

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** June 25, 2014

TITLE: 545-551 West Main Street –
Comprehensive Design Review for
Exterior Building Signage at “Trainors
Store.” 4th Ald. Dist. (34427)

REFERRED:
REREFERRED:
REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: June 25, 2014 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Cliff Goodhart, Lauren Cnare, Tom DeChant, Melissa Huggins and Richard Slayton.

SUMMARY:

At its meeting of June 25, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 545-551 West Main Street. Appearing on behalf of the project were Judy Bennett and Mary Beth Growney Selene. Bennett presented plans to replicate the placement of historical signage on this building. In order to do so, there is a metal architectural detail that between the first and second story windows, and vertical flashing at the top of that that these signs would overlap approximately 3-inches. The main architectural detail would still be fully visible. The overall sign is 14” high x 16’ long, which gives more visibility from a distance. Matt Tucker, Zoning Administrator noted that he had spoken with the applicant prior to the meeting and the only outside of the box request is the sign crossing architectural detail. It is thought that this proposed sign would look just like what used to be on the building.

ACTION:

On a motion by Huggins, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion approved the Main Street wall signs with all other signage to comply with the Sign Control Ordinance, M.G.O. Chapter 31.

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 rating for this project is 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 545-551 West Main Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	5	-	5	5