

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 6, 2006
TITLE: 4261 Lien Road – Modify Uniform Signage Package for a Planned Commercial Site. 17 th Ald. Dist. (05094)	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** to modify a uniform signage package for a retail center located at 4261 Lien Road. Appearing on behalf of the project was Mary Beth Growney from Ryan Signs. Prior to the presentation, staff noted to the Commission that consideration of this item involves the modification to a uniform sign package for a Planned Commercial Site currently housing “Target” as the main tenant. Staff provided an overview to the Commission of the multiple phase development involving several large retailers as part of the initial phase, with subsequent phases involving the development of ancillary multiple tenant retail buildings approved to be developed in phases. The combined zoning lots require all wall signage to utilize a red colored graphic face. Staff noted to the Commission that consideration of alternatives to the uniform color would act as a precedent for all existing and future signage for all tenancies within the Planned Commercial Site. The request involves maintaining the use of the red graphic face on all graphics, at the same time allowing for tenants to use “corporate standard” colors in logos when approved by the landlord. Growney presented details on an existing wall sign utilizing the required red color on most of the graphics within the wall sign area, except for a “Cruise Holidays” logo incorporating a luxury ship. She presented three wall signs proposed for Cruise Holidays, including one that consisted of only the logo at a larger size not within the uniform signage band required for most tenants within the building. Staff noted to the Commission that the term logo as referenced within the proposal was inconsistent with the provisions of the Street Graphics Ordinance in regards to a “logo” (as defined) being limited to six square feet in size and allowed outside of the formal wall signable area. The incorporation of a logo as well as any font or graphic feature within a wall signable area merely provides that it is an element of the wall graphic as proposed.

Discussion by the members consisted of the following:

- Issue with consistency with overall wall signage package.
- Issue with phone number allowed as part of the Cruise Holiday logo; a distraction, not readable, should be just the boat, if red like the rest of the sign usually works just as well.
- Support other colors in signage but if original text required red, should be maintained for consistency and not stand out. The phone number on the backside corporate graphic standard is bothersome.

Consider a compromise by placing the ship graphic on the rear elevation up higher within the uniform sign band as is all the signage on the building without the phone number with a preference for all red.

Staff raised concern that the different colored elements allowed as exceptions to the uniform red could be utilized to draw attention to individual tenancies by making the colored component disproportional in size to the uniform red portion of the wall graphic. Following discussion on the item with the Commission, without a consensus on a motion, staff felt an appropriate compromise would be to allow the different color corporate emblems or symbols referred to as logos only if they were less than 6 square feet in size, and subordinate in overall size to the remainder of the graphic within the wall signable area.

ACTION:

On a motion by Barrett, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL** of alterations to a uniform signage package. The motion was passed on a vote of (5-2-1) with Geer and Ald. Radomski voting no; Barrett abstained. The motion supported the use of a corporate symbol or logo within the regular sign area for a wall graphic of a different color other than red; where the symbol or logo is less than 6 square feet in size and subordinate in area to the remainder of the graphic, within the wall signable area.

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, 5, 5, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4261 Lien Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6	-	-	6
	-	-	-	-	5	-	-	-
	-	-	-	-	3	-	-	-
	-	-	-	-	5	-	-	5
	-	-	-	-	5	-	-	5
	-	-	-	-	5	-	5	5
	-	-	-	-	5	-	4	5
	-	-	-	-	6	-	-	6

General Comments:

- Modest-sized, differently-colored logos are OK.
- No phone number. Logo OK, but same color. Side sign has to be smaller and is inconsistent façade location.
- Would prefer to see cohesive signage design package for each tenant (specific colors).