

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 6, 2013

TITLE: 2303 West Beltline Highway –
Amendment to Existing Comprehensive
Design Review of Signage for “Kayser
Motors, Inc.” 14th Ald. Dist. (29112)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 6, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Melissa Huggins, Henry Lufler, Tom DeChant, Richard Slayton, Dawn O’Kroy and Marsha Rummel.

SUMMARY:

At its meeting of March 6, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of an amendment to an existing Comprehensive Design Review of signage located at 2303 West Beltline Highway. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; and Sean Baxter. Baxter identified what was existing on the site and what is proposed to change. The Secretary noted that Matt Tucker, Zoning Administrator did not have issue with this proposal. Growney Selene stated that while there was a Comprehensive Design plan for the property, it was rarely referenced by staff or subsequent sign companies. She also noted the request for an accessory sign to give a little bit of a description of some of the services available. An illuminated pylon sign would be located along the Beltline frontage road, with another incorporated into the building design.

There must be some way to unify this; it feels really busy (the multiple types of ground and wall signage).

- That’s what we want too. All these signs will be identical in color and type face. Kayser has control over those, but the manufacturer’s signs are in their control.

ACTION:

On a motion by Huggins, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL** with the finding that the applicable standards of M.G.O. Chapter 31 had been addressed. The motion was passed on a vote of (6-0). The motion also required the lower ‘hours open’ sign for the “Quick Lane” be removed.

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 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2303 West Beltline Highway

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	6

General Comments:

- The history of sign permits and comprehensive planning on this site is interesting!