

## AGENDA # 6

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> August 4, 2010
TITLE: 111 South Hamilton Street – Comprehensive Design Review for a Wall Sign for “Nostrano” Restaurant. 4 <sup>th</sup> Ald. Dist. (19393)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: August 4, 2010	<b>ID NUMBER:</b>

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Members present were: Richard Wagner, Henry Lufler, Marsha Rummel, Melissa Huggins, Jay Ferm and Mark Smith.

### **SUMMARY:**

At its meeting of August 4, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a wall sign for “Nostrano” Restaurant located at 111 South Hamilton Street. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; Lindsey Selden, Tim Dahl and Elizabeth Dahl. Growney Selene presented two plans for signage and indicated that the Landmarks Commission has reviewed the two possibilities. One option features the wall sign below the sill of a second story window and above a limestone trimmed entryway that conforms to the “Sign Control Ordinance.” The other preferred option by the applicant locates the wall sign above the entryway on a curvilinear horizontal band of limestone and overlaps into framing elements, thus crossing architectural detail and requiring consideration under the provisions of “Comprehensive Design Review (CDR).” Staff noted that the provisions for CDR require making a finding for visual harmony between existing and proposed signage with building architecture and site design; where in this case relevance to site design is not possible because of the direct adjacency of the building to the public walk. She indicated that the first option for signage seems completely disconnected from the entrance they are trying to create with the sign. Their preferred placement for signage would be directly above the entryway door, making it feel like it belongs to the entryway façade. On the other option, the sign “floats” in front of the architectural details; it doesn’t actually attach to any architectural detail. The sign will be mounted on a raceway which will project off the building approximately 8-inches; in the base will be a downlight to light the entryway, with the sign being mounted on the façade of the curved raceway. The sign itself will not touch the architectural detail of the building. Comments from the Commission were as follows:

- The best place for a sign on that corner would be in front of the window (glass). That would be far more effective and less obtrusive.
- I’m not convinced that this is the best way to go about it. The signage itself and the design is very interesting and very eye-catching but I’m not sold on the idea of having it as a wrap-around “bumper.”
- I think the tabs on the sign tie in very well with the building architecture.
- It might help to put lighting on the stone band.

## **ACTION:**

On a motion by Ferm, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). In address of the criteria for Comprehensive Design Review, the motion noted that the sign as designed ties into the architectural design of the stonework, working with it rather than obscuring it. The motion provided the option to explore backlighting on the ends to accentuate the curve of the stone and make the wooden portion pop.

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 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 111 South Hamilton 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	-	6	6
	-	-	-	-	8	-	-	8

General Comments:

- Add backlighting to ends of signage.
- Uncovering the windows above the door is a great discovery. Sign works with architecture. Distinctive.