

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** November 7, 2012

TITLE: 801 South Park Street – Signage Package,
New PUD(GDP-SIP), Mixed-Use
Development (Erin Square) in UDD No. 7.
13th Ald. Dist. (16320) **REFERRED:**
REREFERRED:
REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: November 7, 2012 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Tom DeChant, Melissa Huggins, Cliff Goodhart, John Harrington, Richard Slayton*, Dawn O’Kroley and Marsha Rummel.

*Slayton recused himself on this item.

SUMMARY:

At its meeting of November 7, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage package located at 801 South Park Street. Appearing on behalf of the project were John Bieno, Pat McCaughey and Jeremy Alsaker. Appearing in support and available to answer questions were Ryan Coffey, representing JMB Signs, Inc.; and Mike Mead. The Secretary noted issue with signage above the first floor commercial tenancies; where tenant residences are located, as well as with the retail sign on the south end elevation where the commercial sign band is down below. The Sign Ordinance states the signs should be as close to the premise as possible outside of a proposed projecting sign which has been delineated throughout the approved process for the project, two signs have been proposed in conflict with their proximity to residential units. The Commission generally agreed that the signage was excessive; the blade sign was acceptable. The applicant agreed to remove the excessive signage and put a “DD” logo on the awning to identify their entranceway facing northbound traffic on Park Street.

ACTION:

On a motion by Harrington, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0).

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 is 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 801 South Park Street

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