

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 3, 2009	
TITLE: 5433 Wayne Terrace – Comprehensive Design Review, “Zimbrick Hyundai.” 17 th Ald. Dist. (14755)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: June 3, 2009	ID NUMBER:	

Members present were: Bruce Woods, Richard Wagner, John Harrington, Richard Slayton, Jay Ferm and Todd Barnett.

SUMMARY:

At its meeting of June 3, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of signage plan on property located at 5433 Wayne Terrace. Appearing on behalf of the project were Dan Yoder, Grant Oster and Thomas Zimbrick, all representing Zimbrick Hyundai. Prior to the presentation staff noted that the project involves consideration of wall graphics on the front street side façade of the “Zimbrick Hyundai East Side” dealership abutting the property’s High Crossing Boulevard frontage. Staff informed the Commission of architectural modifications to the building’s façade approved approximately two years ago, which provided for the incorporation of a “blue box” element off of the building’s easterly corner intended to provide for the location of a Hyundai oversized dealership logo but not coordinated with the required signage approval. Following construction and subsequent submittal of sign permits to allow for additional signage, the Zoning staff noted that the use of the “blue box” for additional logo signage could not be provided under the provisions of the Street Graphics Control Ordinance due to the existence of a principal signable area on the building’s façade parallel to High Crossing Boulevard featuring the “Zimbrick” name. Consideration of the additional oversized logo element within the “blue box” provides for the development of either a second signable area on that portion of the building’s façade or an oversized logo element which is well beyond the 6 square feet allowed under the applicable provisions of the code. Yoder then provided an overview of the proposed wall signage against existing permitted signs already on the site. Following the presentation the Commission noted the following:

- The “blue box” looks OK with the proposed signage.
- Not OK with the additional signage, doesn’t look good as proportioned and placed on the blue field; should probably be moved down.
- Push the logo element down below so as the top of the logo is even with the top of the roofline of the horizontal sign band containing the principal graphic when viewed from the ground.

ACTION:

On a motion by Slayton, seconded by Wagner, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion required that the logo element be pushed down so as the top of the logo is even the top of the roofline of the horizontal sign band when viewed from the

ground with the surrounding square or rectangle, along with the graphic reduced in size and width to 4'-10" in height and proportionally in width along with the removal of the grand opening window graphics currently displayed on the High Crossing Boulevard façade.

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 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5433 Wayne Terrace

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

General Comments:

- Fine.