

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 22, 2009
TITLE: 2702 Crossroads Drive – Comprehensive Design Review of Signage for the “Courtyard by Marriott.” 17 th Ald. Dist. (07906)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 22, 2009	ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn Weber, Richard Slayton, John Harrington, Ron Luskin and Jay Ferm.

SUMMARY:

At its meeting of April 22, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of signage located at 2702 Crossroads Drive. Appearing on behalf of the project were Gary Brink, representing Raymond Management Co. John Sutton and Doug Kozel, architects, were registered in support. Staff elaborated on the issues with the proposed comprehensive design review for the signage for Courtyard by Marriott and noted that the project had received approval by the Commission in June of 2008; where consideration of the project elements were provided with a detailed review of the hotel’s signage package with the assumption that the zoning lot was approved at either a C2 or C3 Commercial zoning designation. Upon recent requests for sign permits from Zoning it was discovered that the parcel is actually zoned RPSM which provides for more restrictive zoning provisions than allowed under either a C2 or C3 zoning designation. Staff noted that the early development history of this area originally intended to provide for its development with RPSM Research Park Specific Manufacturing uses; where subsequent adjacent development was accompanied by rezoning C2 and C3 in support of more conventional retail commercial development in the area. Staff further noted that adjacent commercial development under these zoning designations provide that consideration of signage consistent with commercial zoning designations for a commercial use such as a hotel on this lot would appear to be acceptable. Gary Brink then provided a summary of the signage package which was followed by discussion by the Commission. The Commission raised concerns with issues with a proposed ground sign as being too large and too tall with an emphasis on a need to reduce the overall height of the sign.

ACTION:

On a motion by Slayton, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided that the approval of the comprehensive design review for signage for this project is based on the commercial use of the property within an area in the vicinity of other commercially zoned parcels despite its RPSM zoning; therefore not a precedent. The motion also required that the overall height of the unit not exceed 6-feet.

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, 5, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2702 Crossroads Drive

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