

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 2, 2011
TITLE: 525 West Johnson Street – Comprehensive Design Review, Double Tree Hotel. 4 th Ald. Dist. (24236)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 2, 2011	ID NUMBER:

Members present were: Richard Wagner, Chair; Marsha Rummel, Todd Barnett, Melissa Huggins, Richard Slayton, Henry Lufler, John Harrington and Dawn O’Kroley.

SUMMARY:

At its meeting of November 2, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 525 West Johnson Street. Appearing on behalf of the project was Eric Marty, representing Grant Signs. Registered in support and available to answer questions was Tom Ziarnik. Marty presented new signage for the hotel’s reimagining that provides that it would basically remain the same size as the existing signage. A wall sign located on a perpendicular fin is to be replaced where both the existing and proposed signage crosses architectural elements with the current version somehow was not caught with the City’s review system but now is disclosed and requested to be maintained with the replacement signage. They are requesting a cabinet in the same size with a new look that includes a secondary sign for “Badgerland”; this request provides for two signs on one building face. Rummel inquired about putting the two signs together but Marty stated that would require reworking and rewiring of the signage. Barnett commented that the “Doubletree” sign seems out of place and character with the wing sign and is not integrated with the design.

ACTION:

On a motion by Huggins, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1) with Barnett voting no.

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, 5, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 525 West Johnson Street

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

General Comments:

- All fine but the wing sign.