

AGENDA # 11

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** February 8, 2006

TITLE: 474-478 Commerce Drive – Alteration to a
Previously Approved Signage Package for
a PUD(GDP-SIP), "Cortland Commons"
Phase III; Building B. 9th Ald. Dist. **REFERRED:**
REREFERRED:
REPORTED BACK:

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

DATED: February 8, 2006 **ID NUMBER:**

Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Lou Host-Jablonski, Lisa Geer, Michael Barrett, Jack Williams, Bruce Woods and Cathleen Feland.

SUMMARY:

At its meeting of February 8, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of alterations to a previously approved signage package for a PUD(GDP-SIP), "Cortland Commons" Phase III, Building B. Appearing on behalf of the project was John Bieno. Staff and Bruce explained to the Commission that the alteration to the previously approved signage package for the PUD(GPD-SIP) for "Cortland Commons" Phase III was intended to provide for an issue with signage for second floor office/commercial tenant space where the long axis of the building is oriented on one side to an interior surface parking court and on its other side to its Commerce Drive frontage with second floor office/commercial space's floor plan providing for tenancies either oriented to the interior surface parking court or to the Watts Road or street side of the building. Under this situation the tenants are requesting signage on both sides of the building. Under the provisions that would apply to conventional commercial development in the Street Graphics Control Ordinance, signage would only be allowed pertinent to the façade of individual tenant spaces and not allowed on that side of the building containing an opposing tenant space on the upper level. The alteration requested that the Commission approve dual signage to identify all tenants of upper story occupancies on both sides of the building within designated sign areas sized appropriately and lit by overlying "goose-neck" fixtures. Staff noted to the Commission that an exception of this type, although not consistent with the provisions of the Street Graphics Control Ordinance, could be granted under the property's PUD designation.

Following the favorable consideration of this request, Bruce noted to the Commission another issue with first floor building signage not noticed within the agenda packet. The Commission requested that Bruce return for formal consideration of this item.

ACTION:

On a motion by Feland, seconded by Geer, the Urban Design Commission **GRANTED FINAL APPROVAL** of signage package modifications for second floor commercial/office tenant space. The motion passed on a vote of (7-0-1) with Wagner abstaining.

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, 6 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 474-478 Commerce Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	6	-	-	-	6
	-	-	-	-	7	-	-	-
	-	-	-	-	6	6	-	-
	-	-	-	-	-	-	-	6
	-	-	-	8	-	-	-	8
	-	-	-	-	6	-	-	6

General Comments:

- Why not allow entry from both sides?
- Signs on both sides require entry on both sides to be functional from the outside.