

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 7, 2011

TITLE: 4512 & 4522 East Washington Avenue
– Comprehensive Design Review of
Minor Alteration to an Existing
Conditional Use, Signage for “East
Washington Plaza” in UDD No. 5. 17th
Ald. Dist. (24579)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: December 7, 2011

ID NUMBER:

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

SUMMARY:

At its meeting of December 7, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 4512 & 4522 East Washington Avenue. Appearing on behalf of the project was Mary Beth Growney Selene, representing Ryan Signs. Appearing in support and available to answer questions was Nanci Peters. When these projects were approved in 1999, the owner was encouraged to replace two tenant signs with one sign for each of the two buildings within the center, one of which is in the back and the home for existing/and potential 16 individual small business type tenants. Seven of the 16 spaces are currently vacant. The front building still complies and conforms to the approval of 1999; they would like to make changes to the pylon sign which currently identifies just the shopping center and allow for the names of some of the rear buildings tenants to be placed on the sign. The owner would determine who would be on the sign and it would not contain 16 names; currently they are showing the opportunity for five names to be listed. The individual tenant signage for the back building also needs updating; the approval was written for individual letters but has never been implemented. They are suggesting the opportunity for those tenant signs to maintain a cabinet if they so choose, but with a beige background that matches the background, aluminum faces with routed copy. If a tenant chooses to have individual letters, the night appearance would be similar in that all you would see are the red letters. Barnett inquired about granting this application based on the fact that the tenants didn’t do what they were allowed to; Growney Selene replied that it has to do with the types of small businesses in the mall and the economics behind the signage; an individual letter sign versus a cabinet sign can be anywhere from 2-3 times more expensive.

- (Barnett) I’m not sure coming up with an exact match is the answer for the color of the background of the sign matching that of the building’s sign board. If you try to hide it but it’s sitting there, then it looks like you’re trying to hide it. If there’s a color that would work with the roof or the stone. That’s my initial thinking. That’s my color sense.
 - I’d rather not go to a dark color.I don’t think you’d go with the roof color but something that complements the roof color. I appreciate the nature of the small businesses that are there.

- Are adding the shapes part of the application?
 - We're trying to incorporate the red from an architectural detail; for as much value as there is in this property. That's separate from this review.
- I don't care for them, they seem to be distracting.
- If the effort is to make a stronger identity for several small businesses, I would encourage that the pylon sign continue to have an overall identity rather than a tenant name in the primary signage that formerly had the address.
- I do agree that "East Washington Plaza" could be more highlighted. I'm not opposed to individual names. I agree about not matching too much with the beige, but finding some other color that would work.
- I could support beige but could also see something that would contrast.
 - I'm OK with a complementary color but I think it needs to stay light.

ACTION:

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-1) with O'Kroley voting no. The motion to approve covered the entire package, with the encouragement that the applicant find a complementary color to the building's sign background and have it approved by staff.

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 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4512 & 4522 East Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	4	-	-	4
	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	6
	-	-	-	-	5	-	-	-

General Comments:

- OK to improve signage and update pylon sign.