

Ryan Signs, Inc.

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February 3, 2011

TO: Mr. Al Martin
On behalf of the City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as agent for The Livesey Company
1702-1820 W. Beltline Hwy.

RE: **Addendum and Responses to Zoning Administrator Matt Tucker's Comments**

Dear Member's of the Urban Design Commission;

We appreciate having the opportunity to provide this addendum to our original submittal for the February 2, 2011 UDC meeting and to also provide a response to Zoning Administrator Matt Tucker's comments noted below.

AMENDING & RESPONDING TO ZONING ADMINISTRATOR MATT TUCKER

Our amended note and specific responses to Matt Tucker's comments are shown below in **BLUE CAPS**.

From: "Tucker, Matthew" <MTucker@cityofmadison.com>
Date: Wed, 2 Feb 2011 09:58:06 -0600
To: "Martin, Al" <AMartin@cityofmadison.com>
Cc: Mary Beth Growney Selene <mbgrowneyselene@ryansigns.net>
Subject: UDC CDR, Livesey Company, 1702-1802 W. Beltline Hwy.

Al, I have reviewed the materials submitted for this case, please share the following comments with the UDC at the meeting, relative to the existing sign ordinance and requested CDR:

1. Lot 1, Freestanding Sign (future). The submittal indicates that a 22' tall, 144 sq. ft. sign could be placed, which is true, as approved by the Urban Design Commission only. The comprehensive sign plan should be modified to require future signage on this lot to be reviewed as part of an amendment to the CDR. **WE ARE IN AGREEMENT THAT THIS TEXT BE INCLUDED IN THE FINAL CDR AND AGREE THAT IT BE PART OF ANY MOTION TO APPROVE THE REQUESTED CDR.**
2. Lot 2, freestanding sign (existing multi-tenant sign). The CDR should clarify if any change of use requires the sign to be removed or if only a tent space has a change of use, the sign shall be removed. Staff recommends using the existing ordinance language for multi-tenant nonconforming signs:
 - o *Sec 31.05(1)(b) Shared Ground Signs. Where two or more uses share a single ground sign, and one or more, but not all of the uses are changed, copy on the shared ground sign may be changed accordingly to serve the new use(s).*

However, if all uses that share the ground sign are changed simultaneously, that ground sign shall be brought into conformity with the current provisions of this chapter for the zoning district in which the sign is located. **WE ARE IN AGREEMENT THAT THE TEXT FOR "SHARED GROUND SIGNS" BE INCLUDED IN THE FINAL CDR AND AGREE THAT IT BE PART OF ANY MOTION TO APPROVE THE REQUESTED CDR.**

3. The CDR materials show the A1 Furniture building as it was recently painted blue. As this building is part of a broader *Planned Commercial Site – Conditional Use* development, any exterior changes to the buildings must be reviewed and approved. As a separate matter, the property owner or tenant must obtain approvals for the painting the building that occurred without advanced approvals. Painting and façade treatments could impact the size and location of qualifying signable areas on the facades of this building. **AS AN AMENDMENT TO OUR ORIGINAL SUBMITTAL, WE ARE REQUESTING APPROVAL OF THE COLOR WHITE FOR THE BUILDING FAÇADE; THE TRIM (TOP & BOTTOM) WILL MATCH PANTONE #YELLOW C (AS IS CURRENTLY ON THE BUILDING). THE LETTERS WILL MATCH PANTONE #653 BLUE (DURING THE DAY) AND WHITE AT NIGHT.**
4. The enabling legislation that is *Comprehensive Sign Review* allows for the flexibility and regulation of signage at this property, which was not available back in 1991. In response, the restrictive Covenant Agreement was entered into to control existing and future ground signage. As a follow-up to this CDR approval, the City and property owner will take steps to terminate the restrictive covenant agreement. **THE OWNER AGREES TO WORK WITH THE CITY OF MADISON TO TERMINATE THE EXISTING RESTRICTIVE COVENANT.**

Otherwise, the submittal appears consistent with MGO 31.

Matt Tucker
Zoning Administrator
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