

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 10, 2010
TITLE: 2 East Mifflin Street – Comprehensive Design Review of Signage. 4 th Ald. Dist. (18280)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 10, 2010	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Todd Barnett, Richard Slayton, R. Richard Wagner, Melissa Huggins and Henry Lufler, Jr.

SUMMARY:

At its meeting of November 10, 2010, the Urban Design Commission **REFERRED** consideration of a Comprehensive Design Review of signage located at 2 East Mifflin Street. Appearing on behalf of the project was Eric Marty. Marty addressed the concerns of the signage and parking on the west and south elevations. The west elevation has been changed to incorporate the suggestions of the Commission. On the south elevation they are ultimately seeking six (6) tenants; the goal of Manchester Place is to have those six tenants on the front façade for maximum exposure. The goal is not to be big and flashy but to be nice and elegant. The majority of the cases would be a smaller scale logo and smaller lettering. Because of how the entrance is formed, as well as the street lights and trees, you cannot see all the signs at once. When you look at the building as a whole it's not going to be intrusive; they want to create a nice simple band with consistency and nice and clean across the entire top. Comments from the Commission were as follows:

- You have a very elegant entrance, but then the white part of the building looks like a construction wall/outfield wall that has advertising on it. Maybe a line that would break the white?
- The code requires that the signage be where the tenant is located. To me this is more advertising than identification. It's a combination of looking cluttered and getting away from the intent of the code.
- The signs ought to integrate better with the rhythm of the building. I like the idea of some kind of band.
- Something needs to be done to make this look less like a construction zone.
- What is the need for the signage?
 - It's for the people walking on the Square. It's difficult to see a lot of the signs because of the obstructions. The tenants want their logo on the building.
- These drawings don't show the architectural detail of the lines. You're also crossing architectural details with signage.
- Your new tenant signage is so much bigger than the existing sign.
- I think there are too many unresolved questions to this project.
- We have to be really careful about this one. If we approve this everyone on the Square will expect this.

- What about putting the signs on the column out from the building?
- What about some type of monument sign that is perpendicular to the entrance? The idea of a vertical, nicely appropriately scaled item is a good one. It's less obtrusive and more useful; it would help further break that up.
- We need to do something a little better.
- The signage should be subordinate to the building. The building is more important than the signage.

ACTION:

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (6-0). The parking and entrance signage was approved as submitted.

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 4, 4 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2 East Mifflin Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	5	-	5	5
	-	-	-	-	4	-	-	4
	-	-	-	-	-	-	-	4

General Comments:

- Explore blade signs of appropriate size and scale.