



Kevin Briski
Madison Parks Superintendent

Madison Parks Division
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Parks Operations Offices
Goodman Maintenance Facility
1402 Wingra Creek Pkwy.
West Parks, 608.266.9214
Summit, 608.288.6164
West Forestry, 608.266.4816
Construction, 608.266.6289
Conservation, 608.267.4918

Sycamore Maintenance Facility
4602 Sycamore Ave.
East Parks, 608.246.4508
East Forestry, 608.266.4816

Olbrich Botanical Gardens
3330 Atwood Ave., 608.246.4550

Warner Park Community
Recreation Center
1625 Northport Dr., 608.245.3690

Irwin A. & Robert D. Goodman Pool
325 Olin Ave., 608.264.9292

Golf Madison Parks
Supervisor, 608.838.3920
Glenway Golf Course
3747 Speedway Rd., 608.266.4737
Monona Golf Course
111 East Dean Ave., 608.266.4736
Odana Hills Golf Course
4635 Odana Rd., 608.266.4724
Yahara Hills Golf Course
6701 E. Broadway, 608.838.3126

State Street Mall/Concourse
Maintenance
211 S. Fairchild St., 608.266.6031

Forest Hill Cemetery
1 Speedway Rd., 608.266.4720



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the City of Madison

July 15, 2010

Comprehensive Design Review

Request approval of 'Sign' package as submitted for permitting at Elizabeth Link Peace Park; 452 State Street

Informational signage as depicted on page 3A of the submittal and locations noted on 3B fall within the permitted sign code, whereas they fall within the allowed size and locations considered as 'signable area' on both the South and East facade.

Please note; on 3B an additional sign labeled Southeast Wall. This is an 'interior' sign over the Service Desk which mimics that on the outside of the building façade. This sign does not require review or approval and is only included as part of the submittal for construction.

The 'projecting' *Downtown Madison Information* sign seen also on 3B is also permitted under 31.044(1)(c) & (p), as the sign located on a city building by the Parks Division also mimics the wayfinding signage recently incorporated into the State St redesign / reconstruction.

The issues regarding signage required for Comprehensive Design Review involve the 4 graphic panels on the Northeast facing wall that creates the backdrop / stage for the performance area incorporated into the overall site design.

These panels, in an effort to bring the stage 'presence' out away from the building, project 2" away from the building façade and protrude approx. 12" above the parapet wall across the architectural detail on this plane. At the bottom of the graphic panels, the architectural detail breaks the line of each panel that continues to extend less than 1' below.

The panels create a rhythm of elements that include the alternating windows that punctuate the building wall. Additionally, the graphics include details of the wayfinding signage located on the front façade and along the entire length of State St. The visuals were an effort to incorporate the history of the site and namesake; Lisa Link Peace Park. The panels help create the proscenium to define the plaza as a performance space for musical or theatrical events.

City staff and Sign Co. staff will be available for questions at the meeting.

Sincerely,

William A. Bauer ASLA
Landscape Architect