

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 4, 2009
TITLE: 202 South Park Street - Meriter Comprehensive Exterior Signage Package Component for a PUD(GDP- SIP). 13th Ald. Dist. (12023)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 4, 2009	ID NUMBER:

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

SUMMARY:

At its meeting of November 4, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage package located at 202 South Park Street. Appearing on behalf of the project were Loron Zemlicka, representing Meriter Hospital; Lori Farin and Kevin Snitchler.

Prior to the presentation on this item, staff noted that consideration of the Meriter comprehensive exterior signage package is a component of the previously approved Meriter Master Plan as part of an overall PUD-GDP which was combined with an overall SIP for the current operations of the Meriter campus including several alterations to existing facilities as part of an overall PUD-SIP. The Commission had provided previous comments on the signage package at its meeting of October 15, 2008. The signage package featured various components comprised of ground signage, wall signage, banners, promotional banners and donor identification options for various buildings on the campus. Following the presentation the Commission noted the following:

- Relevant to the sunscreen element appears heavy.
- The sign is in competition with its vertical decorative column.
- The competition artist panel can't compete with sign with field needed to be narrowed, as with the mosaic field.
- The mosaic field is not necessary on the horseshoe sign.
- Consider separating mosaic field artwork from the signface of the horseshoe entry sign.
- When comparing the horseshoe entry ground sign with other similar types of signage the masonry base is not as elongated as with the horseshoe sign. Horseshoe sign should have planted area beneath the Meriter graphics.
- The ground signage package is ok in context.
- Look at making the horseshoe sign base narrower as a means to make it more proportional.
- Regarding emergency signs No. 3 on the parking ramp should be offset to the traffic aisle. As detailed on the display boards, the emergency sign on the parking ramp looks tacked on/banner-like.
- Look at placing the emergency sign on the ramp lower or suspending below concrete panel.
- The version displayed is part of the presentation is not consistent with the version in the application packet, where the version in the application packet is ok.

- Relative to the Meriter main building Park Street façade sign, the sign needs to be located asymmetrically on the building façade. Consider pushing the sign to the right or left conflicts with the pedestrian arch – conflicts with the building architecture.
- Not sure if the sign is needed.
- Sign detracts from architecture. But understand need for Park Street wall sign.
- There appears to be room to move the sign northerly as indicated within the 3-D drive-by presentation.
- The sign as proposed is appropriately located in the correct place and size.
- Relative to banner signage, ok to project images with neighborhood and community theme.
- Relative to donor signage, needs to be low on the building at entries at a human scale to be appropriate, as a general approach and on all buildings. Donor signage way above grade and on upper elevations is too much.
- The “ER” signage on the entry doors beneath the emergency canopy should be more opaque to facilitate view-ability upon ingress and egress purposes.

ACTION:

On a motion by Slayton, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0-1) with Luskin abstaining. After the vote, the motion required the following:

- Donor signage should be located at doors and entries on ground level entries only and shall be at human scale. Plantings shall be provided beneath the hanging ground sign to protect walkers.
- The see-through “ER” door sign shall be more opaque to allow for better view-ability for ingress and egress.
- The emergency signage on the parking ramp shall be as portrayed within application packet.
- The proportion of the tower element of the horseshoe entry ground sign needs to be reworked so as the main sign is not in conflict with the proportion of the vertical column element.

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, 7, 7, 7, 7, 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 202 South Park Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	7	-	-	7
	-	-	-	-	7	-	-	7
	-	-	-	-	7	-	7	7
	-	-	-	-	8	-	-	8
	-	-	-	-	7	-	7	7
	-	-	-	-	-	-	-	5
	-	-	-	-	7	-	-	7

General Comments:

- Well done, well integrated with architecture and community.
- There is a concept for their design – bravo.
- Very nice overall package.