

## AGENDA # 5

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> June 8, 2011
TITLE: 1601-1739 Thierer Road – Modifications to Previously Approved Uniform Sign Package. 17 <sup>th</sup> Ald. Dist. (08441)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: June 8, 2011	<b>ID NUMBER:</b>

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

### **SUMMARY:**

At its meeting of June 8, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** to modifications to a previously approved uniform sign package located at 1601-1739 Thierer Road. Appearing on behalf of the project was John Brigham. Appearing in support and available to answer questions were Steve McCombs, representing Express Employment; and Stacy Riechers. Brigham spoke to the Commission about his newest tenant, Express Employment, whose corporate signage is blue. They have a letter from the corporate headquarters which states that their corporate identity is blue and asked for flexibility in the sign code to achieve this. Lufler sees a loophole with someone applying for colored signage as a claim that it is their corporate identity when it is not. His preference would be to review this on a sign-by-sign basis. Smith wondered if these would keep coming back to the Commission for approval if they inserted this language into the code. Brigham suggested adding language to allow red, white, and blue, and take the language about corporate logos out. The Secretary stated that the Commission has approved different colored signs in the past and that they have extended the palette of acceptable colors. Smith wanted to look at these on a one-off basis and leave the signage regulations for this property as they are. Rummel asked about logos and how that works with the definition in the sign code. The Secretary referenced the provisions for logos according to the Sign Control Ordinance as “a sign less than 6 square feet in size outside of the signable area;” the sign as proposed does not qualify and as a result requires that the Commission either expands the color palette as an option, does a one-time approval for the wall sign, or opens it all up (sign package) with no color limitations.

### **ACTION:**

On a motion by Barnett, seconded by Rummel the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (9-0).

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 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1601-1739 Thierer Road**

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

General Comments:

- Give off basis for signage approval please.