

## AGENDA # 9

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> October 15, 2008
TITLE: 202 South Park Street – Meriter Campus Master Plan, PUD-GDP. 13 <sup>th</sup> Ald. Dist. (12023)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: October 15, 2008	<b>ID NUMBER:</b>

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Members present were: Lou Host-Jablonski, Chair; Bruce Woods, Jay Ferm, Ron Luskin, Marsha Rummel, Dawn Weber, Richard Slayton and Richard Wagner.

### **SUMMARY:**

At its meeting of October 15, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the Meriter Campus Master Plan PUD-GDP located at 202 South Park Street. Appearing on behalf of the project were Melissa Huggins, Geoff Sabin, John Lichtenheld, Doug Hursh, Loren Zomlicka and Jody Shaw, all representing Meriter Hospital. The presentation emphasized the transportation impact assessment and TDM measures associated with the master plan, as well as details of the overall sign concept for the Meriter Campus. Lichtenheld provided an overview of the traffic impact assessment and associated TDM measures, with Sabin providing an overview of the signage plan for the overall Meriter Campus. Following the presentation the Commission noted the following:

- Thorough TDM measures.
- Signage is generally big, question the mix of old fashioned and modern as too much of a mix.
- Like addition of art to functional elements of the signage package.
- Horseshoe sign doesn't relate well, appears out of place.
- Off premise sign is too big.
- Horseshoe sign doesn't fit.
- Have a reservation about the Meriter wall sign along Park Street, appears tacked on and billboard like and detracts from the building's architecture.
- The top of sun shade still heavy on proposed ground signs.
- The Meriter sign on Park Street needs work; needs to relate to the building's entry or some other functional element.

### **ACTION:**

Since this was an **INFORMATIONAL PRESENTATION**, no formal action was taken by the Commission.

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, 7, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 202 South Park Street**

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

General Comments:

- Nice sign design and impressive TDM plan.
- Like mosaic idea and incorporating historic banners.