

## **AGENDA # 4**

City of Madison, Wisconsin

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<b>REPORT OF:</b> URBAN DESIGN COMMISSION	<b>PRESENTED:</b> September 19, 2007
<b>TITLE:</b> 5901 Odana Road – Comprehensive Design Review and Variances for a Signage Package for an Auto Dealership in Urban Design District No. 3. 19 <sup>th</sup> Ald. Dist.	<b>REFERRED:</b>
	<b>REREFERRED:</b>
	<b>REPORTED BACK:</b>
<b>AUTHOR:</b> Alan J. Martin, Secretary	<b>ADOPTED:</b>
	<b>POF:</b>
<b>DATED:</b> September 19, 2007	<b>ID NUMBER:</b>

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Members present were: Paul Wagner, Chair; Jay Ferm, Richard Slayton, Bruce Woods, and Marsha Rummel, Lou Host-Jablonski and Todd Barnett.

### **SUMMARY:**

At its meeting of September 19, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** for Comprehensive Design Review and variances for a signage package for an auto dealership. Appearing on behalf of the project were Allen Foster, J.R. Smart, Jim Triatik, and James Budinetz. The applicants noted that the complexity of the sign packages proposed has been modified to some extent to meet the concerns of the Commission at the same time it was emphasized that the facility represents four different components or businesses with the operation of the automobile dealership consisting of sales, services, parts, and quick lube. The applicants expressed concern with public safety for customers to find their way around the property. The modified plans as presented noted the reduction in the size of the main pylon ground sign from a previously proposed 184 square feet to 152 square feet at a 14-foot setback.

- The monument sign setback along Odana Road has been adjusted from a previously proposed 11 feet to 20 feet consistent with the provisions for Urban Design District No. 2.
- The elimination of three parking lot directional signs favor the use of painting directions on the ground as previously noted by the Commission.
- The addition of a “Smart Toyota” wall signs on the north and south elevations that were not previously proposed where there is no other signage.

Following the presentation the overall signage package, the Commission noted its appreciation for the modifications of the sign plan.

### **ACTION:**

On a motion by Rummel, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0-1) with Ferm abstaining.

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 6 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 5901 Odana Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	-
	-	-	-	-	6	-	-	-
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	-
	-	-	-	-	8	-	-	8

General Comments:

- Good improvements to signage package.