

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 9, 2008
TITLE: 1601-1739 Thierer Road - Modification to Previously Approved Uniform Sign Package and Minor Facade Alteration. 17th Ald. Dist. (08441)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 9, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski, Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of January 9, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL**. Appearing on behalf of the project was John Brigham, representing Robert Brigham/Theodore Holen. The modified plans as presented by Brigham featured the following:

- The cable mounting plates have been moved higher up on the building elevations.
- The face of the canopy has been provided more mass with either an option for 8” or 12” with the mounting height of the canopy raised above an exposed red accent band and one row of block.
- The depth of canopies has been increased from three to five feet from the face of the building with canopies also featuring an extended width.
- A review of the lighting photometric plan was provided which features light fixtures raised above the red horizontal accent band on the building.
- Options for the alignment of cable supports for canopies with underlying window mullions, including an alternative for uniform spacing were detailed.
- Options for connected canopy elements were also detailed.
- A review of details of the uniform sign text was provided.

Following the presentation the Commission noted a preference for uniform location and spacing of the support cables for awnings and improvement on the architecture and design of an existing strip mall.

ACTION:

On a motion by Barnett, seconded by Ferm, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion provided for approval of awnings with support rods spaced evenly per option plan two, with the mounting plate anchors moved up two courses (16”), along with the use of a 12” thick canopy.

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, 5, 6, 6, 6, 7 and 7.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1601-1739 Thierer Road

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

General Comments:

- Improvement to existing strip mall.
- Nicely done, especially taking the existing vocabulary and using it for an architecturally appropriate redo.
- Nice lighting.
- Great improvement. Good job.
- Nice improvements.
- Nice job of improvements which respects existing design.