

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 3, 2011

TITLE: 4716 Verona Road - Modified
PUD(GDP-SIP), "U-Haul"
Rental/Storage/Warehouse, Pylon
Signs and Wall Signage. 10th Ald.
Dist. (21680)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: August 3, 2011

ID NUMBER:

Members present were: Richard Wagner, Henry Lufler, Melissa Huggins, Marsha Rummel, Richard Slayton, Dawn O’Kroley and Mark Smith.

SUMMARY:

At its meeting of August 3, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) located at 4716 Verona Road. Appearing on behalf of the project were David Pollock and Jim Schaefer, representing UHaul/Americo. Pollock summarized changes made since initial approval, including design of the exterior units, signage and landscaping. He noted the possibility of changes to some of these plans in 2014 or 2015 due to the DOT’s Verona Road/12 & 18 project. Plans by Wisconsin DOT for stormwater has now taken up the entire area of Lot 2 and encroached some on Lot 1. The parking lot/storage area now incorporates a larger island that crosses the lot and separates the UHaul area from the future development parcel. He stated they have gotten approval from the Common Council with some conditions attached. They would like to use the current poles set up for their UHaul ground sign. Schaefer addressed the landscape plan, cataloging the locations and species of trees. The existing landscaping will remain, most of the changes will come to the storage area and the new islands on the south half of the site. They had a teleconference with a member of the neighborhood association and were assured that the neighborhood does not have any concerns with landscaping for this project, as long as it stays clear of the bike path.

Matt Tucker, Zoning Administrator discussed signable areas and sizes. He talked about the illumination of the letters and how that fits into the code. An allowance in the code for “large” buildings are allowed up to four accessory signs at up to 50% of the height and 50% of the net area of the main sign. One area of concern is the diamond pattern as a painted on feature which is not considered as an architectural element, therefore it is classified as a sign. Zoning will need information from the applicant as to the night views of their signage as well as the colors to be used. Tucker further stated that the sign would be non-compliant. Rummel stated that she sees reusing the existing ground sign has its ecological benefits versus tearing it down and throwing it away. Huggins asked about the detention pond, she feels this site is not getting the due it needs from a planning standpoint; Pollock replied he had to do some digging to find out about the pond. There was some discussion about the patterning on the building and how that can act as a “sign” for the brand. O’Kroley and Smith both wanted to see the readerboard sign come into compliance. O’Kroley also said she wished the exterior storage units had more of a canopy. She further inquired about the landscaping requirement in the Planning Division’s

approval of the project because that is not reflected in the new plans. Slayton commented that Ash trees listed on the landscape plan will need to be maintained and replaced as they will likely succumb from Ash Borer disease. As far as the ground cover along the property line, he would like to see it as minimally landscaped as possible. Schaefer informed the Commission that the neighborhood is working on a master plan for this area to cover the landscaping and safety issues. Slayton would like to see some vegetation behind the storage units as a backdrop to soften the parking. Tucker explained the landscape points required for this area and how they relate to the number of parking stalls and storage areas proposed.

ACTION:

On a motion by Lufler, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion provided for the following:

- Approval of the Building Façade/Signage as contained in Industrial Option 2 with no diamond painted pattern.
- Eliminate the existing pylon structure or change to a conforming sign.
- Lower accessory wall signs closer to horizontal reveal and eliminate accessory signs on storage building.

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, 5, 5, 5 and 5.5.

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	5	5	5	-	5	-	4	5
	5	5	5	5	4	6	4	5
	5	5	5	5	5	-	5	5
	-	-	-	-	-	-	-	5.5
	5	5	5	-	5	5	5	5

General Comments:

- Has to go somewhere.
- Reuse is welcome.