

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 7, 2006	
TITLE: 1402 Regent Street – Comprehensive Design Review for Wall Signage. 5 th Ald. Dist. (03832)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: June 7, 2006	ID NUMBER:	

Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Lisa Geer, Michael Barrett, Todd Barnett, Robert March, Bruce Woods and Cathleen Feland.

SUMMARY:

At its meeting of June 7, 2006, the Urban Design Commission **REFERRED CONSIDERATION** of a Comprehensive Design Review for wall signage located at 1402 Regent Street. Appearing on behalf of the project was Michael Olkowitz of Grant Signs. Prior to the presentation, staff noted to the Commission that the request for Comprehensive Design Review was to allow for two wall signs; one located on the west end elevation, with the other located on the east end elevation of the primarily private student residential dormitory containing first floor commercial retail tenant spaces. Staff noted to the Commission that a variance would only allow for a 25% increase in size and height of the wall graphics based on limitations for a Planned Residential District Student Housing Facility within the Street Graphics Control Ordinance. The provisions provide that wall graphics not to exceed 12 square feet in area nor be closer than 10-feet to any lot line except such street graphics may be increased in area by one square foot for each additional square foot that the street graphic is setback from the street lot line. No street graphic under this section shall exceed 32 square feet in area. The 92.4 square feet (more or less) size of the proposed wall graphics as located on the upper end elevations of the 8+ story facility would far more than exceed 25% allowed under the variance level, thus requiring Comprehensive Design Review of Signage. Following staff comments, Olkowitz provided a review of all existing and proposed signage on the site as required under the provisions for Comprehensive Design Review. Following the presentation, the Commission expressed concerns on the following:

- The Commission questioned the proposed height of the wall graphics as a factor effecting their noticeability as to high for pedestrians and drivers.
- It was noted that existing signage outside of that proposed was uncomplimentary.
- Examine the potential as an alternative for a ground sign within a nice landscaped setting. The proposal is over the top.
- The signage proposal is too much; more hotel-like rather than a residence hall; bring down to pedestrian/car level and doesn't complement the building.
- The signage should be lower and smaller.
- The exception on size will set a precedent for neighboring businesses within the area.
- Need to be closer to the street, not a hotel, down lower and doesn't need to be as big.
- Regarding the wall graphics, the letters come closer to the edge of the sign board; should leave a margin.

- There is an issue between new proposed signage and existing signage; change other signage to be uniform and consistent with that of proposed.
- The leasing sign within the ground floor commercial/office space is in excess of code requirements.
- Consider relocation of the sign on the west elevation to be not obscured by canopy trees at street.

ACTION:

On a motion by Barnett, seconded by March, the Urban Design Commission **REFERRED** **CONSIDERATION** of this item. The motion was passed on a unanimous vote of (8-0). The motion for referral required that the applicant come back with an alternative proposal to address of the above stated comments, which specifically lowers the wall signs on the building façade or provides for ground sign alternatives, along with a full study of existing signage on-site that provides for quality and uniformity within an overall comprehensive sign package.

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 4, 4, 4, 4.5, 5, 5 and 5.5 .

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1402 Regent Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	4	-	-	4
	-	-	-	-	5	-	-	5
	-	-	-	-	8	-	-	-
	-	-	-	-	5	-	6	5.5
	-	-	-	-	5	-	4	4.5
	-	-	-	-	4	-	-	4
	-	-	-	-	5	-	-	5
	-	-	-	-	4	-	-	4

General Comments:

- Needs further development, reduce height and size, create uniformity with existing signs.
- Sign needs to conform to code better and should be in line with other signs on site.
- Too high – make all fonts on building similar.
- Bring proposed sign lower to pedestrian eye level. Coordinate fonts of existing signs with proposed.
- Bring new signs down to street level. Coordinate existing front canopy sign with new graphics. Remove existing leasing office sign.
- Proposed sign is too large, too tall. Consider ground sign. Cohesive site graphics important.