

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: July 1, 2009
TITLE: 702 John Nolen Drive – Street Graphics Variance. 14 th Ald. Dist. (15202)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: July 1, 2009	ID NUMBER:

Members present were: Bruce Woods, Richard Slayton, Richard Wagner, Mark Smith, Dawn Weber and Todd Barnett.

SUMMARY:

At its meeting of July 1, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Street Graphics Variance located at 702 John Nolen Drive. Appearing on behalf of the project was Bruce Maechtle of Poblocki Sign Company, LLC, representing Rest Well Management, LLC. Prior to the presentation staff noted that the requested variances for a ground sign for the “Holiday Inn Express” required relief from provisions of Urban Design District No. 1 according to Section 33.24(8)(c)4.a.vi. and viii., which states the following:

- A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) feet in affected area.
- The effective area of a ground or wall sign shall not exceed forty (40) square feet along John Nolen Drive...unless a larger sign is specifically approved by the Urban Design Commission based on the following criteria:
 - **A.** An exception from the size limitations necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
 - **B.** An exception from the size limitation will result in a sign more in scale with the building and site and will result in a superior overall design.”

Staff noted that the ground sign is located at the property’s frontage with the John Nolen Drive Service Road, therefore requires a release from the 20-foot setback due to its size of 61 square feet. In addition, its size also requires a variance because it exceeds the 40 square feet maximum allowed. Maechtle provided details of the proposed signage in conjunction with wall sign changes as part of the update of the hotel’s street graphics package. Staff noted that the wall signage as modified is generally consistent with its prior approval when the hotel was originally constructed based on variances granted at that time. Staff noted that the wall signage inclusion within the overall package was for informational purposes. Following the presentation the Commission noted its general agreement with the criteria for granting setback variances, as well as size variances for the sign as proposed. Staff further noted that the actual field of the sign would be less than the 40 square feet required if elements of the base and top did not incorporate the “blue” coloration of the main field of corporate graphic. Further discussion noted the need to eliminate a “tumbleweed landscape element” at the base of the sign where Maechtle noted that additional landscaping will be provided to spruce up the ground sign.

ACTION:

On a motion by Wagner, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion required the elimination of unsightly landscaping at the base with appropriate landscaping to be reviewed and approved by staff.

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 5, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 John Nolen Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6	-	-	-
	-	-	-	-	-	-	-	5
	-	-	-	-	6	-	6	6
	-	-	-	-	6	-	-	6

General Comments:

- Location of ground sign seems appropriate and necessary – is it too large?