

## AGENDA # 2

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 21, 2010
TITLE: 100 North Hamilton Street – Comprehensive Design Review of Signage in C4 District. 4 <sup>th</sup> Ald. Dist. (12028)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: April 21, 2010	<b>ID NUMBER:</b>

---

Members present were: Todd Barnett, Acting Chair; Marsha Rummel, Dawn O’Kroley, Richard Slayton, John Harrington, Ron Luskin and Richard Wagner.

### **SUMMARY:**

At its meeting of April 21, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a comprehensive design review of signage located at 100 North Hamilton Street. Appearing on behalf of the project were Ruth G. Shelly and Susan Manske, both representing the Madison Children’s Museum. In response to the Commission’s review of the project, Shelly and Manske provided a summary of the signage package as follows:

- The awning on the south point has been lowered and placed above the entry door with the logo removed from the awning and lighting provided beneath the entry door.
- A logo element has been added to the area on the flat iron’s façade entry door above the door’s transom window and overlying second floor window. The banners on the street sides line up with underlying architectural details with banners removed from the end iron façade of the building as requested.
- Banners on both street sides continue down the full façades of both street sides and around the corner toward the Dayton Street side of the building.
- The banners have been changed from perforated aluminum banners to aluminum banners to get more crisp digital images and graphics.
- The entry at the parking adjacent to the driveway entry has been modified to eliminate the temporary banner in favor of a wall sign, in combination with a canopy fascia sign above the entry door where both signs are connected by a conduit ball expression that are detailed in context with the “cow” element above on the overlying roof.
- The Dayton Street point wall sign is more playful with the logo placed on two faces of the wall with a bouncing ball extension.

Following the presentation the Commission noted:

- It looks great, consider incorporating silhouettes as children coming up the wall and making bouncing ball line more vibrant.
- This is an opportunity for a 3-dimensional piece under the prowl to extend down on the end elevation flat iron façade.

- Banners could be larger, currently too small, could be longer by approximately 12-inches.

**ACTION:**

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

- That the applicant responded well to the Commission's input.
- Look at banner above circular window on Hamilton Street to be stronger, with the option to extend the banner's 12-inches longer combined with the discretion to center vertically between the sills of the lower windows and the heads of the upper windows.

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, 8 and 9.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 100 North 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	7
	-	-	-	-	8	-	-	8
	-	-	-	-	-	-	-	6
	-	-	-	9	8	-	-	9
	-	-	-	-	7	-	-	7

General Comments:

- Beautifully designed sign package.
- Perhaps still a bit subdued, but nice!