

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 11, 2006
TITLE: 702 North Midvale Boulevard (Hilldale Shopping Center) – Amended PUD(GDP-SIP), Theatre Anchor in Urban Design District No. 6. 11 th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 11, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Lisa Geer, Cathleen Feland, Robert March, Ald. Noel Radomski, and Lou Host-Jablonski, Todd Barnett and Michael Barrett.

SUMMARY:

At its meeting of January 11, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of the Amended PUD(GDP-SIP) located at 702 North Midvale Boulevard (Hilldale Shopping Center) for the theatre anchor in Urban Design District No. 6. Appearing on behalf of the project were Andy Stein, Robert Fink, Michael Sturm, Dale Friddell and Michael Cummings. The revised plans as presented featured the following in response to the Commissions previous comments:

- Brick will be provided as replacement of the previously proposed brick impressed precast panels. The brick will match the existing mall façade with stucco used on upper elevation bands.
- Downlighting within upper elevational bands that washes down has been provided, as well as bike parking.
- Details of the signage package emphasizing adjacent projecting signs off of the south and east elevations were reviewed, as well as other elements of the signage package, including entrance identification and movie feature signage.

Following a review of the revised plans, the Commission expressed concerns on the following:

- The vertical projecting signs at the corner of the south and east elevations need additional information to be provided with a 3-dimensional view of the building to discern what the signs will look like, the issue being is there proximity to each other providing that they may read as one. Therefore, need to provide context to feel comfortable with the proposal. As an alternative it may be desirable to pull the signs apart or gang together based on further review.
- Still concerned with the stone mass of the “Sundance” icon and its lack of integration.

ACTION:

On a motion by Host-Jablonski, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0-1) with Feland abstaining. The motion required that the

duo element corner projecting sign come back for approval by staff and the Chair, Paul Wagner, with further detailing provided with a 3-dimensional view to resolve issues as to the proximity of the two signs.

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, 6, 7, 7, 7.5 and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	7
	6	6	6	6	5	6	7	6
	7	7	7	7	7	6	5	6
	-	9	-	-	9	-	8	9
	-	7	-	-	8	-	7.5	7.5
	7	8	-	-	7	7	7	7

General Comments:

- Great improvement; still not comfortable with stone tower element.
- Need 3-d perspective drawing showing context of corner sign.
- Nice improvements on lighting and cladding – real brick!
- A superb addition to the community.
- Very nice.