

## AGENDA # 7

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> January 9, 2008
TITLE: 700 University Avenue - University Square, Comprehensive Signage Package for a Previously Approved PUD-SIP. 4th Ald. Dist. (02772)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: January 9, 2008	<b>ID NUMBER:</b>

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

### **SUMMARY:**

At its meeting of January 9, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL**. Appearing on behalf of the project was Michael Olkwitz of Grant Signs. Prior to the presentation staff noted to the Commission the previous approval of three signage components for the University Square in August of 2007. The component dealing with the private residential housing development (Lucky) resulted in elimination of what was noted as “branding” elements proposed on upper elevations of the residential tower. The approval for the private housing development signage consisted only of an “elephant” above canopy graphic, associated parking graphics and temporary marketing banners. It was noted by the Commission that high mounted signage was inappropriate. As a result of the denial of the branding elements for the “Lucky” private housing development, a revised signage package featuring mid and lower level blade signage was proposed as two different options. Following the presentation by Olkwitz, the Commission generally noted its preference for the pedestrian-level blade signage at the first and second floors of the private housing development.

### **ACTION:**

On a motion by Woods, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion provided for approval of the pedestrian-level blade signage package option as proposed.

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 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 700 University Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	7	-	-	-
	-	-	-	-	7	-	7.5	7
	-	-	-	-	8	-	7	8
	-	-	-	-	7	-	-	7
	-	-	-	-	-	-	-	6
	-	-	-	-	7	-	-	7

General Comments:

- Nicely done.
- Cool sign – looks good at pedestrian level.