost 600-feet from the road. It’s a unique one-size-does-not-fit-all situation for this area. This was built with spandrel glass. The Secretary noted that these aren’t windows, they’re actually spandrel panels and what we’re doing is giving them multiple signable areas that go beyond code. If you look at any shopping center out there, this will be precedent setting because they’ll convert vision glass into spandrel and ask for it to be additional signage. We have this all over the City and pretty soon you can’t tell the building from the signage that’s on it.

Commission discussion continued as follows:

- There are unique circumstances that we just have to acknowledge. I would hate to be so bound by our rules that we can’t be creative. I feel like sometimes we get really narrow. If we can find a way to brighten this up let’s go for it.
- The spandrels could be red, whatever color, they don’t have to be black. Just not a brand name.
- We don’t want to encourage the loss of vision glass for spandrel to allow for more signs.
- We now don’t like spandrel glass, right? Could we draft a motion that says “a building built in this year with spandrel glass can do this, but you can’t just be converting on purpose for signage.”
- If you want to give approval, you need to say “because this has already been converted and we don’t intent to approve other conversions, that they may use non-commercial graphics in place of the existing spandrel glass,” but even that could be dangerous.
- Is there not something unique about this, it’s 14-feet to walk into this, to get to the front door?
 - From the front face of the columns to the door is about 14-feet.
- Would that not provide some unique exception?

- No it doesn't because every single shop in every single tenant space has this feature in the retail center, that recess exists at a regular interval for different stores all the way along that frontage, as well as existing stores, Market Square for instance. You're basically rewriting the sign ordinance when you do this. Currently in the ordinance you can use spandrel for a signs, but you have to pick which sign you want. Do you want the big parapet sign, or do you want something tucked underneath the overhang? That's your choice.
- If this were vision glass, they could have mannequins with snowsuits on. So what's behind the spandrel we can't change that up?
 - But if there were mannequins there would be clear light into the store.
- This looks like posters plastered onto a building. But I wouldn't have that problem if you were displaying merchandise on mannequins.
 - The spandrel glass above the door height wouldn't allow you to see above the suspended ceiling, that's what's behind it.
- So that really is true spandrel space.
 - And on two sides of each door there's building wall.
- Would we be more comfortable if we could limit some of the spandrel glass to just color, and then starting from the two on the side, there could be just in those two places things that are indicative of the kinds of things people would want if they were to go to Fontana Sports? There could be a ski hill and a runner.
- A seasonal sporting display.
- Just these two panels, the rest is spandrel and they don't get the extra "Fontana" signs.
- Right.
- I don't disagree with it, just in concept, that struggle we had with the last one because they were advertising so many different things, if they had every piece of spandrel as one beautiful graphic, lovely. I think it's the peppering, they're just overly peppered. Your comment about going down to two, we just need to limit it.
- This is a special condition. We're not going to do this for every store in this mall.
- You have to capture the essence of what's in the store.

ACTION:

On a motion by Huggins, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion provides for approval of "seasonal sporting scenes" but no advertising or merchandising. The display is limited to panels A and H or one large display on panels C, D, E and F. The motion also encourages using color spandrel on the other panels not utilized for seasonal scenes.

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 rating for this project is 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 231 Junction Road

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