

URBAN DESIGN COMMISSION MEETING REPORT

July 16, 2025



Agenda Item #: 2

Project Title: 2510 W Beltline Highway - Comprehensive Design Review for Signage (CDR).
(District 14)

Legistar File ID #: 88729

Members Present: Shane Bernau, Chair; Rafeeq Asad, Anina Mbilinyi, Davy Mayer, Nicholas Hellrood

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Summary

At its meeting of July 16, 2025, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for Signage located at 2510 W Beltline Highway. Registered and speaking in support was Rich Kos. Registered in support and available to answer questions were Savannah Ormsby, and Jim Triatik.

Summary of Commission Discussion and Questions:

The Secretary gave an explanation of the staff position and recommendations contained in the staff memo.

The Commission asked about topography, the base of the sign, and if changing the sign type to more of a pole sign could achieve a code compliant taller height. The Secretary noted the applicant is requesting a monument style sign, not a pole sign.

The Commission noted that additional information is necessary to fully assess the relationship between the proposed ground sign and visibility from the W Beltline Highway.

The Commission inquired about why the existing sign is so tall and how that got approved. The Secretary noted it was previously in the Town of Madison, with the signage being approved by Dane County Zoning.

Action

On a motion by Asad, seconded by Mbilinyi, the Urban Design Commission **GRANTED FINAL APPROVAL** with the following conditions:

- Correct the electronic message directional signage graphics to show a single floor message, consistent with the sign construction details, as noted in the staff report, and
- That the CDR be revised to reflect a code compliant ground sign (13 feet in height), or that the applicant pursue a change of copy permit to maintain the existing sign height.

The motion was passed on a unanimous vote of (4-0).