

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 29, 2015

TITLE: 7243 Manufacturers Drive –
Comprehensive Design Review for
“Lakeside International.” 17th Ald. Dist.
(38978)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: July 29, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Lois Braun-Oddo, Richard Slayton, Tom DeChant, Dawn O’Kroley, John Harrington, Sheri Carter and Michael Rosenblum.

SUMMARY:

At its meeting of July 29, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for “Lakeside International” located at 7243 Manufacturers Drive. Appearing on behalf of the project were Dan Yoder, Jim Triatik, Jim Covers and Rob Durham. The site faces many challenges in planning a sign package because of the orientation of the building to the Interstate, and working within the corporate sign logos. Yoder talked about Chapter 31 Sign Code in relation to the signs proposed. They are asking for an exception from the Sign Code for multiple wall signs on the front façade of the building, oversized directional signs including additional height on the ground sign, which features an electronic changeable copy sign.

Jim Covers spoke as the owner of a nearby business who did follow the Sign Code, along with other local businesses. He said that you cannot see those signs from very far away. This new sign would tower over his existing sign.

Rob Durham spoke relative to International Truck thinking that because they were located atop a hill that they would have adequate visibility on the southbound, which is 50% of the traffic. Similar to other promotional truck dealerships they are trying to attract business to Madison but primarily trying to attract customers from the highway. The intent is for visibility.

Matt Tucker, Zoning Administrator spoke to the technical issues with the Sign Code. The street facing elevation allows for the main sign, but the building has an orientation with the angled street that faces the traffic coming to the north. Signs on walls have to be on a signable area of the building, free of doors, windows or architectural details. The sign proposed is not in a signable area but is architecturally integrate to the building. Accessory signs can be allowed, however they cannot contain corporate advertising. The intent was to design with the maximum size of the accessory sign, they comply with corporate advertising. The logo element is not in a signable area. Tucker ran through all the proposed signs and discussed whether they are allowable or not. Changeable copy signs have not been granted to car dealerships.

Comments and questions from the Commission were as follows:

- What kind of messages would you put on there?
 - It would be specials, offerings, hours, etc. so truckers can stop in 24/7.
- Are people just dropping by or are they coming here for a reason?
 - We service the City of Madison, the State, so we have folks traveling through Wisconsin that have issues, we accommodate them. I'd say 60%-80% of our business is over the road highway business, and the rest being local service.
- Will those people be coming here for an appointment?
 - It would be adhoc. People are looking for a dealership with easy access. Northbound will get off at that exit, that's key.
- Why can't there be a sign on the highway that says "International, Bobcat" like a McDonald's.
 - (Tucker) This is not an attraction or lodging so they won't allow this to be listed on the State highway signs. There's also a prohibition on billboards within 660-feet of the highway.
- I don't think that sales and service of these kinds of vehicles is an impulse thing. Therefore I look at that as more of advertising, as advertising a brand.
- The "International" logo could be used without other advertising.
- I think the "International" sign on the building is relevant even if it's technically not in a signable area.
- (Tucker) The only signs you're going to see on this building are the ones you approve tonight. The location and size.
- You're going to need to convince me that you need these large signs.
 - It is a safety issue; trucks sit up higher, with each of those spaces they represent folks coming onto the property.
- I'm not quite sure I understand why the logo has to be there (on directional sign)? You're simply directing them where to go.
 - There should be arrows on those, where the logo could go away.
- The sign package as presented with the exception of the additional height for the pylon sign.

ACTION:

A motion was made by Goodhart, seconded by Slayton with an amendment, to grant final approval of the sign package as presented with the exception of the additional height for the pylon sign with removal of the advertising from the wayfinding signs. The motion was not unanimous.

A vote was taken on solely the amendment motion. This motion passed on a vote of (5-3) with O'Kroley, Goodhart and Rosenbaum voting no.

On a motion by Goodhart, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion passed on a vote of (7-1) with O'Kroley voting no.

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 rating for this project is 4.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7423 Manufacturers Drive

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

General Comments:

- Signage still very “busy” even with our modifications.