

## AGENDA # 2

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> November 21, 2007
TITLE: 707 South Mills Street – St. Mary’s Hospital, PUD-SIP, Modifications/Clarifications to Signage Package. 13 <sup>th</sup> Ald. Dist. (08008)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: November 21, 2007	<b>ID NUMBER:</b>

---

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

### **SUMMARY:**

At its meeting of November 21, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-SIP located at 707 South Mills Street. Appearing on behalf of the project were Chris Oddo, Harvey Temkin, St. Mary’s, Dennis Davidsauer, Frank Byrne, Deb Harvey, Deb Harvey, Inc., Christopher Thiel, SAA, Jon Rozenfeld and Mary Starmann-Harrison. In response to the Commission’s previous reviews of the project, Oddo noted the following modifications to the signage package:

- There are two options for wall signage on the upper façade of the stair tower for the parking ramp on the north elevation. The wall signage has modified as not to cross architectural detail from brick to precast with the addition of a back panel for the sign over a previously bricked area to be constructed of a metal material with a stucco finish to match the coloration of the precast forming a contiguous signable area of uniform color. Within the signable area are featured two options for the “St. Mary’s” graphic, where alternative option number 1 is preferred.
- The primary pylon located at the corner of South Park Street and Emerald Street was further detailed in regards to the issue of line of sight in conflicts with pedestrian and bicycle traffic on adjoining sidewalks. It was noted that if the sign was pulled in from its present location its noticeability from traffic on Park Street would be diminished, defeating its purpose to provide direction options to propose to patients and visitors requiring the array of services offered by the hospital detailed within the sign directory.
- Details of primarily pylon sign P-1 were reviewed in regards to the issue of obstruction of sight line for bikes and pedestrians on the sidewalk caused by the ground sign located at the corner of North Park and Emerald Streets. The applicants noted if the sign was pulled in it would diminish its visibility, as well as conflict due to its proximity to an existing bus shelter at the corner.
- Primary pylon P-2 located at the corner of South Park Street and Delaplaine Court was reviewed with additional site distance information detailed. Details of primary pylon P-5 were reviewed in conjunction with its location at an open space pocket park off of the southwesterly intersection of Delaplaine Court and Brooks Street.
- Details of secondary pylon sign S-5 were presented also adjacent to a pocket park off of the southeasterly corner of Delaplaine Court and Brooks Street.

- Details of revised entrance to parking structure signage on the north elevation was detailed featuring canopy fascia signage featuring back lit cut out letters, as well as individual letters on a bar parallel to the fascia of the canopy which will be uplift.
- Additional details of valet, outpatient center drop-off and parking entrance signage was also detailed, in addition to providing details of signage for the main entrance off of the south elevation to the building which featured an illuminated LED bar with individual letters, as well as review of proposed for the first floor storefront retail along South Park Street, including more enhanced blade signage.

During and following the presentation of the signage package the Commission noted the following:

- Discussion on the primary pylon, P-1 emphasized the following:
  - Still an issue with the sign's location obstructing view of pedestrians and bikes at the corner.
  - Sign is pretty big. The "St. Mary's" on top is distracting; should maybe go to the bottom, too much information.
  - Maybe base of sign should be more transparent to see beneath to allow for visibility utilizing posts with openings at the bottom of the sign for safety at corner and at other similar locations.
  - Make "emergency room" larger; take off St. Mary's, consider relocating and reconfigure sign to make St. Mary's lower with removal of the upper cap.
- Relevant to the primary pylon P-1 and P-2 and the collective wall signage located on the building's façade at the corner of Park and Emerald Streets the Commission noted the following:
  - Issue with two wall signs in the same view as pylon too much clutter.
  - Photo overlay shows that all signs are highly visible.
  - Relevant to pylon sign P-2 sign is a non-issue since building is built up to the corner.
  - Still need to raise bottom as well as the bottom of other pylons to provide for pedestrian bicycle conflicts.
- Relevant to the primary pylon P-5 the sign is adjacent to a well designed pedestrian area. The sign obscures seating area in the pocket park.
  - Park has special character, sign impacts park, need to minimize.
  - The architectural sign creates a problem, it is solid in nature, creates a space between the open space park and the sign place, consider an alternative sign structure.
  - Redesign to fit materially and structurally to fit the space to be more compatible and integrate it with the pocket park.
  - The structural elements that support sign are an issue. Suggest the use of brick and wrought iron to complements features of pocket park seating area. Consider an option to create a buffer to separate park from sign to make park more private.

A continuation of the presentation by Thiel emphasized revisions to the overall lighting plan that also required the Commission's approval. Thiel noted the additional lighting amenities were located on the east or Park Street elevation of the building intended to enhance the lower retail front façade and the upper limits of the parking structure. The lower level façade would be lit with up/down light fixtures between canopies with its color matching that of the canopy, the upper façade features uplighting with "barn door" shielding to light the underside of the eyebrow underhang on the front façade's upper limit. Following the presentation the Commission noted the following:

- Concern with the broad directional uplighting instead of the minimal pencil thin with the lower wall fixtures on Park Street; dark sky issue.
- Concern with any uplift beyond the underside of the upper eyebrow feature.
- The downlighting of the lower retail level is OK but concerned with uplighting.

- Consider removal of the up/down lighting fixtures located on columns 2 and 4 along the lower left side of the front façade to create a rhythm across the face of the lower building façade.
- As long as the color of the fixtures and conduit behind matches, no need to see architectural drawings.

**ACTION:**

On a motion by Wagner, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL** of the signage package. The motion was passed on a unanimous vote of (9-0). The motion provided approval of the signage package, the signage package as presented with the exception of primary pylon P-5 which shall be modified to address the above stated comments and return for further consideration by the Commission.

A substitute motion by Ferm, seconded by Barnett to reduce the height of the pylon signs failed on a vote of (4-5) with Ferm, Rummel, Barnett and Host-Jablonski voting in favor, with Cosgrove, Harrington, Slayton, Woods and Wagner voting no. On lighting package, Barnett, seconded by Ferm, on a unanimous vote of (9-0).

On the updated lighting plan a motion by Barnett, seconded by Ferm to **GRANTED FINAL APPROVAL** of the design as presented with the elimination of up/down lights 2 and 4 on the lower façade of the Dean and St. Mary's Outpatient Center with the uplighting of the upper façade not to go past or above the upper fourth story "eyebrow" feature.

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, 6.5, 7, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 707 South Mills Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	7	-	-	7
	-	-	-	-	-	-	-	6
	7	-	7	-	7	7	7	7
	-	-	-	-	6	-	-	-
	6	-	-	-	6.5	-	6	6.5
	-	-	-	-	7	-	-	7
	5	-	-	-	5	4	5	5
	-	-	-	-	6	-	-	6

General Comments:

- Sign package – as a whole – is well designed and site appropriate, with a few tweaks needed to provide safety.
- Nice sign package. Appreciate attention to neighborhood traffic concerns.
- Thanks for the improvements. Nice package.
- Good package but not happy with pylon sign height.
- Improvement; appreciate the addressing of UDC concerns.