

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 6, 2013

TITLE: 7825 Big Sky Drive – Comprehensive Design Review of Signage for “Point Cinema.” 9th Ald. Dist. (05255)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 6, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Melissa Huggins, Henry Lufler, Tom DeChant, Richard Slayton, Dawn O’Kroley and Marsha Rummel.

SUMMARY:

At its meeting of March 6, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a comprehensive design review of signage located at 7825 Big Sky Drive. Appearing on behalf of the project were Tim Ward, David Baum, and Jim Merriman, representing Jones Sign. The Secretary noted that this project was approved as a conditional use many years ago, where the signage was considered an element of the overall theatre trends; it is now considered a Comprehensive Design Review based on the current interpretation that it is entirely signage. Baum replied that it is his understanding that what is in question is the vertical word “Marcus” versus the existing horizontal “Marcus” as it applies to the marquee. Staff noted that consideration of an off-premise ground sign replacement was an issue with the signage proposal; where it was constructed when the property was in the Town of Middleton. The sign is ‘existing non-conforming’ where the proposed replacement would exceed the 32 square feet normally allowed. The Commission felt that the new sign’s appearance was an improvement over the existing. The theater is currently renovating the interior and upgrading the exterior of the building. New signage will bring it into compliance with the upgrade plans.

ACTION:

On a motion by Slayton, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion noted that the applicable standards of M.G.O. Chapter 31 were met.

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 and 6.

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	-	-	-	-	-	-	-	6
	-	-	-	-	6	-	-	6

General Comments:

- Nice redo of cool façade and improved pylon sign design.