

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 6, 2012

TITLE: 700 South Park Street – PUD(SIP),
Alteration to an Approved Signage Plan for
St. Mary’s Hospital in UDD No. 7. 13th
Ald. Dist. (26345)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: June 6, 2012

ID NUMBER:

Members present were: Richard Wagner, Dawn O’Kroley, Henry Lufler, Todd Barnett, Richard Slayton, Tom DeChant, Marsha Rummel and John Harrington.

SUMMARY:

At its meeting of June 6, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of an alteration to an approved signage plan located at 700 South Park Street. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; and Michael Heifetz, representing St. Mary’s Hospital. Growney Selene presented five core areas within the campus for a total of 23 banners, all with appropriate scale to the buildings and locations and comparable to the signage package elements of the previously approved “Meriter” hospital package, including one floor area directly adjacent to residential. They have removed the sign that was on the north end of Brooks Street on the face of the building. Heifetz stated they would be similar themes; right now it is their 100th Anniversary so they would all be related to keep things less busy.

ACTION:

On a motion by O’Kroley, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0).

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 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 700 South Park Street

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

General Comments:

- Erin Street is a bit too much.