

AGENDA # 3

City of Madison, Wisconsin

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

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

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

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

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

SUMMARY:

At its meeting of March 8, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of alterations to a previously approved signage package for a PUD(GDP-SIP), "Cortland Commons" located at 474-478 Commerce Drive. Appearing on behalf of the project were J. Randy Bruce, Fred Rouse, Ald. Paul Skidmore and Danny Senf. Staff noted to the Commission that this item was a continuation of a discussion on signage issues with the "Courtland Commons" development initiated at the previous meeting of February 22, 2006. Bruce presented details of a revised signage package for both Phases II and III of the "Courtland Commons" mixed-use development that was intended to provide for a more specified and clarified signage package for the development. Bruce provided further elaboration on the details of a diversified signage package featuring the use of face lit with loose neck fixtures, placard style signage, individual backlit letter signage, as well as internally illuminated can signage as detailed within the signage package. Bruce noted that the objective was to provide for a variety of signage with specific controls as to their location and size. The Commission generally felt that the tightly controlled size limits and signage specifications contained within the signage package was appropriate to the type of architecture within the development.

ACTION:

On a motion by Barrett, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0-1) 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, 7, 8 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	-	-	-	-	5	-	-	-
	-	-	-	-	8	-	-	8
	-	-	-	-	6	-	6	6
	-	-	-	-	8	-	-	8
	-	-	-	-	6	-	-	6
	7	8	-	-	6	6	7	7

General Comments:

- Support variety of sign designs/formats.
- Not all sign packages should be necessarily allowed this flexibility, but here, with this clear, well-proportioned architecture that properly locates signage, plus a tightly constrained text description, the variety actually strengthens an already well-designed project.
- Variety of signs appropriate to this sort of project.