

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 6, 2006
TITLE: 4303 East Towne Way – Previously Approved Planned Commercial Site – Façade Alteration/Signage Package. 17 th Ald. Dist. (05083)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 6, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Lisa Geer, Michael Barrett, Todd Barnett, Ald. Noel Radomski, Bruce Woods and Robert March.

SUMMARY:

At its meeting of December 6, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of a façade alteration/signage package located at 4303 East Towne Way. Appearing on behalf of the project was Michael Olkwitz. Staff noted to the Commission that when the development of this retail commercial center was approved as a Planned Commercial Site, the architect noted that a signage package would return for separate approval. Staff noted that discussions with the sign contractor, Michael Olkwitz of Grant Signs provided that the standards for this uniform package were consistent with the provisions of the Street Graphics Ordinance and generally addressed concerns of staff except for one issue. The issue of contention is that the façade for the main tenant, “Animart,” which had received considerable attention during approval of the architecture of the building by the Commission required some alteration in order to provide for a wall sign area reasonably sized to accommodate the “Animart” graphic. Olkwitz then proceeded with a review of the uniform sign package, including alterations to the façade of the Animart portion of the building necessary for their wall graphic. Olkwitz noted that although additional signable areas were shown on various elevations of the building, his proposal would be now limited to the center signable area only on the south and north elevations, with the east elevation as shown in the packet limited to one signable area per tenant pertinent to their lease area consistent with code requirements. A discussion on the Animart modified elevation, as well as ground sign details was provided.

ACTION:

On a motion by Host-Jablonski, seconded by Geer, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).

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 6, 6, 6, 7, 7, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4303 East Towne Way

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6	-	-	6
	-	-	-	-	5	-	-	-
	-	-	-	-	8	-	-	8
	-	-	-	-	8	-	-	8
	6	6	-	-	-	5	6	6
	-	-	-	-	7	-	-	7
	-	-	-	-	6	-	-	6
	-	-	-	-	7	-	-	7

General Comments:

- Reasonable sign package for this type of building and use.
- Appropriate sign and scale.