

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 3, 2011

TITLE: 1208, 1212, 1214 Spring Street - PUD (GDP-SIP) for an 8-Story Apartment Building. 8th Ald. Dist. (16968)

REFERRED:

REREFERRED:

(Amendment to a Previously Approved PUD(GDP-SIP), Wall Sign and Text for "Humbucker Apartments." Project includes 1216 and 1218 Spring Street Addresses.)

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: August 3, 2011

ID NUMBER:

Members present were: Richard Wagner, Henry Lufler, Melissa Huggins, Richard Slayton, Dawn O’Kroley and Mark Smith.

SUMMARY:

At its meeting of August 3, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of an amendment to a previously approved PUD(GDP-SIP), wall sign and text located at 1208, 1212, 1214 Spring Street. Appearing on behalf of the project was Mary Beth Growney Selene, representing Ryan Signs, Inc. The Secretary reviewed the history of this project and signage and why they need to review these changes based on restrictions in the Zoning Text that required R5 consistency and approval by the Urban Design Commission of which the current wall sign version under consideration did satisfy; unless approved with this amendment. Growney Selene presented a new sign with a guitar graphic to match the blue of the building façade, with brushed aluminum letters for contrast.

ACTION:

On a motion by Lufler, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0).

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 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1208, 1212 & 1214 Spring Street

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

General Comments:

- Sign OK – font for address is odd.