

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** July 18, 2018

TITLE: 2025 Zeier Road – Signage Variance for **REFERRED:**
“Burlington.” 17th Ald. Dist. (52160)

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: July 18, 2018

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Lois Braun-Oddo, Tom DeChant, Christian Harper and Amanda Hall.

SUMMARY:

At its meeting of July 18, 2018, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage variance for Burlington located at 2025 Zeier Road. Registered in support of the project was Brian Randall, representing Ramco-Gershenson Properties, LP and Burlington Stores. Randall presented the updates to the Burlington stores, noting the façade upgrade that is currently in process. The building is 700-feet from the roadway. The variance requests are for the main sign above the doorway, the canopy sign, and B hart logo below. A vision study was included in the packet, and a side-by-side compliant versus variance request was shown. Matt Tucker, Zoning Administrator noted the variance would be OK if it was made 6 square feet rather than the requested 9 square feet. Randall noted that they are applying for just the heart logo, not with the square box. They prefer the B heart alone at 9 square feet.

Comments and questions from the Commission were as follows:

- The larger B looks more proportional to the wall. I’m ok with it
- I’m also ok with it.
- Add some verbiage to the motion that is specific to the logo, describing why it works with this style.

ACTION:

On a motion by DeChant, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-1) with O’Kroley opposed.

The motion for approval provided for the following conditions:

1. Approved with larger heart “B” logo without the box around the heart.
2. Approval rationale references the proportion of the “B” relative to the specific architecture of this façade and to the larger main sign.