

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 8, 2019

TITLE: 5565 Tancho Drive – Comprehensive Design Review for Oakwood Village Prairie Ridge. 17th Ald. Dist. (55394)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Chris Wells, Acting Secretary

ADOPTED:

POF:

DATED: May 8, 2019

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Tom DeChant, Lois Braun-Oddo, Christian Harper, Shane Bernau, Craig Weisensel and Rafeeq Asad.

SUMMARY:

At its meeting of May 8, 2019, the Urban Design Commission **REFERRED** consideration of a Comprehensive Design Review located at 5565 Tancho Drive. Registered in support of the project were Jennylynde Packham, Tracy Burkel and Tia Endres, all representing Oakwood Village.

The team presented a request for three signs: one monument on the corner and two wayfinding signs at each driveway. People often miss their Tancho Drive address and have to turn around. This is a senior living community with a lot of elderly drivers having to make a left turn back onto American Parkway. Although the new light at Buttonwood helps, it is still a dangerous intersection. You cannot see either of their entrance doors from the corner. They have nine different buildings with seven different addresses. Their campus is also used for the community as a polling place and meeting place. Their current sign is around 40 square feet and about 15 feet back from the sidewalk.

Matt Tucker, Zoning Administrator spoke to the staff report. Zoning's review is based upon the standards of approval for Comprehensive Design Review; they did not feel the application included materials for them to review it relative to that, particularly related to size. Mr. Tucker stated that he felt the signs were attractive and that it was appropriate for them to have three of them, but they need context. They've explained that to the applicant. They are recommending referral.

The Commission discussed the following:

- I appreciate the context requirement. I did have one objection to the staff report where it called this residential; this is an institutional use. To me the wayfinding issue is profound, not just because it's an elderly population.
 - (Tucker) I think the perspective is that signage allowances fall into residential uses. But I would agree and we could look at other places like this that have institutional context. We can clarify that in our report.

- Your signs are very large on your logo and multiple names and very small on the address. If these are to help with wayfinding I think you need to think about how those signs would accomplish that.
- The sign at the driveway, are you proposing that to be a 45-degree angle one-sided?
 - Correct. That would stay at 45-degrees and the other possibly 90-degrees.
- You have two signs directed at people coming from the west but then nothing for people coming from the east.
 - The thought would be 45-degrees on this one towards the east.
- Or perpendicular but that's what you have it now.
 - Correct, and the two-sided (version) shrinks that down to an awfully small sign.
 - No one really comes to the site via Tancho because it wraps around. Very rarely. Which is why that sign is currently at 45-degrees.
- What are the City's issues with the size of these signs?
 - Tucker: Because what is there might be large...I don't know what's there now. Our expectation is that the signs would be to a size and scale that is appropriate given their context and viewability. It may be appropriate to have larger signs in closer proximity because of a longer view corridor, we just need that information. If the argument is the grading of the site, we don't know how much vegetation would be removed because we don't have the landscape plan. We have a lot of pieces to put together and we don't have all the information.

ACTION:

On a motion by Weisensel, seconded by Goodhart, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (7-0). The motion noted that not enough information was provided for a typical Comprehensive Design Review, and for the purposes of equity this information is needed. It was further noted that photographs showing the hill, the street and the entrances, with the new designs superimposed at the right scale would be beneficial in helping the Commission reach a decision.