

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 19, 2007
TITLE: 2180 West Beltline Highway – Comprehensive Design Review Alteration. 14 th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 19, 2007	ID NUMBER:

Members present were: Paul Wagner, Chair; Jay Ferm, Richard Slayton, Bruce Woods, and Marsha Rummel, Lou Host-Jablonski and Todd Barnett.

SUMMARY:

At its meeting of September 19, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** for a Comprehensive Design Review Alteration located at 2180 West Beltline Highway. Appearing on behalf of the project was Mary Beth Growney Selene, Ryan Signs, Inc. and Susan Erickson of Meriter. Prior to the presentation staff noted to the Commission that the subject comprehensive design review for signage under consideration was to allow for the replacement of an existing ground sign on the site for “Meriter Home Health.” The existing ground signage on the site which was approved as part of a previous comprehensive design review for signage for the multiple tenant Planned Commercial Site, which includes the existing Meriter operation (formerly Sears), the Steinhafel’s furniture store, a lighting outlet, in addition to Culver’s. Reconsideration of a comprehensive design review approval at this time follows a rendering by the Zoning Administrator, Matt Tucker, that the replacement of the existing ground sign for Meriter with a sign which features an electronic changeable copy readerboard was sufficient enough to require reapproval of a comprehensive design review for the ground sign as proposed. Growney, in coordination with Erickson then provided a review of the changeable copy ground sign for Meriter Home Health, in addition to newly proposed wall signage on the building consistent with code requirements which is required to be shown as an element of the comprehensive design review package. Following the presentation the Commission noted the following:

- Electronic changeable copy by concept means retail in this instance. The applicant noted that the type of retail, home health care products was not typical retail. The function of the sign was to provide identification/wayfinding for the retail entity of Meriter, located remotely from the Meriter campus.
- Doesn’t feel the same as typical retail. The sign should call out that this is a place where things happen that needs to be identified. There is an issue with the sign’s image and purpose based on the sell and retail functions.
- Relevant to the accessory wall signage it should be located underneath the main graphic for clarify, especially with an elderly population.
- Don’t favor changeable copy ground sign for some aspects of use could be provided and better identified.
- Consideration of the changeable copy ground sign is a slippery slope, a retail money making operation like other more obvious retail users.

- In other areas of the City beyond the jurisdiction of the Commission, changeable copy graphics are allowed; careful to treat equally.

ACTION:

On a motion by Slayton, seconded by Woods, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion required that the sign could not change more than the current standard of not more frequent than a two-minute interval. If the standards are changed to be more restrictive, such as a proposed frequency interval of not more than once per hour; the changeable copy must adhere to this requirement. The approval for the changeable copy sign is only for the use of Meriter Home Health, where any change of occupancy will require its discontinuance. Relevant to the accessory wall signage, it shall be placed beneath the main wall graphic except for the “business center” portion. It was recommended that the applicant consider no pricing with the utilization of the changeable copy ground sign.

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, 5, 5, 6 and 6.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2180 West Beltline Highway

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	5	-	-	5
	-	-	-	-	6	-	-	6
	-	-	-	-	-	-	-	6.5
	-	-	-	-	5	-	-	5
	-	-	-	-	6	-	-	-
	-	-	-	-	5	-	-	5

General Comments:

- Sign is attractive and commensurate with current size. Never like the changeable copy feature.