

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** October 17, 2007

TITLE: 9701 Brader Way – PUD(SIP), Signage
Package for a Previously Approved Office
Building (Baer Insurance). 9th Ald. Dist.
(04545) **REFERRED:**
REREFERRED:
REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: October 17, 2007 **ID NUMBER:**

Members present were: Paul Wagner, Chair; Bonnie Cosgrove, Richard Slayton, Bruce Woods, Lou Host-Jablonski, Todd Barnett, John Harrington and Jay Ferm.

SUMMARY:

At its meeting of October 17, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** for a signage package located at 9701 Brader Way. Appearing on behalf of the project was Dan Yoder, Sign Art Studio. As an introduction to modified plans, Yoder noted to the Commission that the sign placement and count was as previously proposed, except with adjustments according to the Commission's previous comments. The modified plans featured the following:

- The upper parapet building signage on the south/southeast elevations has been modified to limit and decrease the signable area several inches from the top and bottom of the upper band, in addition to maintaining consideration for the use of day/night vinyl film on the face of the individual letters as the preferred Option "A" with an alternative for individual halo lit letters as previously requested by the Commission as Option "B," also using channel letters.
- The depth of lettering on the entrance canopy signage now features a 2-inch return.
- The main monument sign has been reduced to 8'9" in height at a width of 11'6", also featuring halo lighting with a request to consider uplighting from ground located fixtures.

ACTION:

On a motion by Barnett, seconded by Cosgrove, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-3) with Woods, Ferm and Harrington voting no. The motion for approval provided for upper parapet wall signage according to the provisions for "Option B," including all other signage elements as proposed, except for the uplighting with ground fixtures for the main monument sign, along with any necessary modifications to the landscape plan as needed in regards to the monument sign.

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 6, 6.5, 7, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 9701 Brader Way

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	7	-	-	7
	-	-	-	-	5	-	-	-
	-	-	-	-	7	-	-	7
	-	-	-	-	-	-	-	7
	-	-	-	-	6.5	-	-	6.5
	-	-	-	-	6	-	-	-
	-	-	-	-	6	-	-	6

General Comments:

- Handsome signage package. Appreciate the restraint and creativity.
- Improvement on the monument sign.
- Nice package.
- Improved. But don't see necessity for downlighting.