

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 22, 2007
TITLE: 5901 Odana Road – Comprehensive Design Review and Variances for a Signage Package for an Auto Dealership in Urban Design District No. 3. 19 th Ald. Dist. (04007)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: August 22, 2007	ID NUMBER:

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

SUMMARY:

At its meeting of August 22, 2007, the Urban Design Commission **REFERRED** consideration of a comprehensive design review and variances for a sign package located at 5901 Odana Road. Appearing on behalf of the project were Jim Emden, Jim Triatik, Allen Foster and James A. Budinetz. Prior to the presentation staff noted that the signage package under consideration also provides for the signage component of the project which was not provided the approval of the redevelopment of the new automobile dealership facility at the site approved by the Commission in late summer of 2006. Staff further noted that elements of the signage package (a floating wall featuring various brand wall signage for the dealership) was approved as an architectural element of the building. Staff noted that portions of the signage package as presented required consideration of a range of variances from the provisions of Urban Design District No. 2 relevant to size, setback and height, as well as the Street Graphics Ordinance in similar areas. Of special note is consideration for two ground signs which are in excess of the 144 square feet allowed within the Street Graphics Ordinance, as well as height and setback issues. The presentation by Emden emphasized the development of 10 parking lot directional signs, in addition to two employee parking signs, as well as the two main ground signs as the subject of the required variances and comprehensive design review. Staff noted that the building's signage as proposed is required to be shown as part of the signage package, and is consistent with the provisions of both Urban Design District No. 2 and the Street Graphics Ordinance; requiring no exceptions to be made by the Commission. The applicants emphasized that the parking lot directional signage had no advertising or branding, as well as no illumination. Following the presentation the Commission noted the following:

- There's no reason to have the exit/thank you signs.
- The directional internal signs a little overdone; need to reduce the number of signs; consider the use of arrow directionals on the ground. The larger pylon ground sign should not exceed 22-feet as allowed per the Street Graphics Ordinance.
- The new building is very large and close to Odana Road. One will see the building before it sees the sign along Odana Road, therefore the ground signage is redundant and can be moved back to the 20-foot setback as required within the Urban Design District.

- There is an issue with integrating with the architecture the accessory signage, in addition to its relationship to signs behind the vision glass.
- Issue with the height of accessory signage being lower on the building façade versus its location above overhead doors. Need to provide more detailing on relationship between building signage and architecture in order to make a rendering on proposed signage.

ACTION:

On a motion by Woods, seconded by Host-Jablonski, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (8-0). The motion required address of the above stated concerns in addition to the following:

- Reduce the amount of ground signs in the parking lot and examine alternatives such as painting directionals on the parking surface.
- Provide actual elevations and/or photographs of the building and detailed signage (photo overlays) and their location on the building.
- Lower ground sign abutting the property's West Beltline Highway frontage to 22-feet.
- Push back the Odana Road monument sign to meet the required setback.
- Directionals and parking lot regulation signage should have locations placed on an overall plan of the site with specific dimensions for all signage provided with modifications to the package to bring it more into compliance with the provisions of Urban Design District No. 2.

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 4, 5, 6, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5901 Odana Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	5	-	-	5
	-	-	-	-	4	-	-	-
	-	-	-	-	6	-	4	6
	-	-	-	6	6	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	-	-	-	4

General Comments:

- Nice signs – reduce quantity of directional signs to avoid clutter.
- Basic design of signs is very good, but there are way too many that are not needed.
- Reduce the signage where possible.
- Handout with variances is excellent. Thank you. You may be setting new standard for all applicants.
- Nicely designed sign package.
- Just too many signs, and too little information from the applicant describing the signage.