

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 16, 2011
TITLE: 5339 Wayne Terrace – Comprehensive Design Review, “Don Miller Subaru.” 17 th Ald. Dist. (21523)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 16, 2011	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, R. Richard Wagner and Jay Handy.

SUMMARY:

At its meeting of March 16, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for “Don Miller Subaru.” Appearing on behalf of the project were Jim Emden, representing Badger Display Sign Co.; Don T. Miller and Jim Triatik. Triatik gave an overview of the site, describing updates to the building. Emden presented the building elevations and described the signs as being the same as the signage they used at their Odana Road facility. They are asking for an additional signable area for the “Subaru” graphic, and a “service” accessory sign. On the front facing Benjamin Terrace is a directional sign and facing High Crossing Boulevard would be an additional “Subaru” sign. Comments by the Commission were as follows:

- On the south elevation the Subaru sign scale works quite well on the low story.
- You might want to consider on the east elevation if there is some visibility, creating a bit more articulation to that façade (the two-story piece).

ACTION:

On a motion by Handy, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).

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, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5359 Wayne Terrace

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

General Comments:

- Good, solid presentation.