

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 20, 2006
TITLE: 7825 Big Sky Drive – Exterior Remodeling of Retail, Hotel or Motel Building (Movie Theater) Exceeding 40,000 Square Feet. 9 th Ald. Dist. (05255)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: December 20, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Lisa Geer, Todd Barnett and Ald. Noel Radomski.

SUMMARY:

At its meeting of December 20, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** for an exterior remodeling of a retail (movie theater) exceeding 40,000 square feet located at 7825 Big Sky Drive. Appearing on behalf of the project was David Baum. Baum stated this is an exterior façade maintenance and upgrade project. He presented a materials and color palette, noting they are adding daytime articulation and changes to the marquee. He stated staff expressed concerns about the following aspects of the marquee:

1. The height of the spires (which will have internal neon);
2. The vertical “Marcus;” and
3. Exposed neon.

The Commission had a brief discussion regarding its policy on neon signage. The consensus was that it can be appropriate, but depends on the overall composition of the sign and the relationship to the building’s architecture. It should be contained within a framework and not just be used to draw attention to the building. They clarified that if exposed neon is determined to be appropriate for a project, requiring a clear covering is not necessary.

The Commission felt that neon is appropriate for a theater marquee and is appropriately used in this case. They felt that the marquee and entry feature, in particular, is nicely integrated into the design of the building and helped reduce the scale of a large building.

ACTION:

On a motion by Geer, seconded by Host-Jablonski, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0).

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 7, 7, 7, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7825 Big Sky Drive

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

General Comments:

- I feel the neon here is appropriate to the architecture and a theater marquis.
- Good use of neon. Handsome sign/marquis.
- The scale, style and detail of this new building entry is very appropriate to this building use and size.
- Appropriate – under the context.