

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 18, 2009
TITLE: 2501 and 2601 West Beltline Highway – Comprehensive Design Review (Continuation). 14 th Ald. Dist. (10706)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: February 18, 2009	ID NUMBER:

Members present were: Bruce Woods; Chair, Todd Barnett, Richard Slayton, Dawn Weber, Mark Smith, Jay Ferm, Ald. Marsha Rummel, Richard Wagner, and John Harrington.

SUMMARY:

At its meeting of February 18, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a comprehensive design review (continuation) at 2501 and 2601 West Beltline Highway. Mary Beth Growney Selene, with Ryan Signs, Inc., stated that a condition of the previously approved comprehensive design review was that the design of secondary tenant signage be approved by the Commission. This request is for the approval of the Meriter Wellness Center sign. She reviewed the specifics of the design, stating that the maximum height of the letters will be 24 inches, and that the letters will have aluminum faces and be backlit.

Melissa Huggins and John Eisenhauer registered in support.

ACTION:

On a motion by Harrington, seconded by Weber, the Urban Design Commission **GRANTED FINAL APPROVAL** of a comprehensive design review (continuation) at 2501 and 2601 West Beltline Highway.

The motion passed on a vote of (9-0).

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, 6, 7, 7, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2501 and 2601 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
	-	-	-	-	7	-	-	7
	-	-	-	-	7	-	-	7
	-	-	-	-	7	-	-	-
	-	-	-	-	7	-	-	7
	-	-	-	-	7	-	-	-
	-	-	-	-	7	-	-	7

General Comments:

- Nicely integrated with building.
- Secondary signage is in keeping with previously approved signage plan. Very tasteful.