

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 1, 2006
TITLE: 5618 Odana Road – Ground Sign Variance in Urban Design District No. 3. 19 th Ald. Dist. (03434)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 1, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Michael Barrett, Todd Barnett, Robert March, Cathleen Feland, Bruce Woods and Ald. Noel Radomski.

SUMMARY:

At its meeting of November 1, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** for a ground sign variance in Urban Design District No. 3. Appearing on behalf of the project was Stanley Ferstadt of Poblocki Sign Company. Prior to the presentation, staff noted to the Commission that this item involved a variance from the provisions of Urban Design District No. 3 relevant to the setback of the proposed ground sign. The district requirements provide that any ground sign in excess of 20 square feet be set back a minimum of 20-feet from its property line. The sign as proposed replaces an existing non-conforming sign which used to be located 10-feet from the property line along Odana Road, as is the current sign. The sign features a “UW Health, Odana Atrium, Family Practice Medicine” message and is internally lit. The sign is 40 square feet in size on a masonry base. Staff noted to the Commission that the applicant had modified the proposed signage and other signage on the site to satisfy the requirements for the use of “light letters on dark backgrounds.” Ferstadt then presented details of the ground sign. Ferstadt further qualified that the sign would actually be at an 11-foot setback due to its reduction in size from the previously proposed existing non-conforming double cabinet 80 square foot sign to be removed.

ACTION:

On a motion by Woods, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).

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, 6, 7, 7, 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5618 Odana Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	7	-	-	7
	-	-	-	-	8	-	-	8
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	7	-	-	7
	-	-	-	-	7	-	-	-
	-	-	-	-	7	-	-	7

General Comments:

- Exemption is warranted because new sign is both shorter and smaller in area.
- Good upgrade to sign.