

From: Tucker, Matthew
Sent: Tuesday, February 18, 2014 1:49 PM
To: Soglin, Paul
Cc: Martin, Al
Subject: Alexander Rail Corridor office complex building signage

Mayor- The Alexander Company has submitted a request to amend the Planned Development signage plan for their buildings, generally bounded by Regent, West Washington and the railroad/bike path.

In the past, you had expressed concerns to me and others about buildings having signs of a more “suburban office park” context, when located in urban/downtown places. The submitted sign package represent an example of that situation, where the development was originally approved solely with individual ground signs and addresses for each building to meet its signage needs, but would resemble more of a suburban office park-like setting when signs are allowed on the walls of the buildings at varying elevations, as is being requested.

Currently, each of the buildings is in its own PD, and each building/site have the same sign package that only allow for building addresses on the building canopies and one monument-style ground sign per building/site. Because of the PD zoning, a signage package may be customized for the development, by Urban Design Commission review and approval.

Here is a summary of what the amended sign package request includes:

700 Regent. All signs oriented to traffic on Regent Street, on front/sides of building.

- South elevation: Two wall signs, located between the second and third floors.
- East elevation: One wall sign, located between the second and third floors.
- West elevation: One wall sign, located between the second and third floors.

740 Regent. Two signs oriented to traffic on Regent Street, three signs oriented to rear parking lot/path/Kohl center.

- New ground sign, same size/placement as existing sign, change to 5-tenant panels. *No change to PD sign package required for this sign.*
- South elevation: Two wall signs on the, located between the second and third floors.
- North elevation: These signs face the rear parking lot/bike path/Kohl Center.
 - one wall sign at the fourth floor.
 - Two wall signs located above the 2nd floor window.

*** the 4th floor sign appear to be oriented to the Kohl Center, and would be visible at an elevation well above customers using the parking lot***

780 Regent. . All signs oriented to traffic on Regent Street, on front/sides of building.

- South elevation: One wall sign, located between the second and third floors.
- East elevation:
 - One wall sign, located between the second and third floors.
 - One wall sign located above the third floor central entry feature.

A copy of the proposal is attached.

If you have any comments in regard to this proposal, please advise so I can share these with the UDC at the meeting tomorrow evening.

Thanks, Matt Tucker