

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 3, 2007
TITLE: 4622 East Washington Avenue – Signage Package for a Previously Approved Retail/Commercial Building in Urban Design District No. 5. 17 th Ald. Dist. (05673)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 3, 2007	ID NUMBER:

Members present were: Paul Wagner, Chair; Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of October 3, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage package located at 4622 East Washington Avenue. Appearing on behalf of the project were Mary Beth Growney Selene, Ryan Signs, Inc. and Alex Weis, Livesey Company and High Life, LLC. The two end tenant spaces, which have three building façades will be allowed a signable area consistent with the provisions of the Street Graphics Ordinance. Each area is limited 40% of the signable area for wall graphics with the middle through tenant spaces having two signable areas with the same restrictions. Each tenant space will be allowed flexibility with the use of either illuminated or non-illuminated channel letters, the use of a logo/corporate element as part of a separate signable area is not to exceed 6 square feet with all signage featuring the non-restricted use of color. Growney noted that the small size of the center with each of its individual building façades designed to read as separate architectural façades or elements allows and supports the free use of color. It was further noted that the applicant's prior commitment not to utilize a ground or monument type sign was maintained with the sign package as proposed.

ACTION:

On a motion by Barnett, seconded by Wagner, the Urban Design Commission **GRANT FINAL APPROVAL**. The motion was passed on a unanimous vote of (9-0). It was noted that the building's architecture, which emphasized the individuality of the façades for each of the individual five tenant spaces as previously approved by the Commission, provided a consistent basis for the wall signage package as proposed, including its use of color.

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, 6, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4622 East Washington Avenue

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

General Comments:

- Prefer variety of colors.
- Signage could be architecturally integrated into the building to much greater degree. Vitamin shop actually reflects poorly on building.