

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** October 4, 2006

TITLE: 401 North Third Street – PUD(GDP-SIP), **REFERRED:**
 Signage Clarification for a Convenience **REREFERRED:**
 Store with Gasoline Sales and Carwash in **REPORTED BACK:**
 Urban Design District No. 4. 12th Ald. Dist.
 (02223)

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: October 4, 2006 **ID NUMBER:**

Members present were: Paul Wagner, Chair; Todd Barnett, Bruce Woods, Cathleen Feland, and Ald. Noel Radomski.

SUMMARY:

At its meeting of October 4, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) of a signage clarification for a convenience store located at 401 North Third Street. Appearing on behalf of the project were John Gibbs of Grant Signs and Jerry Archer of PDQ Food Stores, Inc. Prior to the presentation, staff noted to the Commission that the issue for clarification relevant to the signage package was to allow for the installation of LED-lit accent bars on the new PDQ facility's gas canopy, carwash and convenience store buildings in association with the conventional graphics for the merchandiser. Staff noted that during an informational presentation on this project, details of the overall sign package, including the accent bars were presented, but never received formal approval by the Commission with formal approval of the project. The signage package presented in conjunction with initial approval of the project utilized existing photos of a recently constructed PDQ store in Middleton without the proposed accent bars. Staff informed the Commission that the entire signage package for the facility had already been administratively approved outside of the accent bar issue under consideration. Gibbs provided details of the installation of the accent bars on the various structures within the development, followed by discussion with members of the Commission on the proposal. Woods recommended to the Commission modifications to the proposed accent bar package providing for its elimination or limitations on the north and east elevations of the carwash building, its elimination off of the southeast corner of the convenience store building, in addition to the bulk of the easterly elevation of the gas island canopy.

ACTION:

On a motion by Barnett, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion required staff approval of the contingencies contained within the staff report relevant to the application of the accent bars.

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 6, 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 401 North Third Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6	-	-	-
	-	-	-	-	5	-	-	-
	-	-	-	-	7	-	-	7
	-	-	-	-	6	-	-	6
	-	-	-	-	7	-	-	-
	-	-	-	-	8	-	-	8

General Comments:

- OK.
- OK per discussed changes. New profile should be improvement over old, wider light bands.
- Innocuous.
- Good compromise, I hope.
- OK with signs facing residences eliminated.