

## AGENDA # 7

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** July 11, 2012

**TITLE:** 2118 West Beltline Highway – Minor  
Alteration for the Creation of a New  
Tenant Space in a Retail Building  
Exceeding 40,000 Square Feet. 14<sup>th</sup> Ald.  
Dist. (26968)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** July 11, 2012

**ID NUMBER:**

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Members present were: Richard Wagner, Marsha Rummel, Dawn O’Kroley, Richard Slayton, Henry Lufler, Melissa Huggins, Cliff Goodhart, Tom DeChant and John Harrington.

### **SUMMARY:**

At its meeting of July 11, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of façade changes located at 2118 West Beltline Highway. Appearing on behalf of the project were Duane Boris, representing Northern Tool + Equipment; and Dave Holzen, representing the property owner. Changes to the façade include providing for the incorporation of metal for a 17,000 square foot retail space subtenancy. The Secretary stated that the second signable area cannot be included in tonight’s review as it would require a public hearing for a Comprehensive Design Review. The gable feature is typical for Northern Tool + Equipment’s corporate logo and two options were shown, with lighting above the door. The will feature a canopy element. Rummel noted that Ald. Bruer is supportive of this project and would like to see this building repurposed.

### **ACTION:**

On a motion by Huggins, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL** of the non-pagoda style gable. The motion was passed on a vote of (8-0). The motion provided for the approval of the revised version of the building façade distributed by the applicant and conforming wall signage.

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, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2118 West Beltline Highway**

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

General Comments:

- Prefer wider aluminum shown in first elevation, but simpler gable treatment of 2<sup>nd</sup> elevation (one that was passed around).