## AGENDA # <u>4</u>

## City of Madison, Wisconsin

REPORT	OF: URBAN DESIGN COMMISSION	PRESENTED: August 9, 2006		
TITLE:	1402 Regent Street – Comprehensive Design Review for Wall Signage. 5 <sup>th</sup> Ald. Dist. (03832)	REFERRED:		
		REREFERRED:		
	Dist. (03032)	<b>REPORTED BACK:</b>		
AUTHOR: Alan J. Martin, Secretary		ADOPTED:	POF:	
DATED: August 9, 2006		ID NUMBER:		

Members present were: Lou Host-Jablonski, Acting Chair; Michael Barrett, Todd Barnett, Lisa Geer, Ald. Noel Radomski and Cathleen Feland.

## **SUMMARY**:

At its meeting of August 9, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of a comprehensive design review for wall signage located at 1402 Regent Street. Appearing on behalf of the project was Michael Olkwitz of Grant Signs. In response to the Commission's previous comments on the project the plans as presented featured the following:

- The wall sign previously located on the upper end of the east elevation of the building has been brought down to the vicinity of the second and third floor levels of the residential building.
- The previously proposed wall sign on the west elevation has been eliminated.
- The previously existing lease sign has been redone to be in character with the proposed east elevation wall graphic.
- The building entrance wall graphic, "The Regent" has also been redone to complement the design of the east elevation wall sign.
- Two existing ground signs have also been redone to match that of the east elevation wall sign.

## ACTION:

On a motion by Feland, seconded by Geer, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (6-0).

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, 6, 6, 7, 7 and 7.

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	7	-	7	7
	-	-	-	-	7	-	-	7
	-	-	-	-	7	-	-	7

General Comments:

- Nice tight design.
- Big improvement over previous submittal. Nice update to building.
- Nice job. Much improved and consistent. Will help in the evolution of Regent Street area.
- Placement much better, the continuity of all signage is better.
- Nice resolution.
- Thanks for listening the signs are very tastefully updated.