

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 7, 2010
TITLE: 6317 Odana Road – Comprehensive Design Review of Signage for an Existing Commercial/Retail Building. 19 th Ald. Dist. (17845)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 7, 2010	ID NUMBER:

Members present were: Bruce Woods, Richard Slayton, Dawn O’Kroley, Todd Barnett, John Harrington, Jay Ferm, Marsha Rummel, Richard Wagner and Mark Smith.

SUMMARY:

At its meeting of April 7, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of Signage located at 6317 Odana Road. Appearing on behalf of the project were Mary Beth Growney Selene and Tim Carey. Prior to the presentation staff noted that the site contains an existing ground sign which was the previous subject of a “comprehensive design review” of signage to allow for the reuse of an existing ground sign which exceeded the height requirement by 6-feet. One of the conditions associated with the original comprehensive design review on December 3, 2003 required discontinuance and removal upon termination of occupancy of “Flying Fish.” The amendment to the comprehensive design review package provides for the maintenance of the existing ground sign, combined with a reduction in its height from 26-feet to 20-feet in order to bring it into conformance, along with the addition of a monument style ground sign located on the property’s Odana Road frontage of 24 square feet in size that requires an allowance of 14 additional square feet of ground signage on the lot. Other aspects of the request provide for two wall signs on the Odana Road elevation, where one of the tenant wall signs will not have Odana Road occupancy, in addition to two wall signs on the West Beltline Highway building elevation with the same factor of one tenant not having West Beltline Highway occupancy. Outside of this issue, the wall signage in both cases will meet the applicable provisions of the sign ordinance relevant to their size. Another allowance is to provide for one above canopy sign for each tenant above their respective entrances on the west building elevation. Mary Beth Growney Selene presented the details of the sign package. Following her presentation the Commission noted the following:

- No problem with non-pertinent tenant signage due to redesign of the building.
- The “Total Care Dental” wall signage on the building’s south elevation is too crowded toward the signage area’s edges.
- Worried that the non-pertinent signage will create a wayfinding issue for customers. On the lower monument option move address to base.

ACTION:

On a motion by Slayton, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion noted that the use of the

oversized existing ground sign and allowance for additional ground sign square footage with the other monument sign was based on the reuse of the existing sign. The two options for monument signs are acceptable with Option 4b required to incorporate address on its base. If the ground sign on the pole is replaced, size should be reduced to comply with the total square footage allowed for ground signs on the zoning lot. In addition, it was required that the "Total Care Dental" wall signage on the building's south elevation be brought in on both its right and left sides so as not to crowd the signable area. As a suggestion, it was noted that the applicant look at the details of the metal roof on the building because its proportions are not quite done and need further study.

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, 5, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 6317 Odana Road

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

General Comments:

- Building “update” architecture needs further study.
- Odd condition – seems like a reasonable exception.