

## AGENDA # 6

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> May 19, 2010
TITLE: 2 South Bedford Street – PUD(GDP-SIP), Mixed-Use Development, Signage Package. 4 <sup>th</sup> Ald. Dist. (13295)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: May 19, 2010	<b>ID NUMBER:</b>

---

Members present were: Richard Slayton, Todd Barnett, Mark Smith, Bruce Woods, Richard Wagner, Dawn O’Kroley.

### **SUMMARY:**

At its meeting of May 19, 2010, the Urban Design Commission **REFERRED** a mixed-use development and signage package located at 2 South Bedford Street. Appearing on behalf of the project was Douglas Merritt, representing CVS Pharmacy/Knothe Bruce Architects and J. Randy Bruce. Merritt presented elevations of the building, including a discussion of the CVS Pharmacy signage package, noting that window signage could be in compliance with the ordinance. He stated they value the neighborhood and the commercial nature of the West Washington Avenue corridor; where the “CVS” signage package places the most emphasis. Along West Washington Avenue, the wall sign would be 30-inches with a silver backer panel consisting of one solid unit. He noted various signs at the appropriate locations around the CVS’s first floor tenancy. He noted that this site has been specifically designed for the West Washington Avenue traffic flow; most of the signage at this site is focused on West Washington Avenue consisting of a blade sign at a forty-five degree angle at the corner of the building incorporation as an electronic message board, eliminating the need for ancillary signs on the building. The projecting blade sign is 25-feet long and 42” wide and has an option that eliminates the electronic message board. Staff noted that the blade sign under both options is well beyond the limits on the sign ordinance. White has been eliminated on the two main elevations, only the letters are illuminated. He followed up with an overview of the residential sign component for the “Depot” featuring upper elevation wall signs with individual letters, non-illuminated and entry signage. Comments from the Commission were as follows:

- The presentation and graphics are excellent.
- I don’t mind the blade sign at the intersection, but the words “pharmacy” are too much and takes away from the architecture.
- Uncomfortable with relationship, seems like a bit of competition.
- Should be separation between bottom of sign and stone course on the CVS/West Washington Avenue wall sign.
- Against changeable text for this location, blade sign.
- Like the silver to match architecture but there is probably a more elegant way to do it. Putting that big panel on such nice brick work would be a mistake. Sign could be much more elegant (West Washington CVS wall sign).
- Fine signage in terms of directional/drive-thru (CVS).

- Second option for tear drop signage of drive-thru seems appropriate (CVS).
- Discomfort with the 45 degree of corner sign (CVS blade sign).
- Agree that electronic sign board is not appropriate for that location (CVS).
- Agree with elimination of the background component on the CVS signage (CVS, West Washington Avenue wall sign).
- The second option drive-thru blade sign doesn't relate to the vocabulary of the building; would like a third sign option that says "CVS drive-thru."
- The electronic sign – we just don't do those. Gas stations do because their prices change but this would just be advertising.
- The white is so jarring, maybe go with a light gray to tone it down (CVS, West Washington Avenue wall sign).
- The "Depot" sign is extremely elegant and really goes with the building. Would just like to see these signs made smaller.
- What if you combine the "Depot" and the "CVS" blade signs and just had a nice tall elegant sign on that 45 on that corner so it really became iconic for the neighborhood and for the project, along the lines of the Orpheum Theater sign on State Street.
- Instead of electronic changeable sign what about more of an iconic clock?
- A perforated metal panel pulled off the façade a few inches might do the trick.
- Concern with positioning of entrance sign. Problem with CVS sign where a new tenant could be, by an inoperable door.
- This depot signage just disappears for me, I don't think it works.
- Something iconic on the corner is fine.
- The stacked CVS sign is very hard to read. Stacking certain letters makes it hard to read.

### **ACTION:**

On a motion by Barnett, seconded by Smith, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (5-0). The motion for referral required address of the above stated comments.

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, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2 South Bedford Street**

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

General Comments:

- Excellent presentation (verbal/graphics). No LED. Corner sign too tall; silver backerboard should be eliminated.
- No message board! I like corner sign-icon.