

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 17, 2010
TITLE: 100 North Hamilton Street – Comprehensive Design Review of Signage in C4 District. 4 th Ald. Dist. (12028)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 17, 2010	ID NUMBER:

Members present were: Bruce Woods, Marsha Rummel, John Harrington, Richard Slayton, Dawn O’Kroley, Jay Ferm, Mark Smith, Todd Barnett, Richard Wagner.

SUMMARY:

At its meeting of March 17, 2010, the Urban Design Commission **REFERRED** consideration of Comprehensive Design Review of Signage located at 100 North Hamilton Street. Appearing on behalf of the project were Mike Huffman, Ruth G. Shelly, representing the Madison Children’s Museum; and Susan Manske. Huffman provided an overview of the “Madison Children’s Museum” sign package, noting the need for approval under the provisions of Comprehensive Design Review of the sign ordinance where several of the proposed signs were not in compliance. The types of signs requiring consideration under Comprehensive Design Review due to the non-compliance consist of:

- Sign Type A, dealing with wall signage;
- Sign Type C dealing with the utilization of non-illuminated exterior banners;
- Sign Type D dealing with the illuminated exterior parking signage because of proximity to the drive aisle providing access to the surface parking deck;
- Sign Type G dealing with temporary recognition banner; and
- Sign Type H, an illuminated external wall cabinet.

The following sign types are required to be presented although consistent with the ordinance, Sign Types A, E and F.

Following the presentation the Commission noted the following:

- Look at Sign Type C, the application is similar to that approved with the Veteran’s Museum also on the Capitol Square.
- Open to Sign Type I as alternative with purple background, the panel should come in a foot or turn around the corners.
- Relevant to Sign Type C along the Hamilton Street elevation the initial fourth banner should be provided for balance.

- Want to see the fully developed sign package not as pared down with the current signage proposal including banners.
- Relevant to Sign Type C, the banners should be brought all the way down both street frontages.
- Relevant to banners along Pinckney, they should be brought further down but not too heightened.
- Relevant to Sign Type I, purple background pursued should be set inside the concrete panel.
- Like what it could be with more banners and signs on left side of building, can live with same number of banners and more on each street side.
- Like playfulness, could see more such as a 5th banner along the Hamilton Street elevation.
- Agree with banner comments but need to look at spacing.
- Relevant to Sign Type I, like purple wall's visibility but sign needs to land on wall differently, like sign but not the wall.
- Great job bringing energy from inside out. Relevant to Sign Type I, purple should be a shade placed on the wall as a rectangle and require approval by staff.
- On the Hamilton Street elevation, rearrange banners to be on columns with major architectural features or elements, especially on the way down Hamilton Street with staff approval.
- Provide additional two banners on the Hamilton Street elevation to frame window openings further down and space out further along Pinckney to provide the 4-5 banners at columns with major architectural details.
- Explore extending banners down Hamilton and do something with the blank wall.
- Problem with end awning on end elevation, who will see it that far up, look at viewability.
- Sign Type G, the temporary recognition banner as well as Sign Type I looks tacked on, needs to integrate vertically like above, get bold do something playful.
- Relevant to Sign Type I, do something bolder. Wrap around corner, get creative with opportunity.
- Delete banner at first bay off of the Flatiron corner it takes away from the verticality of the building with the end awning taking away from the corner. Look at overall proportion of this awning.
- Want to see something happen on the blank wall along Hamilton Street. Need something more dimensional.
- Question the purpose of the end awning, not functional with protection and issues with visibility, need to bring down.

ACTION:

On a motion by Barnett, seconded by Smith, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (8-0). The motion was passed noting address of the above stated concerns:

- The package receives high marks, but banners could come back with options as noted above, along with options for Sign Type I.
- The bike and car signing is OK with the donor sign, along with the wall sign panels.
- Sign Type A needs to be reexamined doesn't fit, need to provide room to breathe on the Flatiron and elevation of the building.

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, 8, 8 and 8.5.

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
Member Ratings	-	-	-	-	8	-	-	8
	-	-	-	-	-	-	-	8.5
	-	-	-	-	7	-	-	7
	-	-	-	-	8	-	8	8
	-	-	-	-	7	-	7	7
	-	-	-	7	7	-	8	7
	-	-	-	-	6	-	7	6

General Comments:

- Fun and appropriate package. Well done other than banners and signs. Ready to go. Bravo, A+.
- Wrap the building using architectural columns instead of jamming banners in front. Very cool overall!
- Playful. Could take further.
- Very good start. Spread out banners around building.
- Ask for what you want. Don't be conservative. This is a kid's place – be playful, bold and creative.
- Generally good work here – appropriate for use. Banners should not crowd entry corner!