

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 20, 2006
TITLE: 4725 Tradewinds Parkway – Tradewinds Business Park – Lots 9-11, New Construction, “Marcus Theatres” in Urban Design District No. 1. 16 th Ald. Dist. (04190)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: December 20, 2006	ID NUMBER:

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

SUMMARY:

At its meeting of December 20, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** for a marquee/entrance element for “Marcus Theatres” located at 4725 Tradewinds Parkway, in Urban Design District No. 1. Appearing on behalf of the project was David Baum. Baum stated the colors, materials and marquee are the same as presented at this meeting for the Point Cinemas at 7825 Big Sky Drive. It was noted that this is new construction that received final approval with conditions at the September 6, 2006 meeting and that the plans being presented did not reflect that approval. Baum stated that he is only seeking approval for the marquee/entrance feature and that all conditions of the previous approval will be met.

The Commission felt that neon is appropriate for a theatre marquee and is appropriately used in this case. They felt that the marquee and entry feature, in particular, was nicely integrated into the design of the building and helped reduce the scale of a large building.

ACTION:

On a motion by Geer, seconded by Host-Jablonski, the Urban Design Commission **GRANTED FINAL APPROVAL** with the condition that the requirements of the previous approval be met. The motion was passed on a vote of (5-0).

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 7, 7, 7, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4725 Tradewinds Parkway

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

General Comments:

- I feel the neon here is appropriate to the architecture and a theater marquis.
- Good use of neon. Handsome sign/marquis.
- The scale, style and detail of this new building entry is very appropriate to this building use and size.
- Consistent with the High Point Cinema plan.