

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: July 21, 2010
TITLE: 400 Block State Street – Comprehensive Design Review of Signage, Lisa Link Peace Park in the C4 District. 4 th Ald. Dist. (14907)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: July 21, 2010	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Jay Ferm and Henry Lufler.

SUMMARY:

At its meeting of July 21, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of signage for the Lisa Link Peace Park Redevelopment “Visitor’s Center.” Appearing on behalf of the project were Bill Bauer, representing Madison Parks Division; and Eric Marty of Grant Signs. The Commission approved the signage that reflects the intent and character of the Lisa Link Peace Park. Prior to the presentation staff noted that the Commission had previously approved the signage package for the project to include the backdrop/stage color elements associated with the performance area. A recent determination by Matt Tucker, Zoning Administrator provided that these stage color elements are signs as defined by the Sign Control Ordinance that are not in compliance since they reflect multiple signable areas on a single façade; where only one is allowed by code and necessitates approval under the provisions for “Comprehensive Design Review.” Staff further noted the criteria required to be addressed under Section 31.043(4)(b) was provided with the Commission’s previous approval of the project based on its favorable consideration involving the center’s architecture, site and landscape plan amenities and overall signage and graphics package which included the performance area and its banners, the fountain/seating area as components of an integrated design and as noted within the application letter of intent.

ACTION:

On a motion by Harrington, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).

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, 7, 7, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 400 Block State Street (Lisa Link Peace Park)

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	7
	-	-	-	-	-	-	-	7
	-	-	-	-	7	-	7	7
	-	-	-	-	-	-	-	6
	-	-	-	-	7	-	7	7

General Comments:

- Appropriate – attractive.
- Support previously approved banners as signs.