

AGENDA # 12

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 9, 2008
TITLE: 4261 Lien Road – Alteration of Sign Standards in C3 District. 17 th Ald. Dist. (05094)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 9, 2008	ID NUMBER:

Members present were: Bruce Woods, Marsha Rummel, Todd Barnett, Richard Slayton, John Harrington, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of April 9, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of sign alterations located at 4261 Lien Road. Appearing on behalf of the project was Dan Yoder, representing East Prairie Commons. Staff noted a previous review and referral by the Commission of alterations to the signage package for several outpad retail/commercial buildings located at 4261 Lien Road as detailed within the staff reported dated October 3, 2007. The referral required further address of an issue with a request to paint the background or signable area of individual tenant wall signage in order to increase the signage visibility. Other elements of the overall existing sign package were noted by the Commission as not to be objectionable, but were not approved in order to resolve the painting issue. Yoder provided a review of previously proposed signage package details that involve the placement of graphics on the center's main tower, including the replacement of white internally illuminated multiple tenant signage on the center's monument sign. The tower signage was detailed, in combination with elimination of the white or light colored internally illuminated multiple tenant monument sign graphics to now feature a "Gerber-dark brown" color with white face lettering. In response to the painting issue with wall signage; the package now proposes to utilize white colored individual letters by day, where an internal LED light source will provide for their illumination in a red color. This application only applies to new wall signage within the center, as well as replacement of the existing red faced graphics (by daylight).

ACTION:

On a motion by Cosgrove, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0).

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, 6 and 8.

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	-	-	-	-	6	-	-	6
	-	-	-	-	8	-	-	8
	-	-	-	-	-	-	-	5
	-	-	-	-	5/6	-	-	5/6
	-	-	-	-	6	-	-	6
	-	-	-	-	7	-	-	-
	-	-	-	-	6	-	-	6

General Comments:

- Greatly improved over existing and first approval.
- Sign colors should be consistent throughout development.
- The tower and monument signs are great improvements. The different sign colors are not ideal, but an acceptable solution in this case.