

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 23, 2006
TITLE: 2450 Atwood Avenue – Comprehensive Design Review, Ground Signage. 6 th Ald. Dist. (04274)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: August 23, 2006	ID NUMBER:

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

SUMMARY:

At its meeting of August 23, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** for a Comprehensive Design Review for ground signage located at 2450 Atwood Avenue. Appearing on behalf of the project were Don Busch and Dick Rinehart. This request would allow a new sign to be constructed on the base of an existing sign that does not meet the setback requirements.

Busch stated that the existing stone base will be utilized. He stated that the sign will be made of sandblasted sign foam. The base color will match that of the church's door. The design will include an arched feature that reflects the arches of the doors and windows.

The Commission expressed a strong desire that if and when the wall sign is replaced, that the individual metal letters and same text style be used.

ACTION:

On a motion by Geer, seconded by Host-Jablonski, 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, 7, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2450 Atwood Avenue

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

General Comments:

- A handsome sign.
- Sign is similar to existing and does not cause safety or aesthetic problems. Strongly encourage that St. Bernard's not take away the attractive individual letter on stone masonry that exists.
- Very complementary to the existing architectural details, big improvement. Reuse of the existing stone base is important.
- A very nice improvement in the signage.
- Nicely thought-out sign design. Like existing sign mounted on building face.