

AGENDA # 4

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: August 13, 2008 |
| TITLE: 822-844 John Nolen Drive - Comprehensive Design Review of Signage for a New Hotel and Restaurant in Urban Design District No. 1. 14th Ald. Dist. (11332) | REFERRED: REREFERRED: REPORTED BACK: |
| AUTHOR: William A. Fruhling, Acting Secretary | ADOPTED: POF: |
| DATED: August 13, 2008 | ID NUMBER: |

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

SUMMARY:

At its meeting of August 13, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of Signage for a new hotel and restaurant in Urban Design District No. 1. Appearing on behalf of the project were Christopher Thiel, representing SAA, Scott Steffen, Rick Van Den Huevel, and John Supple. Thiel noted that the Commission was comfortable with the lower level signs presented at a previous meeting and this request focuses on higher signs. He presented six options for signage on and below the penthouse on the west elevation and two for the east elevation for aloft. He also presented three options for an above-canopy sign for Fratellos.

ACTION:

On a motion by Ferm, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of Signage for a new hotel and restaurant in Urban Design District No. 1 with the following conditions:

1. Lower level signage from the prior meeting is included in this approval.
2. Option 2 (39.7 square feet for “aloft” sign and 3.7 square feet for “W Hotels” sign) for the east elevation of “aloft” is approved.
3. Option 2 (39.6 square feet and 2’-9 ½” above the canopy) for Fratellos is approved.
4. The signage on the upper portions of the west facade must come back to the Commission with a proposal that depicts the “aloft” sign at 50 square feet (as in Option 4), the “W Hotels” sign at approximately 8 ½ square feet (as in Option 3), and raising the “aloft” sign above the main building parapet (as in Option 6).

The motion 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 5, 6, 6, 7, 7, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 822-844 John Nolen Drive (11332)

| | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| Member Ratings | - | - | - | - | 5 | - | - | 5 |
| | 6 | 7 | 7 | - | 6 | - | 7 | 7 |
| | - | - | - | - | 7 | - | 7 | 7 |
| | 5 | 8 | 7 | 7 | - | 6 | 5 | 6 |
| | - | - | - | - | 6 | - | - | 6 |
| | - | - | - | - | - | - | - | 7 |
| | - | - | - | - | 7 | - | - | 7 |
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General Comments:

- Options are helpful.
- Overall a nicely integrated package.
- East sign not resolved.
- Meaningful improvements to the sign and lighting package.
- Very attractive and architecturally interesting signs.