

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 1, 2010
TITLE: 660 West Washington Avenue - PUD(SIP), Modifications to Existing Sign Package. 4 th Ald. Dist. (18190)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 1, 2010	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins and Henry Lufler, Jr.

SUMMARY:

At its meeting of September 1, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of modifications to an existing sign package located at 660 West Washington Avenue. Appearing on behalf of the project was David Kaul, representing The Alexander Company. Kaul stated that the addition of a new tenant “Panera Bread,” as well as the departure of others initiated a redo of the building’s awnings and some signage. A vertical band in front of and on the valence of the awnings as currently designed featuring signage has been removed, with newer awnings to be used with a higher pitch. All the canvas signage on the valence is to be replaced with an aluminum grid structure that accommodates individual letters with acrylic faces and aluminum returns. He stated that they are requesting more than the one sign allowed by code per tenant on the façade for a tenant in the back of the building in order to give them more visibility. The “Lifestyle Staffing” tenant space is currently located on the west elevation and desires to maintain signage on the south elevation as is currently. Comments from the Commission were as follows:

- I don’t see any problem with having the signs float 2-feet.
- Seems fine to me.
- This straight edge is more contemporary.

ACTION:

On a motion by Barnett, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided that the horizontal canvas awnings and grid signs are approved as proposed and the “Lifestyles” tenant sign is allowed on the south elevation with the understanding that if there is a change in tenancy it return for additional consideration by the Commission.

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 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 660 West Washington Avenue

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

General Comments:

- Fine.
- Glad to see you getting more tenants and activity.
- Reasonable signage scheme – one per tenant.