

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 20, 2007
TITLE: 4801 Tradewinds Parkway – Signage Package for a Multi-Tenant Office/Production Facility in UDD No. 1. 16 th Ald. Dist. (02884)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: June 20, 2007	ID NUMBER:

Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Marsha Rummel, Todd Barnett, Bruce Woods, Michael Barrett and Richard Slayton.

SUMMARY:

At its meeting of June 20, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage package located at 4801 Tradewinds Parkway. Appearing on behalf of the project was Michael Olkwitz, Grant Signs. Prior to presentation, staff noted that the signage package under consideration was a follow-up to the Commission's previous approval of the multi-tenant/production facility on the site. Michael Olkwitz provided details of the overall signage package that included provisions for a monument type grounds; all of which satisfies the provisions for setback for Urban Design District # 1; including specific tenant signage as well as two large sign areas on the face of the building abutting the properties' Beltline Highway frontage. Following the presentation, the Commission noted that there was a problem with the wall signage for the main tenants oriented to the Beltline; not integrating well enough with the architecture or the font style, letter size and color of the other component wall signage tenants on other elevations of the building. This wall signage appears chunky, out of scale and inconsistent with that proposed on other elevations of the building.

ACTION:

On a motion by Slayton, seconded by Host-Jablonski, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion to grant final approval provided only for the component tenant wall signage on the other elevations of the building outside of that abutting the property's Beltline Highway frontage, including the monument sign. Further consideration of signage on the front elevation (West Beltline Highway) would require further consideration by the Commission. A previous motion by Barrett, seconded by Rummel, for referral was withdrawn.

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, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4801 Tradewinds Parkway

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6	-	-	-
	-	-	-	-	7	-	-	7
	-	-	-	-	-	-	-	7
	-	-	-	-	7	-	5	5.5
	-	-	-	-	4	-	-	-
	-	-	-	-	8-monument sign 3-primary signs	-	-	-
	-	-	-	-	5	-	-	5

General Comments:

- No signage on Beltline side.
- Serif-font signage is handsome and appropriate. Block face signage is not.
- Cool looking monument sign.
- Graphics overpower the building.
- Signs facing Beltline overpower the building. Other signs are great.