

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 19, 2011
TITLE: 7483 West Towne Way – Comprehensive Design Review, Wall Signage. 9 th Ald. Dist. (24169)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 19, 2011	ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Melissa Huggins, Dawn O’Kroley, Richard Slayton, and John Harrington.

SUMMARY:

At its meeting of October 19, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for wall signage located at 7483 West Towne Way. Appearing on behalf of the project were Bob Kraus, and Wendy Crabb, both representing REI. Kraus presented plans for signage for the new storefront, additional wall signage on the west and south elevations where the south elevation required Comprehensive Design Review due to the sign’s lack of proximity to a street and/or off-street parking area. The new storefront design calls for signage to exceed 4-feet at the entry above the roofline at the parapet also requiring consideration under the Comprehensive Design Review provisions. A secondary sign faces Zor Temple Drive.

- The entry façade sign clutters up the elevation; the mass of the corrugated and windows.
- The Recreational Equipment, Inc. would be fine so long as the end of the “Inc.” is right justified on your window opening, and equal spacing of masonry around the “REI” to give it enough breathing room.
- It needs to be balanced more.
- It needs to be condensed left to right. The end of the text should not exceed the right jamb of the window opening below.
- It’s a nice façade and “REI” is the most identifiable name to most people.
- It looks like it would be naked without something up there. I like the font you used.
- The bottom line of text for the entry façade sign should be even with the bottom of the “REI” logo.

ACTION:

On a motion by Huggins, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (5-0). The motion to approve found that the ordinance standards for Comprehensive Design Review of signage were met. The motion required modification to the front entry sign to be right justified to align with the underlying window right jamb, equal spacing of masonry and condensed backdrop around the “REI” logo portion of the sign.

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 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7483 West Towne Way

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