

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** July 24, 2013

**TITLE:** 4416 Pflaum Road – Street Graphics  
Variance for “Subway.” 16<sup>th</sup> Ald. Dist.  
(30640)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** July 24, 2013

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Lauren Cnare, Richard Slayton, Cliff Goodhart, Dawn O’Kroley and Tom DeChant.

### **SUMMARY:**

At its meeting of July 24, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Street Graphics Variance located at 4416 Pflaum Road. Appearing on behalf of the project was Rick Brunton, representing Subway. Brunton noted that the business has no identification signage at the roadside; it does have limited visibility in the wintertime. It has a shared lot with Wendy’s and there is a pylon sign for Wendy’s and one pylon sign for Maaco, but the code allows for only two pylon signs on a zoning lot. The applicant is seeking an increase of 25% to allow them to place an identification sign on the structure, and to increase the height by 25% because of truck heights. They are proposing to enclose the sign structure while improving the look of the overall design. In previous meetings with City staff it was agreed that the allowable square footage for the Subway sign would allow them a 2’x7’ area.

Slayton suggested raising the sign by 2-feet in order to eliminate any visual obstructions. That wouldn’t provide the visibility they are looking for.

### **ACTION:**

On a motion by Cnare, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (3-2) with Cnare, Goodhart and DeChant voting yes; and O’Kroley and Slayton voting no.

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: 4416 Pflaum Road**

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