

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 7, 2010
TITLE: 5802 Odana Road – Comprehensive Design Review/Street Graphics Variance and Minor Façade Renovations in UDD No. 3. 19 th Ald. Dist. (17567)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 7, 2010	ID NUMBER:

Members present were: Bruce Woods, Richard Slayton, Dawn O’Kroley, Todd Barnett, John Harrington, Jay Ferm, Marsha Rummel, Richard Wagner, Mark Smith and Ron Luskin.

SUMMARY:

At its meeting of April 7, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review/Street Graphics Variance located at 5802 Odana Road. Appearing on behalf of the project were Jim Triatik and David Miller. Triatik and Miller presented elements of the revised plans highlighting the following:

- Elimination of the third ground sign featuring “Don Miller.”
- A reduction in the size of the “Subaru” ground sign to be the same size as the “Chrysler, Jeep and Dodge” ground sign.
- A reduction in the “Subaru” wall sign to match the size and scale of the “Don Miller” wall signage on the same side, as well as the “Subaru” logo.
- The extension of alucabond along both full sides on the upper façade of the building.
- On the “Chrysler” building, a reduction to the size of the wall sign featuring “Don Miller,” as well as a reduction and a graphic redo of each of the accessory signage on the front side (branding) reduced and recentered in relationship to the underlying columns, twenty-nine inches maximum height.

Following the presentation the Commission noted the following:

- Pleased with changes, very appropriate.
- Nice changes, question justification of the wall signage on the façade; as a follow-up it was suggested to be slightly lower where the “Dodge” portion of the wall sign seems quite small.
- Appreciate the level of detail within the application packet relevant to tables and graphics.

ACTION:

On a motion by Rummel, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).

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

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5802 Odana Road

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

General Comments:

- Reduce letter size for better proportion with building façade.
- Excellent submission to renew changes to sign package.
- Terrific work on updated material.
- Great submittal package – thank you! Much better proportion.