

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> January 21, 2009
TITLE: 3501 Lancaster Drive – Comprehensive Design Review of Signage. 17 <sup>th</sup> Ald. Dist. (13254)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: William A. Fruhling, Acting Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: January 21, 2009	<b>ID NUMBER:</b>

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Members present were: Bruce Woods; Chair, Todd Barnett, Richard Slayton, Ald. Marsha Rummel, Ron Luskin, Dawn Weber, Mark Smith, Richard Wagner, Jay Ferm, and John Harrington.

### **SUMMARY:**

At its meeting of January 21, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of signage for a car dealership located at 3501 Lancaster Drive. Appearing on behalf of the project were Dan Pietrzykowski and Dan Beutler. The applicants stated that the total square footage of signage proposed is under that allowed by the Street Graphics Ordinance. They confirmed that, except for a monument sign on High Crossing Boulevard, there will be no other ground signs (including traffic directional signs) on the site and that all signage will be on the building as shown.

### **ACTION:**

On a motion by Slayton, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (10-0).

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, 6, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 3501 Lancaster Drive**

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

General Comments:

- Status quo-nicely designed!