

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** May 20, 2015

TITLE: 5020 Pendleton Drive – Comprehensive Design Review of Signage for “50 Twenty Apartments.” 17th Ald. Dist. (38296) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: May 20, 2015 **ID NUMBER:**

Members present were: Richard Wagner, Chair; John Harrington, Dawn O’Kroley, Richard Slayton, Sheri Carter, Cliff Goodhart and Tom DeChant.

SUMMARY:

At its meeting of May 20, 2015, the Urban Design Commission of a Comprehensive Design Review of signage for “50 Twenty Apartments” located at the corners of the artery streets for 5020 Pendleton Drive. Appearing on behalf of the project were Craig Raddatz and James Miller. The signage would be atop a brick base and meet the requirement of 32 square feet. The numerals would be lit at night.

- Why are there four different font styles, it seems messy. There’s nothing consistent about it.
 - The designer isn’t here tonight, so I can’t speak to the design.
- I don’t have a problem with the information, I just think it could be a lot more elegant than what it is. It’s got all this stuff going on.
 - The actual logo was identified about 18 months ago and matches the other text.
- Sometimes the printed logo works, but doesn’t work as a graphic.
- What’s the setback?
 - 32. But it wouldn’t be this big. We’d end up with 12 square feet.
- So it’s oversized for its setback.
- It’s messy.
 - It’s in a residential area and it’s screaming for attention. You can still do something within the sign code and not have to come back.
 - What about the wall sign? When you say simplify, is it the font or the size?
- I think for the monument sign it’s really an elegant simplification. If the wall sign became smaller I think it would work. For me it’s the font style.
- It’s the font for me too.

ACTION:

A motion was made by Goodhart, seconded by O’Kroley, to grant final approval. The motion failed on a vote of (2-3) with Goodhart and O’Kroley voting yes; DeChant, Harrington and Slayton voting no; Carter abstained.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5020 Pendleton Drive

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

General Comments:

- Study hierarchy of entrance versus exit stair.