

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 8, 2007
TITLE: 700 University Avenue – University Square, Comprehensive Signage Package for a Previously Approved PUD-SIP. 4 th Ald. Dist. (02772)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: August 8, 2007	ID NUMBER:

Members present were: Paul Wagner, Marsha Rummel, Richard Slayton, Michael Barrett and Todd Barnett.

SUMMARY:

At its meeting of August 8, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a comprehensive signage package located at 700 University Avenue. Appearing on behalf of the project were Mark Bastian, Greg Rice, Julie Grove, Michael Olkwitz and Steve Brown. Mark Bastian provided an overview of the comprehensive signage package proposed for the University Square development, consisting of the following components:

- The University Square commercial/retail and parking.
- The private residential housing development (Lucky) and parking.
- The University of Wisconsin-Madison student service office tower.

The overview provided a detailed perspective of the total signage for all three components as they affect the façade of the building on its various street side elevations. Following the overview, Bastian provided an enhanced review of the signage package for the commercial/retail component with Olkwitz providing a detailed review of the private housing development's proposed signage package, followed by Bastian's detailed review of the University of Wisconsin-Madison student service tower signage package elements. Following the presentation the Commission noted issues with the size of projecting graphics associated with the structured parking for the retail component, in addition to window graphic elements. The Commission also had issues relevant to the private housing development in regards to the request for the use of permanent marketing banners and upper story "Lucky" emblem branding elements. The signage package for the student service office tower had issue with only the small size of a temporary wall graphic announcing the forthcoming opening of the student activity center.

ACTION:

On a motion by Slayton, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-0-1) with Wagner abstaining. The motion provided for the approval of the signage package as presented, except that the parking blade sign to be reduced in size to be no larger than 32 square feet and relevant to window graphics, the aluminum framing for large signage not be red so as not to be the same coloration as the applied window graphic.

On a motion by Barnett, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-1-1) with Wagner abstaining and Rummel voting no. The motion provided for only the approval of the temporary marketing banners to be utilized only for one year from the date of installation, the elimination of the branding elements on the upper stories of the private student housing structure, the approval of the “elephant” above canopy graphic, as well as associated parking graphics only.

On a motion by Barrett, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (3-0-2) with Barnett and Wagner abstaining.

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, 6.5, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 700 University Avenue (a)

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	5	-	-	-
	-	-	-	-	6/7	-	7	7
	-	-	-	-	6.5	-	6	6.5

General Comments:

- There is potentially a lot of sign clutter – it should be minimized. Parking directionals should be graphically simplified with the universal green “P” parking symbol.
- Minimum distance between blade signs. #5 crosses architectural elements.
- This entire project pops with wow, very exciting, history making infill.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 700 University Avenue (b)

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

General Comments:

- The elephant logo is a good lively one that will enhance the street level visual experience. The banners should not be permanent. The elephant high on the building cheapens the architecture.
- High mounted sign inappropriate.
- Nice, fun sign.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 700 University Avenue (c)

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

General Comments:

- Nicely done. Very well presented materials.