

## AGENDA # 2

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 1, 2009
TITLE: 2010 Eastwood Drive – Amended Signage for a Previously Approved PUD(GDP-SIP). 6 <sup>th</sup> Ald. Dist. (14134)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: April 1, 2009	<b>ID NUMBER:</b>

---

Members present were: Bruce Woods, Mark Smith, John Harrington, Richard Slayton, Jay Ferm, Dawn Weber, Marshal Rummel and Todd Barnett.

### **SUMMARY:**

At its meeting of April 1, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of amended signage located at 2010 Eastwood Drive. As an introduction to the signage request under consideration, staff noted that the additional signage provides for an amendment to the existing uniform sign package for the PUD for Kennedy Place as previously approved. Joe Krupp provided additional details on the amendment to the signage package to allow for additional signage beyond the tenant signage previously approved; which allows for a 6” metal plate identification on a monument size for individual tenants as contained within the application packet. The amendment provides for the allowance of wall signage on the building’s Eastwood Drive frontage for the “Edward Jones” tenancy, whose tenant space is not immediately adjacent to the building’s Eastwood façade, along with consideration for an additional signable area on the Eastwood façade and one abutting the Amoth Court façade. Krupp noted that outside of the proposed specifications for the Edward Jones sign the remaining two potential signs would feature similar size scale and coloration. Discussion on the proposal by the Commission was as follows:

- Prefer backlit individual letters, face cut.
- Concern with appearance as a “not quality” sign or commercial sign, prefer backlit aluminum letters.
- Like to see sign on the Eastwood façade lowered a foot, not as located within the middle between upper and lower window openings; place on top of the bottom 1/3.
- The bottom of lettering should be aligned with the top of the adjacent lower red trim in adjacent inset panel.
- Consider starting with the single “Edward Jones” sign as proposed and amended with remaining signage request to return for consideration.

### **ACTION:**

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided for a maximum of two signs on the building’s Eastwood façade with their location modified to be placed within the bottom 1/3 of the space between the top of the lower windows and sill of the upper windows, consistent with the top band of the lower

inset panel on the adjacent building façade. The sign should feature backlit individual letters face cut, with no provisions for signage on Amoth Court.

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, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2010 Eastwood Drive**

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

General Comments:

- Ok with location if higher standards for signage material used.
- With tweaks acceptable.