

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> October 21, 2009
TITLE: 2202-2300 South Park Street – Amendment to the “Comprehensive Design Review” Sign Plan for the Villager Mall Atrium in Urban Design District No. 7. 14 <sup>th</sup> Ald. Dist. (10903)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: October 21, 2009	<b>ID NUMBER:</b>

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Members present were: Marsha Rummel, Dawn Weber, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Richard Wagner and Jay Ferm.

### **SUMMARY:**

At its meeting of October 21, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of an Amendment to the Comprehensive Design Review located at 2202-2300 South Park Street. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; Barbara Dimick, Deborah Hobbins, Amy Good, representing the Urban League of Greater Madison; Steve Harms, representing Tri-North Builders; and Mark Olinger, Director, Department of Planning and Community & Economic Development. Growney Selene, Harms and Olinger provided details as to the updated version of the Comprehensive Design Review sign plan for The Villager Mall. The plans as presented noted the following:

- A review of pedestrian oriented signage.
- A review of the elements of the signage package for The Villager Mall proper, including existing and proposed wall and ground signage.
- A review of the Urban League/library/Planned Parenthood building signage noting responses to the Commission’s previous comments on the project, including a reiteration of a request to cross the reveal between two sign bands for the Madison Area Technical College occupies two tenant base and for instances for other tenant spaces do the same not to exceed a 30” height limit.

Following the presentation the Commission noted the following:

- MATC sign band should be a contiguous surface.
- The allowance for the crossing of two of the sign bands should be for MATC only.
- Problem with Urban League with no signage on east façade.
- Problem with the Planned Parenthood sign on north elevation, in addition to the Center for Economic Development and Workforce Training above canopy signage on the south elevation legibility/readability.
- With the blade sign on east elevation has too much going on altogether; sign could be better.
- Agree with the blade sign has too much going on as well as the lack of signage on the east elevation.

- The street trees block the east elevation's potential for signage where the trees complement the building's architecture and where the proximity to the street makes any signage on the east elevation less visible.
- If signage on east elevation should be a pedestrian level, favor deleting signage off the banner blade with the banner as modified OK. Harms noted an option to lower the blade sign to not greater than 12' from the ground and switch the lettering with the lettering at the bottom with the king graphic above the top with the banner lengthened to be parallel with the horizontal mullion of the adjacent window.

**ACTION:**

On a motion by Harrington, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided for the alteration to the two sign bands for the MATC tenant space to be unified into a single panel, along with modifications to the blade sign as suggested by Harms.

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, 6, 6, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2202-2300 South Park Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>					6			
					7			
					7			7
								7
								5
					6			6
					6			6

General Comments:

- Much improved.
- East elevation not as well-signed but overall sign package okay.
- Your attention to presentation of detail is appreciated.