

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 18, 2012

TITLE: 696 Whitney Way – Comprehensive Design Review for Wall Signage in UDD No. 3. 19th Ald. Dist. (24991)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 18, 2012

ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, Richard Slayton, Melissa Huggins, John Harrington, and Henry Lufler.

SUMMARY:

At its meeting of January 18, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for wall signage located at 696 Whitney Way. Appearing on behalf of the project were Eric Marty, representing Grant Signs and Matt Paske. The Secretary gave a brief history of the sign ordinances and changes to code. This UDD requires signs that are above 10-feet and over 40 square feet. Marty requested a variance from the overall height restriction for placement of signage that is slightly larger than the 40 square feet, and it is well within what the neighboring retail business have in signage. This unit has been vacant for over three years and Big Lots is adamant about maintaining its corporate identity. This building is also setback from the road and the larger sign would help with identification.

ACTION:

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

The motion required that the height be decreased slightly for more breathing room with the fascia (like “Depot” on the adjacent Office Depot wall sign, and that the applicant look at moving the sign over the archway with the color of the sign band to be changed to offer more contrast, in addition to the option to paint and change color of all the mall’s buildings’ upper sign band. Any sign band color changes shall return to staff for approval.

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, 5, 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 696 Whitney Way

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

General Comments:

- Fine.
- Context is oversized signage so this fits but not inspiring.