

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> September 22, 2010	
TITLE: 2 East Mifflin Street – Comprehensive Design Review. 4 <sup>th</sup> Ald. Dist. (18280)	<b>REFERRED:</b>	
	<b>REREFERRED:</b>	
	<b>REPORTED BACK:</b>	
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b>	<b>POF:</b>
DATED: September 22, 2010	<b>ID NUMBER:</b>	

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins, Jay Handy.

### **SUMMARY:**

At its meeting of September 22, 2010, the Urban Design Commission **REFERRED** consideration of a Comprehensive Design Review located at 2 East Mifflin Street. Appearing on behalf of the project was Eric Marty of Grant Signs. They are requesting two versions of building identification and a sign plan for future tenants on the building. The signage on the main entrance of the building will be approximately 21 square feet (Code is 12-feet) in order to avoid having multiple seams; the new signage will have two seams like the current signage. Also under request is allowance for multiple signable areas on the west and east sides on the south fascia of the building for future tenants which are not located coterminous with the tenant locations within the building. Their intent is to replace the existing Merrill Lynch signage with new non-lit signage, and remove the message center that does not work. New signed leases and new tenants coming into this building would want visible signage from the front façade (Mifflin Street/Capitol). The colors are intended to be a dark grey. They would like an additional two signable areas on the front south fascia and three more signable areas on the east end of the south fascia. The signage cannot exceed 18 square feet in overall signable area. They will use non-lit dimensional letters in a certain depth and color, keeping a uniform look. Portions of the signage would cross vertical elements of the architecture. On the west elevation they would like signage for “Manchester Place” to indicate their parking area. On the north façade would be an identification sign for the building; it can be seen coming from the loop and Wisconsin Avenue. Comments from the Commission were as follows:

- Parking exit and entrance should all be on the same line.
- Drop the “entrance” and the “exit” down.
- I question the font of “Manchester Place,” it’s a little hard to read and doesn’t match the architecture of the building.
- Part A seems perfectly fine. I don’t have a problem with crossing those architectural lines, but B could be looked at so the pattern of the signage reflects the pattern of the columns that rest below. The same would apply to C.
- This feels like a lot of signs to me.
- I struggle with adding so many tenant signs to one signable area.

**ACTION:**

On a motion by Barnett, seconded by Smith, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (8-0). The motion provided that the applicant return with a full graphic elevational presentation showing the possibility of four signs versus six signs along the south fascia.

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 5, 5, 5, 6, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2 East Mifflin Street**

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

General Comments:

- We need to see the entire south façade in one graphic view.
- Too many sign faces.
- Signs at parapet need further study; otherwise fine.