

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 23, 2008	
TITLE: 4617 Verona Avenue - Street Graphics Variance. 10th Ald. Dist. (09842)	<b>REFERRED:</b>	
	<b>REREFERRED:</b>	
	<b>REPORTED BACK:</b>	
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b>	<b>POF:</b>
DATED: April 23, 2008	<b>ID NUMBER:</b>	

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Members present were: Lou Host-Jablonski, Marsha Rummel, Bonnie Cosgrove, John Harrington, Todd Barnett, Richard Slayton and Richard Wagner.

### **SUMMARY:**

At its meeting of April 23, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Street Graphics Variance located at 4617 Verona Road. Appearing on behalf of the project was Mike Chamberlin, representing Equity Investments. Appearing in opposition to the project was Dan O'Brien, Dunn's Marsh Neighborhood Association, Inc. The ground sign variance provides for the modification to an existing multiple tenant ground sign at the site to provide for a 10' x 3' 10" tenant sign for "Auto Zone" at its top with a modification to existing multiple tenant signage recessed within the masonry base of the sign to provide for a display at 7' x 3' with a combined total square footage of 59.33 square feet. Under the provisions of the Street Graphics Control Ordinance, 48 square feet is allowed as a maximum; the requested variance will provide for an increase in size of approximately 25%. An existing "non-conforming" ground sign on the site is required to be removed as part of the requested variance. Chamberlin provided a review of the ground sign including site context. Dan O'Brien spoke in opposition to the sign noting that the current sign restrictions adequately deals with the signage needs of the property. He further noted that the commercial signage is in conflict with the City's substantial investment in the development of residential in the area where there is no compelling reason for a larger sign in an area surrounded by residences. Based on this rationale there is no reason to go outside of the current laws. Following the presentation the Commission noted the following:

- Proportions of the sign could be better to meet the code, less wide, match the width of the masonry base.
- The sign should match the width of the base below with the add on section below the base of the sign and the top of the masonry structure be eliminated or at least another color not affiliated in recognition with Auto Zone.
- Like to see a better attempt to downsize eliminate intermediate element above masonry base, need to come back, the overall width of the sign should be narrowed.

### **ACTION:**

On a substitute motion by Barnett, seconded by Wagner, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-2) with Host-Jablonski and Cosgrove voting no. The motion required the following:

- Drop the sign to be flush with the top of the brick masonry base with four tenant signs as presented.
- Removal of the 8' x 1' band atop the brick pier with the Auto Zone sign to be equal to the width of the brick pier below with the “non-conforming” sign to be removed.

The substitute motion passed on a vote of (7-0). The previous motion for referral by Slayton, seconded by Cosgrove was replaced with consideration of the substitute motion.

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 3, 4, 4, 5, 5.5, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4617 Verona Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	6	-	-	6
	-	-	-	-	-	-	-	4
	-	-	-	-	6	-	-	6
	-	-	-	-	3	-	-	3
	-	-	-	-	4	-	-	4
	-	-	-	-	5	-	-	5
	-	-	-	-	5	-	-	5.5

General Comments:

- Thanks for eliminating an unnecessary sign.
- Changes to bulk, plus the removal of the 2<sup>nd</sup> pylon, approvable.
- Improved.
- This is an improvement.