

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** May 20, 2009

**TITLE:** 1 South Pinckney Street – Existing  
Conditional Use/Ground Sign in the C4  
Central Commercial District, US Bank  
Plaza. 4<sup>th</sup> Ald. Dist. (11317)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** May 20, 2009

**ID NUMBER:**

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Members present were: Bruce Woods, Ron Luskin, Richard Wagner, Marsha Rummel, John Harrington, Richard Slayton and Dawn Weber.

### **SUMMARY:**

At its meeting of May 20, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of an existing conditional use/ground sign located at 1 South Pinckney Street. Appearing on behalf of the project was Brad Binkowski, representing Urban Land Investment Group, LLC/Urban Land Interests. Prior to consideration of the item Planning staff noted that the project provides for a ground sign adjacent to the U.S. Bank's Pinckney Street plaza entry on private property. Staff further noted that the provisions for the C4 District of the Street Graphics Control Ordinance do allow for ground signs, where the actual use has been limited and rare with the exception of the ground sign approved for the former Fiore building located off of the southwesterly corner of West Washington Avenue and Fairchild Street. Staff further noted that ordinance provisions allow for a sign at a maximum height of 12 feet with a total area of 32 square feet. Staff noted its support for the well-designed, well located sign as proposed. Binkowski provided an overview of the details of the proposed ground sign. He noted that it identifies the entry to a major building and features a thin blade of steel with glass with a black granite base, a one-inch plate of stainless steel between two extended plates of glass located on private property and a reasonable setback from the right-of-way and sidewalk. The sign also is designed to incorporate lights recessed in the granite base.

### **ACTION:**

On a motion by Harrington, seconded by Wagner, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0-1) with Luskin abstaining.

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, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1 South Pinckney Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	8	-	-	8
	-	-	-	-	6	-	-	6
	-	-	-	-	8	-	-	-
	-	-	-	-	-	-	-	7
	-	-	-	-	7	-	-	7
	-	-	-	-	7	-	-	7

General Comments:

- Handsome sign.