

## AGENDA # 5

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> May 19, 2010
TITLE: 4 North Park Street – Previously Approved PUD(GDP), Signage Package. 8 <sup>th</sup> Ald. Dist. (15357)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: May 19, 2010	<b>ID NUMBER:</b>

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Members present were: Richard Slayton, Todd Barnett, Mark Smith, Bruce Woods, Richard Wagner, Dawn O’Kroley.

### **SUMMARY:**

At its meeting of May 19, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage package located at 4 North Park Street. Appearing on behalf of the project was Tom Degen. Degen presented details of the previously approved elevations and requested signage above the windows for each retail space. All the signage will be less than 15-feet. The design consists of 24-inch channel letters mounted on a raceway and internally illuminated with LED. Degen presented the signage package for the “QDoba” portion of the project as an example, which he indicated would be asking for their own approvals. Degen also requested approval for a vertical blade sign as shown on the renderings. The signage would have a silver background to match the siding of the building with black letters for maximum contrast. Comments from the Commission were as follows:

- Relative to the signage along Regent Street, the wide space between columns troubles me. Slight changes to this would change the rhythm. I don’t like the way the middle one doesn’t relate to the door.
  - The one on the left looks smaller than the two on the right. If all 3 were the same size the narrow part won’t be so narrow.
  - Prefer the signs centered on the doors even though there’s a juxtaposition between the sign and where the door will be.
- Keep some of the signs justified rather than centered over windows to avoid asymmetry.
- We need to see the actual words to help determine where to place the signs. Degen explained that more details will come in as each tenant produces their signs.
- 24-inches high is OK, maybe a couple of inches smaller might be better.
- Having a sign at Park with one on Regent and one on the corner is OK as long as we significantly limit the size of those signs (QDoba) on the streetsides.
- I think the Park Regent Apartment blade signs look odd; the sign composition could be a little more interesting. Having a symmetrical sign on an asymmetrical building doesn’t fit the architecture.

**ACTION:**

On a motion by Slayton, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion required that the size of the blade sign meet code, with the placement of the signs will come back to staff, as well as a new font.

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, 5, 6 and 7.

**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
<b>Member Ratings</b>	-	-	-	-	-	-	-	7
	-	-	-	-	6	-	-	-
	-	-	-	-	6	-	-	6
	-	-	-	-	5	-	6	5
	-	-	-	-	-	-	-	5

General Comments:

- Nice package/design.
- Carefully justify the signage for each location.