

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> December 17, 2008	
TITLE: 4802 Tradewinds Parkway – Sign Height Variance in Urban Design District No. 1. 16 <sup>th</sup> Ald. Dist. (09118)	<b>REFERRED:</b>	
	<b>REREFERRED:</b>	
	<b>REPORTED BACK:</b>	
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b>	<b>POF:</b>
DATED: December 17, 2008	<b>ID NUMBER:</b>	

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Members present were: Bruce Woods, Acting Chair, Ron Luskin, Jay Ferm, Mark Smith, Richard Wagner, Richard Slayton, John Harrington, Dawn Weber, and Marsha Rummel.

### **SUMMARY:**

At its meeting of December 17, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a sign height variance in Urban Design District No. 1 for a hotel located at 4802 Tradewinds Parkway.

Registering in support were Kevin G. Wilson, Sleep Inn Signs; and Mary Beth Growney Selene.

Prior to the presentation, staff noted that the development of a hotel on this site was approved by the Commission in April 9, 2008. The building plans as presented provided details of cupola signage atop the building where it was noted by staff that formal approval require a variance from the provisions of Urban Design District No. 1 as part of the separate public hearing.

The variance will provide relief from the following: “the height of a ground or wall sign shall not exceed ten (10) feet along John Nolen Drive or eighteen (18) feet elsewhere in the district unless a higher sign is specifically approved by the Urban Design Commission.”

Mary Beth Growney Selene of Ryan Signs provided a review of the details of the cupola signage noting/referencing satisfaction of the variance criteria relevant to identification and legibility from the nearest roadway at prevailing speeds and signage in scale with the building and site as part of a previously approved overall design. The following discussion with the Commission it was noted that future consideration of any signage variance should be accompanied by the entire signage package proposed for development.

### **ACTION:**

On a motion by Ferm, seconded by Wagner, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (9-0).

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 are 6 & 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4802 Tradewinds Parkway**

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

General Comments:

- Sign height variance logical location good for wayfinding.