

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 6, 2009
TITLE: 520 South Park Street – Comprehensive Design Review of Signage, “Pizza Hut.” 13 th Ald. Dist. (12781)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 6, 2009	ID NUMBER:

Members present were: Bruce Woods, Richard Wagner, Dawn Weber, Todd Barnett, Jay Ferm, Richard Slayton, Mark Smith, John Harrington and Marsha Rummel.

SUMMARY:

At its meeting of May 6, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a comprehensive design review of signage located at 520 South Park Street. Appearing on behalf of the project were Eric Marty and Danny R. Senf. The comprehensive design review of signage under consideration provides for a signage package for a “Pizza Hut” restaurant located at 520 South Park Street. The building façade was the subject of a recently approved façade improvement grant under the jurisdiction of the Commission. At the time the façade improvement grant was proposed, discussion relevant to signage in concept dealt with the installation of a potential sign on the building’s front façade located below the sill of the upper windows and above a soldier course of brick adjacent to and above storefront windows. The signage proposed for the front façade is consistent with the provisions of the Street Graphics Ordinance as well as that of Urban Design District No. 7. A proposal to provide for the development of a wall sign on the side elevation adjacent to a surface parking lot underlies the need to provide for approval of the signage package under the provisions for comprehensive design review as contained in Section 31.04(2) of the Street Graphics Control Ordinance. A wall graphic is proposed on the side elevation of the building adjacent to an off-street parking area which is less than 33-feet wide; therefore not allowed under the provisions of the Street Graphics Control Ordinance. The provisions for comprehensive design review allow for the Commission’s consideration of the non-allowed signage. The sign package also includes provisions for an awning containing the “Pizza Hut” logo located above a walk-up window on the side elevation which identifies it as a pick-up window. The signage package also provides for the development of window graphics on portions of the storefront windows and entry door. Staff noted that the graphics as proposed are inconsistent with the maximum allowance of 20% coverage under the ordinance provisions, in addition to the second signable area created with the awning’s display of the “Pizza Hut” logo in its field. Marty then provided an overview of the signage package noting his client’s willingness to remove the non-allowed window graphics at the front in favor of non-graphic spandrel panels, as well as the removal of the logo element on the awning so as not to constitute a second signable area on the side elevation. Discussion from the Commission was as follows:

- Relevant to the front wall sign, a minimum of two brick courses clear should be provided, top and bottom, for the front main sign.
- Need more detail on the opaque front panel adjusted as a replacement of the non-allowed window graphics.

- Don't like opaque covering, diminishes effect on street life. The applicant noted the need to conceal a work area which also acts to minimize distraction from outside activities to on-going preparation within the work area, as well as potential hazards.
- The main side sign not proportional to the awning size. Should consider a projecting banner or sign on the front side in lieu of the proposed side wall graphic.
- Suggest something to screen work area outside of opaque panel and/or spandrel up to the eye level, 5-foot from the finished floor. Attach a screen to the side of the tables that face the front windows, which is better than an opaque or graphic panel over window. The solution limits the views in and out; under this condition windows are to remain clear glass.
- The City's investment with the façade grant requires that the windows be maintained as vision to work with the situation.
- Use a blade sign for the Park Street elevation, in combination with removable consideration for the side wall sign.
- The front sign is too large, crowding area between the upper and lower windows.

ACTION:

On a motion by Barnett, seconded by Ferm, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (9-0). The motion provided for final approval of a modified sign package as follows:

- A minimum of three brick courses above and below for the front sign shall be provided.
- Remove window graphics at the front, along with the removal of a logo from the awning and eliminate side wall sign in favor of a front blade sign that meets code to be reviewed by staff.
- The logo on the pick-up awning will be allowed in combination with approval of a code-compliant blade sign on the front with the removal of the side wall sign.
- The motion also provided for no opaque film or spandrel on window with issues relevant to screening of interior activities to be provided with screening panels mounted to work tables, which would allow the windows to remain as clear vision glass.

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, 5, 5, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 520 South Park Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	5	-	-	-
	-	-	-	-	-	-	-	5
	-	-	-	-	4	-	-	4
	-	-	-	-	5	-	5	5
	-	-	-	-	-	-	-	6
	-	-	-	6	6	-	8	6
	-	-	-	-	5	-	-	5
	-	-	-	-	5	-	6	6

General Comments:

- Sidewall signage excessive. Front sign a bit too large.
- Blade sign good idea! Keep windows free of any covering!