

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 19, 2011	
TITLE: 5602 Odana Road – Alterations to a Signage Package in UDD No. 3. 19 th Ald. Dist. (21364)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: October 19, 2011	ID NUMBER:	

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

SUMMARY:

At its meeting of October 19, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of alterations to a signage package located at 5602 Odana Road. Appearing on behalf of the project was Mary Beth Growney Selene, representing Ryan Signs, Inc. Growney Selene presented changes since their last submittal, which includes two options for signage consisting of a redesigned/downscaled version of wall sign on the south elevation and a proposed ground sign that would require a full twenty-foot setback exception from the requirements of UDD No. 3 (in response to the Commission’s previous comments). As to the ground sign option, after rechecking the utility easement, it was discovered they lose an additional 6-8 inches on the front and back of a no-dig area (6-foot utility easement); combined with the loss of area for the potential location for the ground sign due to the existing physical frontage of the property containing an unimproved 20-foot section of dedicated right-of-way. The Secretary stated that this parcel used to be part of a shopping center that had been subdivided resulting in a 6-foot utility easement with 20-feet less of property due to dedication that eliminated the potential to provide a setback that the district normally would require for a ground sign on the property. This situation renders the ground sign option as not possible with the only real option available being acceptance of the redesigned wall sign on the Odana Road elevation available to identify the establishment.

ACTION:

On a motion by Huggins, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (5-0).

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 4 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5602 Odana Road

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

General Comments:

- Tough site with easements.