

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 3, 2008
TITLE: 1849 Northport Drive – Comprehensive Design Review, Continuance from March 26, 2006. 12 th Ald. Dist. (11650)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 3, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski, Ronald Luskin, Jay Ferm, Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington and Richard Wagner.

SUMMARY:

At its meeting of September 3, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 1849 Northport Drive. Appearing on behalf of the project was Don Bruns with Ald. Satya Rhodes-Conway speaking in support. Prior to the presentation staff reminded the Commission that the comprehensive design review for consideration for ground signage for the “Northside Town Center” was a follow-up to conditions for final approval granted in March of 2006. A portion of the overall sign plan approved by the Commission at that time required additional review of the following: “The Northport sign shall come back for further consideration with elimination of winged extensions. Consideration of increased height if necessary in the same top treatment as the Sherman Avenue sign or the applicant is to return for consideration of a new proposal. The top treatment on both the Northport Drive and Sherman Avenue ground signs should be as proposed with the Sherman Avenue sign and match.” The following conditions noted further requirements for the refinement of the ground sign at the meeting of August 20 as follows:

- The “Northside Town Center” panel looks like a tenant panel and should be differentiated.
- The sign looks busy and cluttered with various panels competing for attention.
- Proportionally, the base of the sign looks too tall.
- An illustration showing how the sign will look at night was requested.

Bruns provided details on modifications to the sign to address all the above concerns of the Commission including the following:

- The upper portion of the sign noting “Northside Town Center” features the same background color as the supporting columns.
- The multiple tenant signage has been redesigned to be consistent in size and scale with each tenant panel.
- The build of the combined multiple tenant signage has been relocated to be more approximate to the base supports and diminishes its appearance of being too tall.

ACTION:

On a motion by Slayton, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (9-0). The motion required that landscaping be defined and specified at the base of both signs using native materials and grasses, and provide for reverse illumination for the center's sign panel with no white light at night.

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, 5.5, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1849 Northport Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	6
	-	-	-	-	5.5	-	-	5.5
	-	-	-	-	-	-	-	5
	-	-	-	-	7	-	-	7
	-	-	-	-	5	-	-	-
	-	-	-	-	4	-	-	-
	-	-	-	-	6	-	-	6
	-	-	-	-	-	-	-	5.5

General Comments:

- Fine, approvable.
- Excellent refinements.
- Good applicant responsiveness.
- It's a giant sign.