AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 20, 2011

TITLE: 4120-4208 East Washington Avenue **REFERRED:**

(Frontage Road) – Comprehensive Design Review of Signage for a

REREFERRED:

Commercial/Retail Center that Includes

Two Drive-Thrus and an Outdoor Eating Area in UDD No. 5. 17th Ald.

REPORTED BACK:

Dist. (21199)

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** POF:

ID NUMBER: DATED: July 20, 2011

Members present were: Richard Wagner, Mark Smith, Henry Lufler, John Harrington, Dawn O'Kroley, Richard Slayton, Todd Barnett, and Ald. Marsha Rummel.

SUMMARY:

At its meeting of July 20, 2011, the Urban Design Commission GRANTED FINAL APPROVAL of a Comprehensive Design Review of signage located at 4120-4208 East Washington Avenue. Appearing on behalf of the project was Mary Beth Growney Selene, representing Ryan Signs.

Growney Selene requested approval on a Comprehensive Design Plan for a retail center that had been previously approved from an architectural standpoint by the Commission. In the packet, she provided drawings, layouts, and also included a comparative chart to comply with the code for all signage. Packets include two sets of drawings for each of the buildings. She noted that the goal is to make sure that we don't have to come back to you or staff down the road for changes to individual uses. Known tenants have been included in the drawings we have given you a general overview of the allowable square footage for the tenants of all of the spaces. If the project were divided differently from what is being built we have included some tenant signable areas on all the areas. In general the signage meets with code. The west building facing East Washington which is south elevation, there are two signable areas that exceed the 4 foot limit of the parapet walls. On the west end of the west building will exceed the height about approximately 14.5 inches and the height and the tenant on the east end of the west building will exceed that height by 37 inches. On East Washington as well as the east elevation of their space. The roof height varies ever so slightly from the front of the building to the back of the building. The towers that were previously approved as part of the architecture vary slightly. Comprehensive design is to approve something over and above the allowable 4 foot of the parapet above the roof line on both buildings. The package includes specific graphics for tenants. In addition to the parapet signage on the buildings, we are also requesting that Taco Bell be allowed two signable areas. One for their flying arch and the bell and another for an above canopy sign for their words "Taco Bell". This would occur on the south elevation and the north elevation of the building which is the rear of the building. The east building is similar with a parapet wall that will be occupied by Starbucks Coffee. On the East Washington elevation as well as their west elevation which faces the driveway. All of these drawings are as you approve these plans and will become part of the permanent record for the project. The package provides that staff cannot issue permits which exceed the perimeters that are

on these drawings. As part of a freestanding signage standpoint we are allowed up to 72 square feet and an overall height of 18 feet. The owner's goal is to have no more than 2 freestanding signs in keeping a monumentstyle sign. Also included are two sign options for the monument signs which are in the draft stage. A request for directional signage was not included in the package, but is requested with staff approval of the details. Two of the tenants have received conditional use approval for drive-through services. They will have directional signage for those drive-through lanes; this is a safety issue for using entrances and exits and processing through the entire property. The limit on directional signs is 3 square feet and we ask for approval for 6 square feet of directional sign for the drive thru service. Also, the final locations and designs approved at staff level. Wall signage requires comprehensive design review because of where they are placed, not because of the size of the signs. The square footages of the signs all comply with the exception of Taco Bell with two signable areas for them; a Taco Bell logo, which is an oversize sign and an above canopy sign. Staff noted that the restriction relative to 4 feet over the roof line was developed to prevent people from building extremely tall parapets. In this case when UDC approved the architecture, it resulted in an increase to the height of the tower. In regards to ground signs, two are allowed but the intent is one sign but don't want to come back to you for a second one if needed. Potentially will use both signs but developer wants options. The Commission noted that the ground signage seems a little redundant and should have the street address listed on it. Concern was expressed about having the same size or larger signs facing the parking lot as facing East Washington Avenue as really necessary. Are we putting these signs in the view shed of the residential folks on the northwestern property line? It was noted that the neighbors were here earlier when we were discussing the view and it has come up in the neighborhood. It was noted that sign placement was desired based on the size of the building. Too small can look very bad. Street graphics face streets and face parking. Prefer monument sign option without additional signage for the tenants given the size of the signage and the fact that buildings are pushed up to the sidewalk and close to the street which we like; prefer a plain Lake City sign with the address there.

ACTION:

On a motion by Barnett, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL** with permission for two monument signs with just simply Lake City Plaza but not boxes for the tenants with front and rear wall signage as shown with directional signage to go back to staff and as needed to come back to the Commission for review if appropriate with the address to be placed visibly for safety on the one monument sign for the center. The motion was passed on a vote of (7-0).

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 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4120-4208 East Washington Avenue

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

General Comments:

- Nicely presented as usual seems like a lot of signs to me.
- We need to be observant as to how sign packages affect adjacent residential properties.