

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: July 21, 2010
TITLE: 4 North Park Street – Previously Approved PUD(GDP), Modified Blade Signage. 8 th Ald. Dist. (15357)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: July 21, 2010	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, John Harrington, R. Richard Wagner, Jay Ferm and Henry Lufler.

SUMMARY:

At its meeting of July 21, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a modified blade sign located at 4 North Park Street. Appearing on behalf of the project was Tom Degen. Degen presented the font for the sign, showing a silver sign on the brick of the building with black letters, non-illuminated. Comments from the Commission were as follows:

- The top seems to float in the brick band between floors, but the bottom is aligned with the sills. Degen explained it was the rendering and showed an actual photograph to clarify.

ACTION:

On a motion by O’Kroley, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0).

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 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4 North Park Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	8
	-	-	-	-	6	-	6	6
	-	-	-	-	7	-	-	7
	-	-	-	-	5	-	6	-

General Comments:

- Meh, it's OK.
- Attractive sign highlights well-designed new building.