AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	**PRESENTED:** January 16, 2019
TITLE: 1809 W. Beltline Highway – Comprehensive Design Review for Zimbrick Hyundai West. 14th Ald. Dist. (54199)	**REFERRED:**
	REREFERRED:
	REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	**ADOPTED:** **POF:**
DATED: January 16, 2019	**ID NUMBER:**

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, Craig Weisensel, Jessica Klehr, Amanda Hall and Christian Harper.

SUMMARY:

At its meeting of January 16, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 1809 W. Beltline Highway. Registered in support of the project was Don Nummerdor, representing Sign Effectz. One of the signs proposed is not being recommended by Zoning because it is five-feet taller than what code allows. The Hyundai branding necessitates the design of this sign. The traffic flow of six lanes at 55 miles per hour+ needs to have a taller perpendicular sign (pole or monument); signs on the wall are still important to branding but not as effective. Matt Tucker, Zoning Administrator discussed the CDR, noting staff is generally comfortable with the arrangement of the building signage. The building is high relative to the grade of the frontage road with significant viewability. The concern staff has relates to design, not just height. The sign code regulates the net area of the sign, the area that covers the copy. Our mantra is "you pay for your base," the height is part of the base but the net area is what is restricted. The signage copy is not that large but the base is significant. We've gone by this site a number of times and feel like this is really out of scale. It will be a very prominent, large sign on a hill where the building is already forward. The design is in keeping with the building; this type of sign is not really so much about the square footage of the net area, it's the scale of the sign. The sign code is written from the perspective of identification with advertising being a secondary component. In the very strict sense of a CDR, this sign is a challenge to meet the standards.

The Commission discussed the following:

- We're not beholden to national branding. Hyundai can decide if they want the branding or the sign.
- We've been through this with people's perceived sight lines from the Beltline. Is that really where people are looking at the sign from? It's on a frontage road, my sympathies are more towards City sign codes than corporate branding. Nobody ever comes before us that doesn't want a bigger, taller or brighter sign. I don't see that we should be looking at it from "how it looks in a car from the Beltline." Wayfinding is becoming less and less of an issue as people use their GPS systems. This is about 40%

bigger than what we allow, and you pointed out that we have given variances. That's the problem with variances, everybody wants one and then it refutes the whole point of having a sign code.
    - My biggest argument is if this was a pole sign, something like the Kia sign right now the road that has a pole skirt that's about half as wide as the sign itself but I know it's at least 20-feet. Just because Hyundai doesn't have a 50% pole skirt they can only have a 13-foot high sign, that doesn't make any sense to me. Right down the road also it Toyota that has a similar sign to this at 20+ feet.
- You've got a very handsome building on the Beltline, and I can clearly see Sullivan, Zimbrick and Hyundai signs when I go by there, very forward as Matt said. Once you're on the frontage road when I come to visit the showroom I'm sure a compliant sign would help me find the driveway. There's no obstructions or a bridge that impedes retailers from getting their message across. I don't see the hardship in having the project comply with the ordinance.

ACTION:

On a motion by Goodhart, seconded by Hall, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion approved the request except for the monument sign. The Commission would approve a monument sign in a similar design that meets code.