

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** October 19, 2011

**TITLE:** 1574 West Broadway – Amended  
Comprehensive Design Review of  
Signage Package for “Associated  
Bank.” 14<sup>th</sup> Ald. Dist. (24064)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** October 19, 2011

**ID NUMBER:**

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Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Melissa Huggins, Dawn O’Kroley and John Harrington.

### **SUMMARY:**

At its meeting of October 19, 2011, the Urban Design Commission **REFERRED** consideration of a Comprehensive Design Review of signage located at 1574 West Broadway. Appearing in support of the project was Ross Manich, representing Poblocki Sign Company. Manich presented Associated Bank’s rebranding strategy with new signage of 28 square feet. Directional and drive-thru signage would also be replaced. They are seeking to amend the previously approved criteria and propose a new wall sign area at 111 square feet at approximately 6’ x 18’6” to promote visibility of the bank. The Secretary noted that the signable areas for this building were designed to mesh with the architectural inset panel features on the building’s façade and minimize the amount of signage on the building. Comments from the Commission were as follows:

- This sign is getting way too close to the edge of the building’s face. It’s a nice building and this relationship bothers me.
- What would happen if you put the sign over the front of the door, if you did something in keeping with the structural steel as a horizontal element that gives you the proper width that you need.
- This becomes a bit of a billboard.
- Consider pulling the logo down on a separate line for more breathing room.
- The sign spatially does not fit, it needs to be scaled down.
- Consider making the text more lines to make the sign face smaller.
- Need to define tenant space and occupancy to determine the potential options to providing wall signage for this portion of the building.

### **ACTION:**

On a motion by Barnett, seconded by Harrington, the Urban Design Commission **REFERRED** this item. The motion was passed on a unanimous vote of (5-0). The motion provided that the applicant return with verification of tenant space, including floor plans, as well as alternative proposals to address the signage options for that portion of the building consistent with the areas of occupancy.