

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> May 5, 2010
TITLE: 660 West Washington Avenue – PUD(SIP), Modifications to Existing Sign Package, Multi-Tenant Ground Sign. 4 <sup>th</sup> Ald. Dist. (18190)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: May 5, 2010	<b>ID NUMBER:</b>

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Members present were: Bruce Woods, Marsha Rummel, Todd Barnett, Dawn O’Kroley, Richard Slayton, Richard Wagner, John Harrington, Jay Ferm, Ron Luskin and Mark Smith.

### **SUMMARY:**

At its meeting of May 5, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(SIP), modifications to an existing sign package located at 660 West Washington Avenue. Appearing on behalf of the project was Joseph Alexander, representing The Alexander Company. Alexander presented details including a change to the sign design for construction reasons. Due to the recent retail environment City Station has lost tenants. A monument sign is part of a lease that will bring Panera Bread to this location. The change reflected in the aesthetics of the sign is that the “City Station” lettering at the top would be illuminated at night as part of a box light. The sign is 10-feet tall with a signable area of 8’ x 4’. The letters for the individual tenants would be roughly 10” tall. He stated City Station will retenant roughly four spaces within the next year, with “Panera” allowing them to bring in more significant retail.

Comments by the Commission were as follows:

- Look at placing signs at the entries where people actually come in. Having an 8-10-foot sign at the corner will take away from the architecture of the building.
- Prefer corner signs versus entry signs.
- This is the right solution for this location.
- That the sign is much too tall for this location.
- Mistake to have a 10-foot sign there. Troubling to look at the Capitol and see this great big sign.
- Appreciate the applicant’s need for signage but need something else that doesn’t distract from the building.

Staff noted we are not redefining their allowable square footage. If this was a non-monument sign it would be 14-feet. They are entitled to a 40 square foot sign. The applicant stated it was the designer’s decision to make the sign asymmetrical.

**ACTION:**

On a motion by Slayton, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-1) with Barnett voting no. The motion requested that the applicant make the sign more asymmetrical or center it as it relates to its base.

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, 6, 6, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 660 West Washington Avenue**

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

General Comments:

- Attractive sign.
- Way too tall at this location.