

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 3, 2007
TITLE: 4261 Lien Road – Modify Previously Approved Signage Package for a Planned Commercial Site. 17 th Ald. Dist. (05094)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 3, 2007	ID NUMBER:

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

SUMMARY:

At its meeting of October 3, 2007, the Urban Design Commission **REFERRED** consideration of a modified sign package located at 4261 Lien Road. Appearing on behalf of the project was David Blust. Prior to the presentation staff noted that the uniform signage package required for the pad sites in front of the East Prairie Commons shopping center was established as part of the approval of the center, where its main “big box” tenants were allowed independence from the existing restrictions. Staff further noted that a previous consideration for departure from the uniform signage package for the outpad sites was reviewed by the Commission and modified to allow for the use of a 6 square foot emblem or logo to be of different coloration than the red face individual letters required for the outpad sites. The current proposal requests further modifications from this prior approval. David Blust, owner of two of the existing outpad site buildings, presented details of the various buildings’ façades detailing the issues with the lack of contrast between the individual red face lettering and its light color sign bands. His request in regards to this issue was to change the background of the sign band to a dark color with matches the dark red brick of the main field of the buildings’ façades with an additional change to white colored individual letters on a raceway internally illuminated to create a better contrast than the existing situation provides. In addition, it was proposed to change out existing monument style ground signage to eliminate its white colored background in favor of a dark arrested auburn color with white lettering in the foreground, in addition to changing the graphic on the main center’s tower feature to a more contemporary font and design. Following the presentation the Commission noted the following:

- Painting of the brick, if the background of the sign band is brick, an issue with the existing light colored backdrop being more pleasing than the darker, less inviting.
- Need to maintain distinction between the dark brick corner and framing and the sign band brick color. If the material is brick, not block there is an issue with painting. In addition, the red lettering in its various sizes looks tacky.
- Suggest from an architectural point of view the need to provide more details on the existing architectural components of the building that calls out what materials are in juxtaposition with proposed changes in elevation in order to make a judgment.
- Need to see the entire parameter of proposed modifications in elevation.

- Look at a darker letter on the existing background as an alternative.
- Like making signage more consistent, like handling of ground sign. Take note that the existing red wall signage bleeds into the existing underlying red canopy, blurring and diminishing the contrast and readability.

ACTION:

On a motion by Rummel, seconded by Cosgrove, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (9-0). The motion required the applicant to provide more details in elevation of existing and proposed conditions with the notation that the overall direction may be appropriate based on providing a sufficient level of details. The building signage is the issue.

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, 5, 5, 6 and 6.

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	-	-	-	-	5	-	-	5
	-	-	-	-	5	-	-	5
	-	-	-	-	5	-	-	-
	-	-	-	6	6	-	-	6
	-	-	-	-	2	-	-	4
	-	-	-	-	6	-	-	6

General Comments:

- This is overall a big improvement. Maintaining the contrast above is preferable. The shape and size of the lettering is a vast improvement.
- Intent is good. Reconsider per our comments.
- Good start. Like design of lettering on monument sign. Appreciate effort at making signage consistent.
- This proposal is a step down. Where painting brick, other elements acceptable.
- Improvement over existing.