

## AGENDA # 6

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> October 29, 2008
TITLE: 530 & 610 Junction Road – Amended PUD(GDP-SIP), Office/Commercial/Retail Center, Modifications to Signage Package and Building Façade. 9 <sup>th</sup> Ald. Dist. (05944)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: October 29, 2008	<b>ID NUMBER:</b>

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Members present were: Lou Host-Jablonski, Chair; Ron Luskin, Jay Ferm, Bruce Woods, John Harrington, Richard Slayton, Todd Barnett and Dawn Weber.

### **SUMMARY:**

At its meeting of October 30, 2008, the Urban Design Commission **REFERRED** consideration of an Amended PUD(GDP-SIP) located at 530 and 610 Junction Road. Appearing on behalf of the project were Steve Jamroz, David Lindenstruth and Ald. Paul Skidmore, Aldermanic District 9. Prior to the presentation staff noted that the item under consideration reflects modifications to a previously approved retail center as reviewed by the Commission in June of 2007. Staff further noted that the modifications to the project involved specific signage programming for a proposed “Hu Hot” restaurant involving enlarged wall signage beyond the concept generically approved for the retail center, in addition to a type of hybrid combination ground sign/projecting sign involving the creation of “three dimensional chopsticks” graphics as an identifier for the restaurant located on a turret feature of the previously approved building façade. Staff noted that consideration of these items at the request of Brad Murphy, Planning Division Director also involves additional modifications to the building’s façade including window screening, window base treatment, redesign of the restaurant’s main building entry with a slant entry motif along with introduction of projecting canopies on the building’s façade featuring face caricature logo elements in combination with cable supports for underlying canopy elements. Steve Jamroz, architect with Blue Design Group then provided an overview of the collective changes to the Commission regarding the development of the restaurant tenant space façade. Following the presentation the Commission noted the following:

- Neon on chopstick element is bothersome.
- The chopstick graphics don’t appear to portray or look like chopsticks as represented within the Kalispell, Montana example as contained within the application packet.
- The architectural add-ons, specifically the slant entryway and chopstick elements interrupt the harmony and pattern of the building’s overall architecture as previously approved.
- Chopsticks are not integrated, look like a ground sign; integrated could work with architecture as more “chopstick-like.”
- The chopstick element not being at an entry is problematic; should be at entry on parking lot side as proposed, not on the turret.
- The turret is a major element of the building; if chopsticks are maintained on the turret as proposed the location of the entry would be considered.

- Use reduced raceway treatment for wall signage. The wall sign on the turret is problematic.
- The shroud/box at the base of the chopsticks is bizarre. Lose neon and replace with the use of pinpoint lighting.
- Consider backlighting the chopstick elements.
- Like chopsticks except the base, no problem with neon but chopsticks should be by entry to the restaurant.
- Consider providing a base to put these chopsticks on.
- The chopsticks freestanding away from building may be OK. Proposed use of chopsticks on the turret without being at entry require that they be relocated to the proposed entry at the back or need to be where entry is.
- Consider separating chopsticks to place each side of the turret or one at the turret and one at the rear entry.

### **ACTION:**

On a motion by Barnett, seconded by Luskin, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (8-0). The motion to refer provided for the approval of wall signage with a reduced raceway as illustrated in sign type “C” as contained within the packet. Consideration for the chopstick elements requires further study of its location adjacent to the proposed entry to the restaurant, either on the building’s west or south elevations or at the turret as follows:

- Look at relocated entry to the side (west elevation) on the building’s tower element, the south elevation or on the turret in combination with the chopstick feature.
- The chopstick feature should be either ground mounted or building mounted.
- The entry as proposed on the building’s west elevation compromises the building architecture; look at alternatives.
- The skewing of entry may be OK if considered in combination as the main entry with the chopstick feature.
- Investigate making entry at the turret in combination with free standing chopstick elements.

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, 5.5, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 530 & 610 Junction Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	6	-	-	5	-	5	5
	-	-	-	-	6	-	-	-
	-	6	-	-	-	-	-	6
	-	-	-	-	7	-	-	7
	-	-	-	-	-	-	-	5.5

General Comments:

- Like chopsticks but detail/location key.
- Nice graphics and details.
- Like the chopsticks. Need to integrate them better however.