

City of Madison, Wisconsin

---

**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** September 25, 2013

**TITLE:** 4550 Verona Road – Amendment to an Existing Comprehensive Design Review, Relocated Ground Sign. 10<sup>th</sup> Ald. Dist. (31655)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** September 25, 2013

**ID NUMBER:**

---

Members present were: Richard Wagner, Chair; Melissa Huggins, John Harrington, Henry Lufler, Richard Slayton and Lauren Cnare.

**SUMMARY:**

At its meeting of September 25, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of an amendment to an existing Comprehensive Design Review located at 4550 Verona Road. Appearing on behalf of the project were Bridget Growney and Brian Anderson. Matt Tucker, Zoning Administrator, explained the situation stating that the Wisconsin WisDOT acquisition will result in a portion of the existing 90 degree parking being removed; when these scenarios occur property owners need to have a parking lot reappraised that meets parking lot geometrics (the width of the stalls, the depth of the access aisle leading to the stalls) with the goal being to try and replace the lost parking. This type of change doesn't trigger any site compliance; any lost landscaping doesn't have to be replaced, it is the option of the property owner. In this case the sign is going to get backed off about 5-feet so the WisDOT can start building the road next week. Harrington inquired about plantings going in that location; the way things are configured there are lots of stalls in a row that are not broken up. Tucker responded that the WisDOT acquisition is such that they do not have to comply with the landscape requirements. Slayton requested that the planting island does not include understory trees like a Crabapple that would be an obstruction to a customer getting in and out of their car; it should be a taller, major tree.

**ACTION:**

On a motion by Cnare, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided that if any landscaping plantings are proposed, no understory trees (Crabapple) shall be used.

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 5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4550 Verona Road**

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