

## AGENDA # 5

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> January 18, 2012
TITLE: 711 Cottage Grove Road – Comprehensive Design Review. (24992)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: January 18, 2012	<b>ID NUMBER:</b>

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Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, Richard Slayton, Melissa Huggins, John Harrington, and Henry Lufler.

### **SUMMARY:**

At its meeting of January 18, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 711 Cottage Grove Road. Appearing on behalf of the project were Emily Poblocki, Jim Trebian, Paul Vandervelde, Matt Merrill and Sharon Baldwin, all representing the YMCA of Dane County. Poblocki addressed the signage at the entrance that does not currently meet code, as was the case with the west YMCA, and this building is in the middle of a residential neighborhood. The first sign would be over the main entrance with an elevation that faces empty space and a gas station. The second sign would replace “Lussier Family East” with new conforming signage.

Discussion by the Commission was as follows:

- What are the hours of illumination?
  - It would automatically turn on with photo cells.
- Have you gotten feedback from the adjacent neighbors?
  - This portion right here actually doesn’t face any homes.
- The Secretary discussed the anomalies of this location. The R4 zoning allows for 6 foot signage. The Zoning Administrator does not have any issue with this proposal, however,
- The sign over the main entry, it looks like the electrical is exposed. It would look stronger if you moved it so it wasn’t above the column.

### **ACTION:**

On a motion by Huggins, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL** and found that the standards were met. The motion was passed on a vote of (7-0). The motion required that the wall sign over the main entry be moved so that it isn’t above the underlying column.

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: 711 Cottage Grove Road**

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

General Comments:

- Sign at entry canopy appears small.
- Cleaner, improved.