

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: November 28, 2012

TITLE: 2118 West Beltline Highway –
Comprehensive Design Review, Ground
Sign for “Steinhafel’s and Northern Tool &
Equipment.” 14th Ald. Dist. (26968)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: November 28, 2012

ID NUMBER:

Members present were: Richard Wagner, Chair; Marsha Rummel, John Harrington, Melissa Huggins, Richard Slayton, Cliff Goodhart and Tom DeChant.

SUMMARY:

At its meeting of November 28, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 2118 West Beltline Highway. Appearing on behalf of the project were Duane Boris, Jay Brunton, Juliette Wegner and Lynda Malmberg, both representing Steinhafel’s, Inc. The Secretary explained that when this shopping mall was built the Comprehensive Design Review process was much different with several different tenants having their own ground signs; those signs are now limited. Staff asked Northern Tool to work with Steinhafel’s in possibly combining signage to eliminate the need for an additional ground sign. Steinhafel’s has allowed for a sign at roughly 41 square feet attached to their columns, while at the same time updating their sign to be more energy efficient and more visible. It was mentioned that the sign may need to be higher to accommodate future tenant signage. Brunton replied that their landlord is addressing any future tenants as not having the option of being on the sign.

ACTION:

On a motion by Slayton, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).

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 6 and 7.

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
Member Ratings	-	-	-	-	-	-	-	7
	-	-	-	-	6	-	-	6
	-	-	-	-	5	-	-	-