

AGENDA # 3

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: July 6, 2011 |
| TITLE: 529 North Lake Street – Comprehensive Design Review. 8 th Ald. Dist. (22887) | REFERRED: REREFERRED: REPORTED BACK: |
| AUTHOR: William A. Fruhling, Acting Secretary | ADOPTED: POF: |
| DATED: July 6, 2011 | ID NUMBER: |

Members present were: Richard Wagner, Mark Smith, Dawn O’Kroley, Todd Barnett, John Harrington, Richard Slayton, Melissa Huggins and Henry Lufler.

SUMMARY:

At its meeting of July 6, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 529 North Lake Street. Appearing on behalf of the project was Eric Marty, representing Grant Signs. Appearing in support and available to answer questions was Jordan Meier, representing The Kollege Klub. An email from Matt Tucker, Zoning Administrator, was distributed. A proposed blade sign is 20 square feet per face and is perpendicular to the building in order to gain exposure from State Street. The vertical lines are external lights, but the text is internally-illuminated push-through letters. The current awning does have signage on it and would be lowered a floor. A new awning would be located above an exit door on Langdon Street. Lufler inquired about lighting from the new sign on the neighboring apartment. Marty responded that it won’t have much effect and that they do have options for creating an illuminated shield or flashing, and could also move the sign a bit closer to the building to dissipate the lighting. Barnett commented that the scale of the blade sign is fine but would like the top of the sign to align with the top of the window frame at the third floor. The applicants clarified that the existing flood light and wall sign would be removed. O’Kroley found it more appropriate to tuck the top of the awning under the stone band above the first floor, and to remove the awning on Langdon Street. Huggins stated that it seems fair for a legal non-conforming use to have some signage. Smith commented that the sign is too large and too far off the ground. He suggested recalculating a sign that fits just under the sill and above the stone band; he thinks that would enhance the architecture. Marty responded that they need to draw customers from farther away and putting the sign up higher will accomplish that. He also pointed out that the Walgreen’s canopy causes visibility problems if the sign is too low.

ACTION:

On a motion by O’Kroley, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion included the following conditions:

- Locate the blade sign so that the top of it is no higher than the mid-mullion of the third floor window and the bottom of it is above the stone band.
- Omit the canopy on Langdon Street and leave the existing metal awning over the opening.

- Study a canopy above the Lake Street entrance that begins below the stone coursing with the Commission's strong encouragement to look at a material that is more compatible with the metal awnings and architecture of the building.
- Discuss with Zoning and Urban Design staff the need for signage facing Lake Street, because of the direction of the blade sign. This may include appropriate wall signs, door/window signs, or awning signs, etc. It was clarified that this issue could come back to the UDC if necessary.

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 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 529 North Lake Street

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

- Please bring proposed canopy back to Urban Design Commission.