

AGENDA # 4

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: August 4, 2010 |
| TITLE: 1127 University Avenue – Comprehensive Design Review for a Monument Sign. 8 th Ald. Dist. (19384) | REFERRED: REREFERRED: REPORTED BACK: |
| AUTHOR: Alan J. Martin, Secretary | ADOPTED: POF: |
| DATED: August 4, 2010 | ID NUMBER: |

Members present were: Richard Wagner, Henry Lufler, Marsha Rummel, Melissa Huggins, Jay Ferm and Mark Smith.

SUMMARY:

At its meeting of August 4, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a variance for a monument sign located at 1127 University Avenue. Appearing on behalf of the project were Brian Munson, and J. Randy Bruce, representing The Wesley Foundation. Staff explained to the Commission that consideration of this item is for a sign variance rather than a Comprehensive Design Review. The 8 square foot sign in this location is required to have a 12-foot setback but it can't because there is a handicapped accessible ramp being built between the sign and the setback, along with a slope to the hill behind it. Bruce stated that rather than being aluminum, the sign would be precast. He noted that the size of the sign fits in with the large scale of the area along University Avenue, where the wide, multiple lane westerly bound one-way street restricts and limits viewability of the proposed sign that is integrated into the new accessible ramp structure and is a component of other ongoing improvements to the building and site. Comments from the Commission were as follows:

- This is a perfect example of what we were talking about at the start of today's meeting.
- The size is appropriate and appreciate the change in materials to something that feels very appropriate to the building and location.

ACTION:

On a motion by Smith, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion referenced consistency with the standards for a variance as contained in Section 31.043(1), M.G.O.

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, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1127 University Avenue

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

- Very appropriate or setting-use.