

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: November 19, 2008

TITLE: 4261 Lien Road – Alteration of Sign Standards in C3 District. 17th Ald. Dist. (05094)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: November 19, 2008

ID NUMBER:

Members present were: Bruce Woods; Chair, Mark Smith, Dawn Weber, Ron Luskin, Jay Ferm, Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton and John Harrington.

SUMMARY:

At its meeting of November 19, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of alteration of sign standards located at 4261 Lien Road. Appearing on behalf of the project were David Blust, property owner and Mary Beth Growney of Ryan Signs. Prior to the presentation staff noted that a number of alterations to the “uniform signage package” approved for the multiple building commercial/retail center located on this site had been granted by the Commission with the last year and a half; the most recent approval allowed for the introduction of white LED colored individual letters as part of a uniform palette of red colored lettering has been allowed. The current request is to open up what is allowed within uniform signage package to provide for the use of the originally approved red and recently approved white and an additional color, blue. Growney provided further elaboration on the request noting that the variety of colors would not be a distraction but would enhance the architecture and provide interest and diversity within the development. The current technology of LED lighting allows for much greater variety in use of colors where the limitation provides for

Following the presentation some members of the Commission noted concern with the dispersion of each color, the need to limit each business identification to utilize not more than two of the three colors.

ACTION:

On a motion by Woods, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion required that no more than 2 of 3 colors be provided for use as part of a majority of the sign fill. Previous allowances for the use of a different colored logo element on less than the majority of the sign field would also be allowed.

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, 6, 6, 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	-	-	-	-	-	-	-	5
	-	-	-	-	6	-	-	6
	6	6	5	6	-	6	5	5
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	-
	-	-	-	-	6	-	-	6
	-	-	-	-	-	-	-	6

General Comments:

- Welcome change.
- Color options are fine in an overall good, successful signage concept.