

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 1, 2006
TITLE: 7502 West Towne Way – PCD(SIP), Signage Package for “Nevada Bob’s” Retail Center. 9 th Ald. Dist. (02225)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 1, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Michael Barrett, Todd Barnett, Robert March, Cathleen Feland, Bruce Woods and Ald. Noel Radomski.

SUMMARY:

At its meeting of November 1, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PCD(SIP), signage package located at 7502 West Towne Way. Appearing on behalf of the project was Kevin Carey. Prior to the presentation, staff noted to the Commission that this item involved consideration of a signage package which was not fully detailed at the time the building’s site plan and architecture were approved. Carey provided details as to elements of the proposed signage package for “Nevada Bob’s” retail center, noting that the packet materials contained more signage than is now requested. Under consideration as presented are only a wall sign above the main entry to the building on a façade at a 45 degree angle between the building’s north and east elevations, featuring an internally lit Nevada Bob’s box sign, in addition to a single ground sign off of the building’s northwesterly corner facing the intersections of D’Onofrio Drive and West Towne Way. The message area of the ground sign is similar to the wall mounted box sign but features a swept pedestal base. The graphic portion of the sign is roughly 37” x 10’ in width with a total height of 7-feet including its “sweep” base. Following the presentation, the Commission noted that the design of the wall sign should relate to that of the proposed ground sign with the incorporation of the “sweep.” The Commission noted that the wall sign might require some adjustment to fit within the context of its “signable area;” therefore should be adjusted proportionally.

ACTION:

On a motion by Woods, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion required that the wall sign be modified to feature the same “sweep” as is the proposed ground sign, adjusted proportionally to be reviewed and approved by staff.

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, 6, 7, 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7502 West Towne Way

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	5	-	-	5
	-	-	-	-	8	-	-	8
	-	-	-	-	-	-	-	6
	-	-	-	-	7	-	-	7
	-	-	-	-	7	-	-	7
	-	-	-	-	7	-	-	-
	-	-	-	-	5	-	-	5

General Comments:

- Appropriate, tasteful signage.
- Sign is fun, although the rectangular text box is oddly static.
- Fun signage!
- Ground sign looks great. Use it over the door proportionally.
- Fun ground sign.