

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 7, 2010
TITLE: 3502 Lancaster Drive – Comprehensive Design Review of Signage for “Russ Darrow.” 17 <sup>th</sup> Ald. Dist. (17802)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: April 7, 2010	<b>ID NUMBER:</b>

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Members present were: Bruce Woods, Richard Slayton, Dawn O’Kroley, Todd Barnett, John Harrington, Jay Ferm, Marsha Rummel, Richard Wagner, Mark Smith and Ron Luskin.

### **SUMMARY:**

At its meeting of April 7, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a “comprehensive design review” of signage located at 3502 Lancaster Drive. Appearing on behalf of the project were Gary Johannsen, Robert Lang, representing the Chrysler Group; Chad Kemnitz and Kean Kemnitz, both representing Russ Darrow; and Mike McDonald, representing Badger Lighting and Signs. The signage package under consideration provides for a departure from the provisions of the Sign Control Ordinance relevant to wall signage to allow for the development of four accessory wall graphics on the same façade as the principal wall graphic, which do not satisfy the requirement that they are 50% of the height and scale of the principal wall graphic, in addition to consideration of signs permitted under the provisions of the ordinance which are necessary to be included as part of the overall sign plan, which includes two ground signs, parking lot regulation and parking lot directional signs. Staff noted that consideration of this item is similar to that of a similar proposal on the agenda for a similar franchise. Following the presentation by the applicant the Commission noted the following:

- Façade signage too busy, too much.
- Scale down, provide white space where the “Russ Darrow” graphic goes edge-to-edge, too crowded, need to give edges room to breathe, scale down.
- Relevant to the oversized accessory signage, treat each area as a signable area and bring in from sides.

Based on a similar consideration taken up later in the agenda that was previously reviewed at a previous meeting for a similar automobile franchise, the Commission on a motion by Luskin, seconded by Smith, took consideration of the item off the table in order to provide for consideration of Agenda Item No. 5, based on similar issues with the signage package as proposed. Following a review of Agenda Item No. 5, which established conditions relevant to consideration of this item, on a motion by Luskin, seconded by Smith, consideration of this item was “placed back on the table” with discussion by the Commission as follows:

- Need to reduce size and scale.
- Tighten “Russ Darrow” with the remainder of the accessory signage to get smaller to read better.

- If size of accessory signage is reduced by 1/3 it would give reading room with approval of the layout as proposed.
- Could use wall signage on the north elevation.
- Uncomfortable with consideration of the proposal with conditions for staff approval.

**ACTION:**

On a motion by Smith, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL** of the signage package, with the provision that the “Russ Darrow” wall signage be brought in and reduced to allow for breathing room around its edges, with the accessory signage reduced approximately 1/3 in size and scale, or 29 inches as with a similar consideration on the agenda, with the requirement that the High Crossing ground sign be reduced to a monument sign and amended to provide for staff approval. The motion was passed on a vote of (5-2-1) with Rummel and Barnett voting no; and Luskin abstaining. A previous motion by Barnett, seconded by Rummel to refer the item failed on a vote of (2-5-1) with Barnett and Rummel in favor; Smith, Wagner, O’Kroley, Harrington and Slayton voting no; and Luskin abstaining.

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: 3502 Lancaster Drive**

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

General Comments:

- Could be fine pending context and paint spec issue.
- Simply reduce sign's 25% proportionally.
- "Don Miller" signage "template" should be incorporated.