# **AGENDA#8**

# City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION PRESENTED: October 15, 2008

TITLE: 1127, 1291 North Sherman Avenue – **REFERRED:** 

Façade and Site Renovations for

Conditional Use/Planned Commercial Site and Comprehensive Design Review of

Signage. 12<sup>th</sup> Ald. Dist. (11810) **REPORTED BACK:** 

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

DATED: October 15, 2008 **ID NUMBER:** 

Members present were: Lou Host-Jablonski, Chair; Bruce Woods, Jay Ferm, Ron Luskin, Marsha Rummel, Dawn Weber, Richard Slayton and Richard Wagner.

## **SUMMARY:**

At its meeting of October 15, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of façade and site renovations located at 1127, 1291 North Sherman Avenue. Appearing on behalf of the project were Michael Trego, representing Northgate Ventures, LLC; Ed Freer and Brad Elmer, both representing The Alexander Company. Prior to the Commission's consideration of the item, Ald. Satya Rhodes-Conway requested to speak out of order on the agenda item; on a motion by Wagner, seconded by Rummel on a vote of (9-0). Rhodes-Conway spoke of her support for the project noting recent discussions between the applicant, the neighborhood represented by herself, and the City Traffic Engineer relevant to the relocation of an existing driveway abutting the site's Commercial Avenue frontage which allows for an enhancement of one of the site's outpad retail buildings, in exchange for additional right-of-way improvements along Sherman Avenue to allow for refuge islands and bike lanes. The project team provided an overview of recent modifications to the plan, including changes as noted by Ald. Rhodes-Conway, including site/landscape plan improvements, revisions to the sign plan relevant to changes to the proposed ground signage, as well as building material/color palette and proposed wall signage. Following the presentation the Commission noted the improvements to the project.

# **ACTION:**

On a motion by Slayton, seconded by Weber, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0).

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 6, 7, 7, 8, 8 and 8.

## URBAN DESIGN COMMISSION PROJECT RATING FOR: 1127, 1291 North Sherman Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	8
	7	-	-	-	7	7	-	7
	7	-	7	-	6	7	7	7
	-	-	-	-	-	-	-	8
	-	-	-	-	-	-	-	6
	7	6	8	-	7	8	8	8
Me								

## General Comments:

- Very positive improvements.
- Excellent update to a tired site!
- Reducing and greening the parking lot, improving internal circulation and ped access, modern signage...it's all a welcome investment in this aging strip mall.