



Agenda Item #: 2

Project Title: 648 S Whitney Way - Comprehensive Design Review of Signage (CDR) in Urban Design District (UDD) 3. (District 19)

Legistar File ID #: 83415

Members Present: Cliff Goodhart, Chair; Wendy von Below, Shane Bernau, Jessica Klehr, Christian Harper, Marsha Rummel, Rafeeq Asad, and Russell Knudson

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Summary

At its meeting of May 29, 2024, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of Signage located at 648 S Whitney Way in UDD 3. Registered and speaking in support was Justin Woodward.

Summary of Commission Discussion and Questions:

The Commission was generally in support of the sign package, noting concern with the west elevation “Stay in Your Car” sign with regard to alternative mounting heights and other potential sign types, including window signage, wall plaques on the columns, a wall sign that is mounted lower on the wall, etc. The applicant noted that they would go back to the drawing board on this elevation if this sign was not approved.

The Commission discussed why the ground sign was redesigned to remove the brick. The applicant noted that the masonry will be maintained and it will be painted or pressure washed to improve the appearance.

Ald. Guequierre noted that he was in general support of the staff report noting that the options noted in the staff report for the sign on the west elevation are plausible.

Commissioner Asad inquired as to why the motion did not include approval of the wall sign on the west elevation. Commissioner von Below noted that it was based the UDD 3 exception criteria not being met and not being able to make findings that the height is necessary based on the site access and speeds at which the site will be approached. Commissioner von Below noted that the applicant appears to have plenty of options, which can be presented to staff and reviewed/approved administratively.

Action

On a motion by von Below, seconded by Bernau, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1) with von Below, Bernau, Rummel, Klehr, Asad, and Knudson voting yes; Harper voting no; and Goodhart non-voting.

The motion approved the package as presented, with exception of the “Stay in Your Car” sign, with the condition that the wall sign on the west elevation be modified or relocated to meet the Sign Code (MGO Ch. 31) and UDD 3 requirements. Such changes can be reviewed administratively.