

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 1, 2010
TITLE: 3003 East Washington Avenue – Comprehensive Design Review for a Ground and Wall Sign. 15 th Ald. Dist. (20506)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 1, 2010	ID NUMBER:

Members present were: Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Jay Handy and Henry Lufler, Jr.

SUMMARY:

At its meeting of December 1, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 3003 East Washington Avenue. Appearing on behalf of the project was Doug Merritt, representing The Icon Companies/Harris Bank. Merritt presented details for an internally lit box in place of the previously existing Amcore Bank sign on the building’s north elevation that did not face an on-site parking area, inconsistent with sign code requirements along with consideration of a ground sign that has square footage that exceeds the maximum of a total allowed under the Sign Control Ordinance when combined with the existing ground sign off of the corner of the property at East Washington Avenue and Oak Street. These two considerations require approval under the provisions for “Comprehensive Design Review” and are not an issue with it being in UDD No. 5. The remainder of the signage package is code compliant signage on the building and site.

Comments and questions from the Commission were as follows:

- How far is the parking lot from the sign?
 - We wanted to make sure the sign is not in the sight line. These signs have been located appropriately with respect to the setback.
- What purpose does that sign serve, given that there is a large monument sign 5-feet away and there is no entry to the building from that corner?
 - We’re utilizing the height and its placement to try to capture the motorists. We feel the monument sign in conjunction with the wall sign will provide the optimum wayfinding. In my opinion you’re tripling. Particularly on the northeast corner, I think you could pick one or the other since both are not required. The monument sign would probably be more effective for you.

ACTION:

On a motion by Smith, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL** of the ground sign only. The motion was passed on a vote of (6-1) with O’Kroley voting no. The motion provided for the elimination of the small sign on the northeast corner.

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, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 3003 East Washington Avenue

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

General Comments:

- Improved signage from existing.