

AGENDA #2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 16, 2010
TITLE: 709 Struck Street – Street Graphics Variance, Electronic Changeable Copy Ground Sign for Dane County Credit Union in UDD No. 2. 1 st Ald. Dist. (11985)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: June 16, 2010	ID NUMBER:

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

SUMMARY:

At its meeting of June 16, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Street Graphics Variance located at 709 Struck Street. Appearing on behalf of the project were Jean Chandler of the La Macchia Group and Jon Lowrey, representing the Dane County Credit Union. Chandler presented an updated identification sign for the Dane County Credit Union. The current sign is about 20-feet off the roadway with a brick base in a gray color. She stated the current sign doesn’t add any dynamics to the site, considering the 45 degree angle of the building placement. The proposed sign becomes a one-sided sign and is within the size requirements of 64 square feet. According to Chandler, this design felt the most environmental and features a very organic shape. The curve of the sign plays into the symmetrical curves of the stone features that surround the sign. Staff noted that the Urban Design District has a limit on 8 words or symbols; the sign with its electronic changeable copy exceeds that limitation. Chandler and Lowrey both noted that the credit union is very community oriented and offers sponsorships and many during business hours and after business hours activities; thus the need for the changeable copy. Comments from the Commission were as follows:

- Nice integration of planting bed with the sign.
- Concern with the LED lights.
- Bottom type face needs better integration.
- I have a hard time with the electronic LED message center.
- Incredibly nice sign package but message board sign cheapens the entire thing; sign should only identify the business, not sell what’s going on inside.
- Love the sign except for the message board.
- Wonder why the stone is so different than the brick; not sure that difference adds to it.
 - Chandler responded that they were looking to make the sign more of a landscape feature. She stated that the UDC had not favorably received a previous version of the sign that did integrate materials from the building.
- The current sign has a street address; will lose that with the new one.
- Planting is inadequate, pattern is weak, species used poorly, no electronic message board.
- Against the reader board.

- Appreciate the design thought, but uncomfortable with departing from the building architecture. Needs better integration of the materials.
- I think it's an attractive sign.
- Larger than I would like to see but your design is classy and nice and I think that warrants approving a larger sign.
- Not at all going to approve a changeable copy sign without a compelling reason, which I haven't yet heard.
- Staff mentioned that there is a business across the street, which is not within UDD No. 2, that has a changeable copy sign.
- I think that two lines of changeable copy is OK as long as they adhere to the rule, that it doesn't change very often. This seems reasonable to me.
- I think allowing a moveable copy sign is against our precedent, so I'll be voting against it.

ACTION:

On a motion by Ferm, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**, without the changeable copy element. The motion was passed on a vote of (5-3) with Smith, Wagner and Luskin voting no. The motion provided for inclusion of the street address on the sign.

A previous motion by Rummel, seconded by Smith for final approval failed on a vote of (2-6) with Rummel and Smith voting yes; and Wagner, Barnett, O'Kroley, Ferm, Luskin and Slayton voting no. The failed motion provided for two lines of text maintaining the current height of letter size and stationary lettering below.

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 4, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 709 Struck Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	4
	-	-	-	6	6	-	6	6
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	6

General Comments:

- OK with two line changeable copy. Very attractive.
- No changeable copy signs. Period.
- Handsome sign.