

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 9, 2011
TITLE: 1702-1820 West Beltline Highway – Comprehensive Design Review, Ground Signage. 14 th Ald. Dist. (21039)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 9, 2011	ID NUMBER:

Members present were: Mark Smith, Dawn O’Kroley, Richard Slayton, John Harrington and Henry Lufler, Jr.

SUMMARY:

At its meeting of February 9, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review and signage modifications located at 1702-1820 West Beltline Highway. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs; and Alex Weis, representing The Livesey Company. Growney Selene spoke to the Commission about the origins of the signage for this location from 1991 based on a previously approved “Comprehensive Design Review” by the Urban Design Commission. Staff noted that a requirement for that approval was that two ground signs would be allowed on Lot 2 of this Planned Commercial Site and was silent on any ground signage for Lot 3. The existing situation provides that there is one ground sign on Lot 2, another ground sign which was to be located on Lot 2 is on Lot 3, along with another existing ground sign not approved as part of the original Comprehensive Design Review package of 1991. Also, under consideration is the neutralization of painting the A-1 building’s façade which was previously unpainted and required the Urban Design Commission’s approval to be painted. The painted colors made the building appear as a sign. Growney presented white with yellow trim samples to provide for its repainting based on seasonal availability. Their first request is to approve what really does exist on these combined sites for ground signs. There are no changes to the sign locations except for the face of the A1 Furniture sign to go back to the white background with the yellow trim; with some faces being changed to blue.

Comments from the Commission were as follows:

- I’m still puzzled by the free-standing sign.
- I think it’s critical that we do put Mr. Tucker’s language into the motion.
- I’m not real hot on the white letters.

ACTION:

On a motion by Lufler, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-0-1) with Slayton abstaining. The motion provided that changes to occupancy of this parcel would require the application to return to the Commission for approval, and the inclusion of any language from Matt Tucker, Zoning Administrator into the motion relative to change in use

and widening of a restrictive covenant based on the original Comprehensive Design Review approval of 1991 (see comments dated February 2, 2011 by Tucker).

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 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1702-1820 West Beltline Highway

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	5	-	-	5
	-	-	-	-	5	-	5	5