

From: Tucker, Matthew
Sent: Wednesday, February 02, 2011 9:58 AM
To: Martin, Al
Cc: 'Mary Beth Growney-Selene'
Subject: UDC CDR, Livesy 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.
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.*
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.
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.

Otherwise, the submittal appears consistent with MGO 31.

Matt Tucker

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