

## AGENDA # 4

City of Madison, Wisconsin

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

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Members present were: Bruce Woods; Chair, Todd Barnett, Ron Luskin, Dawn Weber, Mark Smith, Jay Ferm, Ald. Marsha Rummel, Richard Wagner, and John Harrington.

### **SUMMARY:**

At its meeting of March 4, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of modifications to a PUD-SIP for ground sign for a previously approved hotel at 479 Commerce Drive. Appearing on behalf of the applicants was John Hall. He stated that the size of the sign has been reduced by 25% since the Commission last reviewed the request.

The Commission expressed concern about the size of the sign, the location of the address at the bottom of the sign being covered by landscaping, and the lack of a landscaping plan around the base of the sign.

### **ACTION:**

On a motion by Wagner, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL** of modifications to a PUD-SIP for a ground sign for a previously approved hotel at 479 Commerce Drive, with the following conditions:

1. That the maximum height be 6-feet (the width is OK).
2. That the address (including the street name) be located between the two hotel sign panels and be lit.
3. That a landscaping plan around the base of the sign be approved by staff, or a cut stone base be used in lieu of landscaping.

The motion passed on a vote of 9-0 (Slayton was absent).

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, 5 and 6.5.

**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
	-	-	-	-	5	-	-	5
	-	-	-	-	5	-	-	5
	-	-	-	-	6.5	-	-	6.5
	-	-	-	-	5	-	-	-
	-	-	-	-	-	-	-	5

General Comments:

- Addressed previous issues – adequate.
- Acceptable 6’0” tall.