

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 18, 2006
TITLE: 5610 Odana Road – Ground Sign Variance, Urban Design District No. 3. 19 th Ald. Dist. (04422)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 18, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Cathleen Feland, Lisa Geer, Todd Barnett, Michael Barrett, Robert March, Ald. Noel Radomski and Bruce Woods.

SUMMARY:

At its meeting of October 18, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of a ground sign variance from the provisions of Urban Design District No. 3 located at 5610 Odana Road. Appearing on behalf of the project was Scott Laage. Prior to the presentation, staff apprised the Commission of the applicable regulations relevant to the requested variance as stated in Section 33.02(10)(c)4.b.vi. as follows: “Internally illuminated signs should use light letters on a dark background.” Staff noted to the Commission that the ground sign as proposed features the use of the white colored overall background for the illuminated graphic with darker colored lettering in the foreground contrary to the ordinance provision. The proposed sign features the use of layers of paint to provide for opacity of the “Bridgestone” portion of the sign with the “Capital Tire” portion of the sign featuring a red or black colored background and the changeable copy portion of the sign featuring a white colored background with a light filter to reduce the intensity of white light. Following the presentation, some concern was expressed on the opacity of the “Bridgestone Tire” portion of the sign so as not to emit any light trespass during nighttime hours and provide for its background appearance as black. Staff also noted its concern with the brightness of the illuminated white background of the changeable copy portion of the sign, even with a light filter to diminish its appearance.

ACTION:

On a motion by Host-Jablonski, seconded by Geer, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion provided for approval of the ground sign as presented, with the Capital Tire portion of the site to be black in color, combined with a double layering of the light filter on the changeable copy portion of the sign with additional filtering to be provided at staff’s discretion if found to be too bright.

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, 5, 6, 6, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5610 Odana Road

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

General Comments:

- Good improvement for sign graphics.
- Acceptable way of meeting the intent of the code.
- Improvement on existing.
- Acceptable.