

AGENDA # 4.A.

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: March 16, 2011 | |
| TITLE: 5602 Odana Road – New Construction for a Dental Office in UDD No. 3. 19 th Ald. Dist. (21364) | REFERRED: | |
| | REREFERRED: | |
| | REPORTED BACK: | |
| AUTHOR: Alan J. Martin, Secretary | ADOPTED: | POF: |
| DATED: March 16, 2011 | ID NUMBER: | |

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett*, Richard Slayton, John Harrington, R. Richard Wagner, and Jay Handy.

Todd Barnett was excused at 6:37 p.m.

SUMMARY:

At its meeting of March 16, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for a new dental office located at 5602 Odana Road. Appearing on behalf of the project were Duane Johnson, representing Iconica; Mary Beth Growney Selene, representing Ryan Signs; and John Seamon. Growney Selene described the need for signage that is in keeping with the overall site as well as the building itself. The site itself is narrow and deep, and the owners’ intent is to use wall signage only. The west and south elevational signs comply with UDD No. 3; the east sign is not on a corner or adjacent to a parking lot with a cross-access; Urban Design Commission approval is needed for its placement according to the Sign Central Ordinance. The signs tie in nicely with the design of the building. The letters are fabricated aluminum with clear backs and mounted LEDs inside. Comments from the Commission were as follows:

- The west elevation strikes me as looking like a billboard. Putting the phone number on the building strikes me not as identification but as advertising and I’m uncomfortable with it.
 - We’re not looking at it as advertising, we’re looking at it as clearly informational.
- The sign on the east façade is critical to the function of the facility; I feel they should eliminate something else. I find the phone number objectionable.
- The east signage, although not typically something we would approve, in this context it seems appropriate in lieu of a ground sign.
- I find the phone number as advertising. If the signage were to relate to the entry I would relocate the Madison Smiles.com to the entry. If the word “dentist” is necessary then it should be below. The Fire Department will also require an address visible from the street.

Discussion continued as to whether the wording is identification or advertising. When asked if they considered a ground sign on Odana Road, Growney Selene replied that because of the position of the building on the lot, and a utility easement along Odana Road, the sign would be 1/3 of the way north of the building.

ACTION:

On a motion by O’Kroley, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0-1) with Harrington voting no. The motion provided for the following:

- The east wall sign is appropriate in lieu of a ground sign.
- The south elevation is eliminated with its “MadSmiles.com” graphic moved to the west elevation location which maintains “Dentist” but eliminates the phone number.

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 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5602 Odana Road (Comprehensive Design Review)

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