

## AGENDA # 6

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> June 3, 2009
TITLE: 3868-3870 East Washington Avenue – Modifications to a Previously Approved Uniform Sign Package Located in Urban Design District No. 5. 17 <sup>th</sup> Ald. Dist. (14928)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: June 3, 2009	<b>ID NUMBER:</b>

---

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

### **SUMMARY:**

At its meeting of June 3, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of modifications to a previously approved uniform sign package for a retail center located at 3868-3870 East Washington Avenue. Appearing on behalf of the project was Kevin Lederer, representing Capitol Real Estate. As an introduction to consideration of this item, staff noted that it provides for modifications to a uniform sign package approved for a retail center that currently features the use of individual internally illuminated channel letters with red faces for all tenant wall signage as previously approved as part of a sign package for the project located in Urban Design District No. 5. A retail tenant, Steep & Brew Coffee, and the building's ownership, Josh Anderson of Capital Britton Station, LLC/Capital Real Estate Management desire to allow for more flexibility in the previously approved uniform sign package to allow for internally lit "contour" cabinet wall signage featuring a combination of 1-3 thin layers utilizing the use of red and white LED lighting where the primary sign face color is still to be a red (dark), in combination with black and cream colors sign faces, with the primary field of the sign face to be a minimum of 65% of the required red color. As a substitute of these side colors, staff noted that it will allow for other two color combinations as side colors on new contour signs as long as the main color was provided at the required sixty-five percent (65%) ration of dark red. Following discussion the Commission noted that the logo signage was well done.

### **ACTION:**

On a motion by Slayton, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).

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 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 3868-3870 East Washington Avenue**

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

General Comments: