

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 8, 2006
TITLE: 702 North Midvale Boulevard (Hilldale Shopping Center) – Amended PUD(GDP-SIP), Final Signage Package, Theatre Anchor in Urban Design District No. 6. 11 th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 8, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Lou Host-Jablonski, Lisa Geer, Michael Barrett, Jack Williams, Bruce Woods and Cathleen Feland.

SUMMARY:

At its meeting of February 8, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP), signage package for “Sundance Theatre” located at 702 North Midvale Boulevard. Appearing on behalf of the project were Dennis Harder and Brett West. Staff and the Chair, Paul Wagner, noted to the Commission that reconsideration of the final signage package for the “Sundance Theatre” was a follow-up to the Commission’s previous approval of the overall project at its meeting of January 11, 2006. As a condition of approval, wall signage details were to be approved by staff the Chair. Upon review of these details, the Chair felt that it was necessary for the complete project signage package to return to the Commission for formal approval. The applicant’s representative, Dennis Harder, in combination with staff, provided a detailed overview of the collective elements of the signage package against the provisions of the Street Graphics Control Ordinance noting discrepancies between the proposed signage package and provisions of the code. Staff noted to the Commission that since the project was an element of an overall PUD-SIP for Hilldale where exceptions to the Street Graphics Control Ordinance were already in place based on the nature of the redevelopment proposal, the Commission could consider exceptions to the normal code requirements that would be applied if the property was conventionally zoned.

ACTION:

On a motion by Host-Jablonski, seconded by Woods, the Urban Design Commission **GRANTED FINAL APPROVAL** of the signage package. The motion was passed on a vote of (7-0-1) with Feland abstaining. The Commission generally agreed that the unique nature of the development proposal (Sundance Theatre), combined with its inclusion within the overall Hilldale redevelopment provided that the signage as proposed was appropriate.

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 9, 9 and 10.

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	-	-	-	-	8	-	8	-
	-	-	-	-	9	-	-	9
	-	-	-	-	7	-	-	-
	-	-	-	-	10	-	-	10
	-	-	-	-	9	-	-	9
	-	-	-	-	8	-	7	-
	-	-	-	-	8	-	-	-

General Comments:

- Great design.
- Very, very nice signage in perfect harmony with the architecture.
- Nicely designed signs overall, but still concerned that vertical corner signs will look awkward on building.
- Great sign package. Signs work with the building.
- Excellent sign package. Integrates beautifully with this building.
- Keep the vegetation low around the poster boxes so there is clear vision around them.