



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2134 W. Beltline Highway
Application Type: Façade Alteration
Legistar File ID # 55936
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Bron Laursby, Herb Coulthurst, Innovative Heights Madison, LLC

Project Description: Alteration to an approved conditional use to paint an existing parapet and above-door arch orange and blue to match logo and corporate colors.

Project Schedule: This project is being referred to the Urban Design Commission by the UDC Secretary for review of the proposed façade alteration design.

Approval Standards:

The UDC is an advisory body for this application. The site is located in Zoning district Commercial Center (CC) and it is part of a Large Retail Development which requires that the Urban Design Commission to review the proposed alteration project using the design standards and guidelines for Large Retail Developments.

Summary of Design Considerations

In order to approve, the proposed project must be found to meet the design standards for building alterations in a Large Retail Development pursuant to Section 33.24(4)(f) and Planned Multi-Use Sites pursuant to Section 28.137(2)(e) of the Zoning Code. When applying the requirements, the Urban Design Commission shall consider relevant design recommendations in any element of the City's Master Plan or other adopted City plans.

Conclusion and Recommendations

Due to concerns, this item was not reviewed administratively by the UDC Secretary. Planning Division Staff recommends that the UDC give careful consideration to the corporate colors added to character defining features, including parapet and above entry arch.



Previously approved façade