

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 22, 2009
TITLE: 232 East Olin Avenue – Street Graphics Variance from the Provision of UDD No. 1 for “Coliseum Bar and Banquet.” 14 th Ald. Dist. (14267)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 22, 2009	ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnet, Dawn Weber, Richard Slayton, John Harrington, Ron Luskin and Jay Ferm.

SUMMARY:

At its meeting of April 22, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a street graphics variance without the electronic reader board located at 232 East Olin Avenue. Appearing on behalf of the project was Jeff Solner, representing Coliseum Bar. As an introduction to the consideration of variances for a ground sign at the site, staff noted that the proposal provides for a ground sign at 18-feet in height to replace an existing ground sign of the same height, where a provision for Urban Design District No. 1 allows for only 10-feet in height, along with replacement of an existing sign at with a new sign at 40 square feet in size, which is what is normally allowed within the district. Solner noted that the request to provide for an electronic reader board below the new ground sign face is not proposed at this time, thus removed from the request under consideration. Based on these factors staff recommended approval.

ACTION:

On a motion by Slayton, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The ground sign was approved without provision for electronic reader board.

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, 6, 7 and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 232 East Olin Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	9
	-	-	-	-	6	-	-	-
	-	-	-	-	7	-	-	7