

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: July 15, 2009	
TITLE: 2601 West Beltline Highway – Street Graphics Variance. 14 th Ald. Dist. (15338)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: July 15, 2009	ID NUMBER:	

Members present were: Bruce Woods, Richard Wagner, John Harrington, Dawn Weber, Marsha Rummel and Jay Ferm.

SUMMARY:

At its meeting of July 15, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Street Graphics Variance located at 2601 West Beltline Highway. Appearing on behalf of the project were Chuck Zimmerman of Capitol City Neon Signs Co., Inc.; Tom Hayman and Brad Duesler, representing Food Concepts, Inc.; Sean Baxter and Brad Hutter, representing Arbor Gate Development. Prior to the presentation staff noted that it had received from Hutter a request from Ald. Bruer for referral of the projecting sign component of the signage package with the remaining component, an above/fascia canopy sign to be provided consideration. Hutter and Baxter spoke to this issue with Baxter further elaborating on the sign's relevance to its exclusion from the originally approved "Comprehensive Design Review Sign Plan." Hutter further noted that consideration of the projecting sign would follow sometime in the future after further discussions with Ald. Bruer. Zimmerman provided review of the combination above canopy/canopy fascia sign to be located at the restaurant's main entry featuring its name, "Bonfyre" atop the canopy with an "American Grille" on the fascia of the canopy.

ACTION:

On a motion by Harrington, seconded by Ferm, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (6-0). The motion for final approval excluded consideration of the proposed combination blade/extended wall sign at the request of the building's ownership and Ald. Tim Bruer.

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 4, 7, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2601 West Beltline Highway

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	7	-	-	7
	-	-	-	-	7	-	-	7
	-	-	-	-	7	-	-	7
	-	-	-	-	-	-	-	4
	-	-	-	-	7	-	-	-

General Comments:

- Well integrated.