

## AGENDA # 1

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION  | <b>PRESENTED:</b> February 4, 2009                              |
| TITLE: 479 Commerce Drive – PUD-SIP,<br>Modifications to a Previously Approved<br>Hotel. 9 <sup>th</sup> Ald. Dist. (07907) | <b>REFERRED:</b><br><b>REREFERRED:</b><br><b>REPORTED BACK:</b> |
| AUTHOR: William A. Fruhling, Acting Secretary   | <b>ADOPTED:</b> <b>POF:</b>                                     |
| DATED: February 4, 2009   | <b>ID NUMBER:</b>   |

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Members present were: Bruce Woods; Chair, Todd Barnett, Richard Slayton, Dawn Weber, Mark Smith, Jay Ferm and John Harrington.

### **SUMMARY:**

At its meeting of February 4, 2009, the Urban Design Commission **REFERRED** a modification to a previously approved PUD(SIP) for a hotel to allow for a monument sign. Appearing on behalf of the project were John Hall and Stephanie Bracken. The applicants stated that there are two hotels addressed on Commerce Drive, and that causes confusion for customers and potentially for the Fire Department. They would like to install a monument sign near the entrance that would include a panel for each hotel and addresses on the edge towards the street.

The Commission expressed concern about the scale of the sign and whether having the addresses on the narrow edge of the sign would help with wayfinding.

### **ACTION:**

On a motion by Barnett, seconded by Ferm, the Urban Design Commission **REFERRED** a modification to a previously approved PUD(SIP) for a hotel to allow for a monument sign, and asked the applicants for the following:

1. Consider reducing the size of the sign and incorporating the addresses into the faces of the sign panels – emphasizing the wayfinding nature of the sign.
2. Provide a complete site plan and dimension the location of the proposed sign.
3. Provide a landscape plan for the area around the sign.
4. Provide detailed information on the lighting of the sign.

The motion passed on a vote of (7-0) with Luskin absent for this item and vote.

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 rating for this project is 3.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 479 Commerce Drive**

|                       | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| <b>Member Ratings</b> | -         | -            | -              | -                              | 5     | -                                   | -             | -              |
|                       | -         | -            | -              | -                              | 3     | -                                   | -             | 3              |
|                       | -         | -            | -              | -                              | 6     | -                                   | -             | -              |
|                       | -         | -            | -              | -                              | 4     | -                                   | -             | -              |
|                       |           |              |                |                                |       |                                     |               |                |
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|                       |           |              |                |                                |       |                                     |               |                |

General Comments:

- Sign is out of scale for its purpose – wayfinding. Documentation incomplete.
- Sign is way out of scale.
- Nice signage – too large? Smaller scale would be better; if it is about the street numbers make them more prominent.
- Needs work to be a wayfinding sign only.