

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: October 1, 2014

TITLE: 4716 Verona Road – PD-SIP, Signage
Package Amendment, Ground Sign. 10th
Ald. Dist. (21680)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: October 1, 2014

ID NUMBER:

Members present were: Richard Wagner, Chair; Richard Slayton, Melissa Huggins, Cliff Goodhart, John Harrington, Lauren Cnare.

SUMMARY:

At its meeting of October 1, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PD-SIP signage package amendment located at 4716 Verona Road. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; and Thomas Hodel. Growney Selene described the site and the request for a 30-foot high freestanding sign which is the same height as the former “Cub Foods” sign and current empty cabinet. It is nearly impossible to get photographs of the geography, even on a Sunday when construction vehicles are not working, because of everything that is in the way. The construction of Verona Road is moving along and you can clearly see the difference in topography from even just two years ago. They are continuing to request this approval over code to make sure people who are strangers to the City and are driving unfamiliar vehicles, have an opportunity to make good decisions. There was discussion of using the old “Cub” sign but they would prefer to use the “U-Haul” configuration of the sign, while maintaining that 30-foot height. They will be able to use the footing of the former “Cub” sign with the goal of using the pipe structure as well, and using the “U-Haul” sign it will not exceed 1/3 the width of the sign. Matt Tucker, Zoning Administrator spoke to the history of this site; in 2011 when they originally looked at doing a sign here, the road grade post-construction was unknown and hadn’t been designed yet. This is a case of trying to figure out context versus environs and where the sign is intended to be viewed and the environs it finds itself in. From the Commission’s perspective, in 2011 the sign was actually a little bit bigger, in 2012 it’s exactly the same size as proposed now. In address of who else would see this sign to the west and south, there is a grade climb and if you take the frontage road it’s probably 20-feet at grade elevation above at grade of the parking lot, it’s a significant rise up and those homes are set up at a higher elevation to start with, also a distance away because of the detention pond that buffers the industrial area to the side. The intensity of the lighting would also affect the visibility from areas other than Verona Road. It was suggested that in the future the Commission will need to see context in visibility of the site and surrounding properties; a radius of how far out a sign will be seen.

ACTION:

On a motion by Slayton, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided for removal of the zip changeable copy sign.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4716 Verona Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	3	-	-	-