

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 20, 2008
TITLE: 1849 Northport Drive – Comprehensive Design Review, Continuance from March 26, 2006. 12 th Ald. Dist. (11650)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: August 20, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski; Chair, Jay Ferm, Todd Barnett, Richard Slayton, Ald. Marsha Rummel, Ron Luskin, Richard Wagner.

SUMMARY:

At its meeting of August 20, 2008, the Urban Design Commission **REFERRED** a request for a Comprehensive Design Review for signage located at 1849 Northport Drive. Appearing on behalf of the project was Don Bruns, representing Sherman Plaza, Inc. He stated that this proposal was before the Commission in 2006, at which time he was asked to make some modifications to the two proposed pylon signs. He stated that this proposal reflects those suggestions. The Commission had the following comments:

- The “Northside Town Center” panel looks like a tenant panel and should be differentiated, perhaps by using the same background color as the columns.
- The sign looks busy and cluttered with the various panels competing for attention.
- Proportionally, the base of the sign looks too tall.
- An illustration showing how the sign will look at night was requested.

ACTION:

On a motion by Rummel, seconded by Luskin, the Urban Design Commission **REFERRED** a request for a Comprehensive Design Review for signage located at 1849 Northport Drive for the applicant to address the comments above. The motion was passed on a vote of (7-0).

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 4, 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1849 Northport Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	5
	-	-	-	-	5	-	-	5
	-	-	-	-	-	-	-	4

General Comments:

- Design needs work.
- Work on.