

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 9, 2011
TITLE: 5709 Odana Road – Comprehensive Design Review for Ground and Wall Signage for Madison Family Dental Associates in UDD No. 3. 19 th Ald. Dist. (21036)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 9, 2011	ID NUMBER:

Members present were: Mark Smith, Dawn O’Kroley, Richard Slayton, John Harrington and Henry Lufler, Jr.

SUMMARY:

At its meeting of February 9, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for ground and wall signage located at 5709 Odana Road. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, and Lori Veerman. Growney Selene presented a wall sign for the east elevation where there is currently no signage on the building, to increase the height of the existing West Beltline Highway sign to 20 feet from its current 16 feet, and consideration of a wall sign on the west elevation where there is no access to a parking lot, a street or cross access as required by provision of the Design Control Ordinance. They would like to place one black reverse channel letter with halo lighting against the lit wall. This would help break up the brick wall as well as give limited visibility from Odana Road and the Beltline. The monument sign and trees along the Odana Road corridor as well as the south are preventing them from putting a sign at either of these locations.

Comments and questions from the Commission were as follows:

- I’m questioning the logic on this sign.
- I think it’s an improvement over the blank wall.

ACTION:

On a motion by O’Kroley, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-0-1) with Slayton abstaining. The motion provided for the adjustment of the east elevation sign, reducing the scale such that the vertical ends of the sign do not extend beyond the mullions above window.

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 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5709 Odana Road

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