

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> September 7, 2011
TITLE: 5555 High Crossing Boulevard – Comprehensive Design Review. 17 <sup>th</sup> Ald. Dist. (23626)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: September 7, 2011	<b>ID NUMBER:</b>

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Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, Melissa Huggins, Richard Slayton, Henry Lufler and John Harrington.

### **SUMMARY:**

At its meeting of September 7, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for 5555 High Crossing Boulevard. Appearing on behalf of the project were Eric Marty and Jorge F. Hidalgo. Registered neither in support nor opposition and wishing to speak was Janny Field. Marty provided a detailed review of the new Honda building. He noted that the building as designed and the Honda graphics provide that site signage would be cross-architectural/elements. Marty detailed the monument sign at 21-feet tall, noting that the sign was in keeping with what is allowed at neighboring car dealerships as well as the Honda dealership on the west side of Madison. He provided details of the wayfinding signs noting their necessity because of the size and number of components to this business. The Secretary told the Commission that Ald. Joe Clausius supports approval of this sign package. He further noted that Matt Tucker, Zoning Administrator had also stated his support. Barnett inquired about the monument sign and whether it could be a pole sign. The Secretary responded that the current sign ordinance provisions to limit pole signs at that height.

### **ACTION:**

On a motion by Huggins, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided that this approval is not a precedent and provides signage consistent with this area of car dealership lots, and satisfies the ordinance criteria for “Comprehensive Design Review of Signage.”

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, 6, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 5555 High Crossing Boulevard**

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

General Comments: