

**AGENDA # 3**

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION      **PRESENTED:** May 6, 2015

**TITLE:** 1406 Mound Street – Comprehensive      **REFERRED:**

Design Review for “Beth Israel Center.”  
13<sup>th</sup> Ald. Dist. (38098)

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** May 6, 2015

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Dawn O’Kroley, Melissa Huggins, Cliff Goodhart, Tom DeChant, Richard Slayton and Sheri Carter.

**SUMMARY:**

At its meeting of May 6, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for “Beth Israel Center” located at 1406 Mound Street. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; Ald. Sara Eskrich, District 13; and Jordan Loeb, representing Beth Israel Center.

Approval of three wall signs (code allows 2 ground signs and 2 wall signs not to exceed 32 square feet based on the setback from the property line). The building functions as more than just a synagogue, with a community center, education center and a childcare opportunity for participants; utilizing wall signs rather than ground signs is in the better interest of wayfinding for the campus. The front sign is the front entrance to the synagogue, the sign on the back is off the parking lot for the childcare entrance, and the third sign is on Randall Street; without the sign on Randall Avenue there is zero visibility as to what this building is. The third sign exceeds the 32 square feet, and the setback of the building from the property line is only a little over 11-feet. It is integrated with the architecture and an appropriate scale of the building. The Secretary noted that this site is surrounded by residential properties.

**ACTION:**

On a motion by Goodhart, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0-1) with Carter abstaining. The motion provided for no illumination of the signage. The motion noted that all applicable standards were adequately met.

No rankings were provided for this project.