

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 11, 2006
TITLE: 121 West Gilman Street – Comprehensive Design Review, Wall Sign. 4 <sup>th</sup> Ald. Dist.	REFERRED:
	REREFERRED:
	REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 11, 2006	ID NUMBER:

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Members present were: Paul Wagner, Chair; Cathleen Feland, Robert March, Ald. Noel Radomski, and Lou Host-Jablonski, Todd Barnett and Michael Barrett.

### **SUMMARY:**

At its meeting of January 11, 2006, the Urban Design Commission **REFERRED** consideration of a “comprehensive design review” for a wall sign located at 121 West Gilman Street to allow for Landmarks Commission consideration of the sign. John Gibbs of Grant Sign was in attendance to present on this item; staff noted a request for referral. The request for referral was based on the property’s location within a historic district; thus requiring approval by the Landmarks Commission prior to consideration by the Urban Design Commission. Staff noted to the Commission that as a matter of policy and protocol, Landmarks Commission consideration of the wall graphic was required. Staff noted to the Commission that the Landmarks Commission would have a hearing on this item at its meeting of January 23, 2006; if favorably considered the project would be scheduled for the Urban Design Commission meeting of February 8, 2006.

### **ACTION:**

On a motion by March, seconded by Ald. Radomski, the Urban Design Commission **REFERRED** consideration of the wall sign. The motion was passed on a vote of (5-2) with Feland and Host-Jablonski voting no. The motion provided that the proposed wall sign provided address of the criteria relative to “comprehensive design review” within the Street Graphics Ordinance.

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 3.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 121 West Gilman Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	8	-	-	8

General Comments:

- Appropriate to building. We should encourage this sort of branding.