

## AGENDA # 6

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> March 21, 2007
TITLE: 702 North Midvale Boulevard (Hilldale Redevelopment, The North Face) – PUD- SIP, Minor Exterior Façade Approval and Signage Package. 11 <sup>th</sup> Ald. Dist. (05670)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: March 21, 2007	<b>ID NUMBER:</b>

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

### **SUMMARY:**

At its meeting of March 21, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-SIP for a minor exterior façade approval and signage package for Hilldale Mall, The North Face. Appearing on behalf of the project were Domenic Lanni and Scott McLamore. As a follow up to the Commission's initial approval of building façade treatment and wall signage for the proposed "North Face" store, the plans as presented requested further consideration for signage on existing an open canopy structure at the entry to the tenant space that incorporated an under canopy extending graphic in line with that previously suggested by the Commission. Details of the façade treatment and wall signage as previously reviewed and approved by the Commission were presented, in conjunction with the inclusion of a red, 5-foot wide squared vertical graphic column extending from the center of the underside of the circular canopy structure at its center (a square tube signage element) featuring a North Face logo on three sides in a white color. The North Face graphic will be routed into the face of the red square tube and enhanced with internal fluorescent fixtures. The structure of the red square tube would only allow for light within the routed graphic areas in a white color where no other light would protrude from the graphic fixture. Following the presentation, the Commission noted that the previously reviewed façade treatment and wall graphics were as anticipated with the concept of the square tube signage element acceptable if limited to one graphic on its front face and not on the sides or back.

### **ACTION:**

On a motion by Woods, seconded by Geer, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1) with Barnett voting no. The motion limited utilization of one graphic on the square tube signage element with the other three sides to remain plain; red (without a graphic).

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, 6, 6, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	8	-	-	8
	-	6	-	6	7	-	6	6
	-	5	-	-	7	-	-	7
	-	-	-	6	6	-	7	6
	-	-	-	-	-	-	-	5
	-	-	-	-	7	-	-	-
	-	-	-	-	6	-	-	6

General Comments:

- Signs are great. The rear pre-cast façade is unfortunate – the tin siding continuous would have been better.
- Much improved, thanks for the changes.
- A bit severe, but architecturally well-integrated. This comment is approving of the sign only, not the building architecture.
- Signage on the red square should only be on the face paralleling the entrance.
- Prefer round over square “pendant”; façade treatment should run corner to corner.
- More interesting sign than most.