AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION PRESENTED: March 26, 2008

TITLE: 410 East Wilson Street – Comprehensive **REFERRED:**

Design Review for Signage, Wall Sign. 6th Ald. Dist. (09640) **REREFERRED:**

REPORTED BACK:

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

DATED: March 26, 2008 ID NUMBER:

Members present were: Lou Host-Jablonski, Marsha Rummel, Bruce Woods, Richard Slayton, John Harrington, Bonnie Cosgrove and Jay Ferm.

SUMMARY:

At its meeting of March 26, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for signage located at 410 East Wilson Street. Appearing on behalf of the project was Ed Linville, architect. Prior to the presentation staff noted to the Commission that the approval of a "Comprehensive Design Review for Signage" involves the renovation of the former "Cleveland's" restaurant for occupancy by a Greek Cuisine restaurant called "PLAKA"; the proposed wall graphic includes the restaurant's name and address. The unique features of the wall sign provide that large individual metal plates feature cutouts on individual letters naming the restaurant and its address. Under this situation, the entire area of each individual letter plate requires calculation as part of the sign area for the proposed wall sign, thus exceeding the code of more than 25% of the signable area on the building's façade requiring a variance consideration by the Commission. Linville provided an overview of the façade renovations and design details noting that the individual letters are cutouts in etched metal copper plates featuring a backlit lighting source. The panel size for each letter was designated to related proportionately to the mullion pattern on the underlying windows.

ACTION:

On a motion by Slayton, seconded by Ferm, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion noted that the proposed wall signage combined with the building's façade renovation provided for direct address of the provisions for Comprehensive Design Review Plan as follows: "for either an existing or new building should the integration of street graphics into an overall building design be prohibited solely by the restrictions of this ordinance, with the objective of the conference design review being the recognition of exceptional effort to create visual harmony between street graphics, the building, and the building site."

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 7.5, 8, 8, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 410 East Wilson Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings					7.5			7.5
					8			8
					8			8
					9			
					8			8
								8

General Comments:

- Perfect example of variance to allow for outstanding design.
- Nice sign.
- Great design and improvement to the façade.
- Effective, nice detail!
- Subtle and elegant, great work.
- Very nicely designed sign that is a very appropriate application of the comprehensive design feature of the sign code.