

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: November 9, 2016

TITLE: 2134 West Beltline Highway –
Comprehensive Design Review for “Sky
Zone.” 14th Ald. Dist. (44925)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: November 9, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Sheri Carter, Lois Braun-Oddo, Dawn O’Kroley, Cliff Goodhart, John Harrington, Richard Slayton, Rafeeq Asad, Tom DeChant, and Michael Rosenblum.

SUMMARY:

At its meeting of November 9, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of a comprehensive design review for “Sky Zone” located at 2134 West Beltline Highway. Appearing on behalf of the project was Bill Rupp, representing LaCrosse Sign Company. Staff noted that the “Planned Multi-Use Site” has three different Comprehensive Design Review of signage approvals covering “Steinhafel’s/Northern Tool,” the former “Meriter Home Health” and “Culver’s” with multiple varieties of signage.

The Applicant would like additional and/or wall higher signage on the building’s existing parapet that is not necessarily permitted under current restrictions. The wall signage on the building’s façade as proposed would be over the allowed square footage and height allowed under today’s code.

Comments and questions from the Commission were as follows:

- What are the code issues?
 - Only entitled to have two ground signs exceeding a total of 144 square feet (on the entire Planned Multi-Use site); there are three existing ground signs that exceed that requirement on the combined site where additional signage is requested.
- Staff noted that the proposed ground addition was barely visible above existing landscaping with and also exceed requirements.
- Trees currently cover parapet, making the proposed sign not visible from the Beltline.
- The existing building façade was built prior to the Sign Control Ordinance of 2009 that limited maximum square footage and height of signage in favor of less “billboard” like signage.
- How far above the roofline are you?
 - 6-8 feet.
- The applicant maintains that the wall sign’s height and square footage was to provide visibility from the Beltline.
- Staff noted its support for a lower building wall sign, but not the ground sign.

- City Staff additionally suggested that they look at the landscaping and reaffirm where the trees are in relation to the sign.

ACTION:

On a motion by Goodhart, seconded by Asad, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (9-1-1) with Carter voting no and O’Kroley abstaining. The motion required lowering the wall sign to the top of the horizontal EIFS joint to line up with the top of the adjoining vertical brick piers; where the ground sign was denied.