

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 9, 2008

TITLE: 1300 Block of University Avenue –
PUD(SIP), Wisconsin Institute for
Discovery. 8th Ald. Dist. (06763)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: April 9, 2008

ID NUMBER:

Members present were: Bruce Woods, Marsha Rummel, Todd Barnett, Richard Slayton, John Harrington, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of April 9, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(SIP) located in the 1300 Block of University Avenue. Appearing on behalf of the project were Matt Fortney and Scott Pauli, both representing WARF.

Prior to the presentation, staff noted that the approval on February 13, 2008, which provided for the development of the Wisconsin Institute of Discovery included limited/permanent signage. Currently under consideration is a temporary “project graphic package” that will allow for the insulation of a “fence-wrap” around the perimeter of the full construction sight combined with the incorporation of object and construction graphics on specific and strategic locations of the fence-wrap. Since the project is zoned PUD(SIP), this is considered to be an alteration to the previously approved permanent sign package requiring Urban Design Commission approval. Provisions to the street graphics ordinance allow for a 144 square feet of project graphics to be displayed per street frontage on the sight. The application proposes to not exceed this requirement would combine graphics on any street frontage. A presentation of the project graphics provided details as to the various types of graphics to be displayed on the fence-wrap as well as their variation in size and design. A major element of the package provides for the construction of a 16 x 8 foot promotional project graphic be located at the apex of the corner of the intersections of Campus Drive and Randall Street; mounted above the 6 foot of the wrapped fence enclosure.

Following the presentation, the Commission noted the following:

- The promotional graphic should be incorporated into the overall graphics package contained on the wrap and can be maintained in it’s present location as proposed. Currently it is still billboard-like.
- Incorporate the promotional project graphic as a panel in the wrap flow in the same way as other proposed graphics. In addition try to tone the “red color” down.

ACTION:

On a motion by Wagner, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion for a final approval required the integration of the promotional project graphic into the overall wrap, with the option to utilize a different material other than utilize on other areas of the wrap. All signage shall not exceed the maximum level of 144 square feet per street frontage with all graphics to be designed in a similar manner to be reviewed and approved by staff.

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, 6, 6 and 7.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1300 Block of University Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	7.5	-	-	7.5
	-	-	-	-	7	-	-	-
	-	-	-	-	-	-	-	5
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	-
	-	-	-	-	7	-	-	-

General Comments:

- No advertising for contractors, etc.
- “Billboard” element not acceptable, otherwise nice package.
- As long as everything is incorporated in the wrap, this is a good treatment.
- Nice refinement. Appreciate simplicity of information.