

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 29, 2020

TITLE: 8355 Mansion Hill Avenue –
Comprehensive Design Review. 1st Ald.
Dist. (61133)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: July 29, 2020

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Christian Harper, Shane Bernau, Craig Weisensel, Jessica Klehr, Syed Abbas, Tom DeChant and Rafeeq Asad.

SUMMARY:

At its meeting of July 29, 2020, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 8355 Mansion Hill Avenue. Registered and speaking in support were Bob McCaigue, Evan Weiss and Matt Saltzberry, representing Continental Properties/D’Onofrio Kottke & Associates.

Matt Tucker, Zoning Administrator discussed the sign package and staff concerns. By and large staff is comfortable with most of the signs. The signs in question are on the building that serves as a management/rental office, and a clubhouse. The request is to have a few signs high up and a canopy style sign, it’s hard to see which way these face. They are kind of facing the road to the south and residential development to the north. The concern is relative to the standards of a CDR and signage types that are inconsistent with what is typically seen in residential developments. Code wants the signs at a lower elevation as ground signs or wall signs. The way this building is designed it’s almost like there isn’t a good place for signs, but then the question is should they have signs. There are other ways to adequately sign this. Staff has no problem with the other ground signs given the site factors, or the sign proposed on the canopy.

McGaigue stated that the intent for this clubhouse is a non-residential building identification. The team is open to anything that staff and this group is accepting of. Typically they have the tower sign as part of the architecture rather than the true intent of the signage, but they do need some signage on the canopy for wayfinding and to identify the front door of the public leasing operations.

The Commission discussed the following:

- Glad to hear they are accepting of going to one sign, three seems like overkill. The residents will know where it is. I would also point out the sign on the retaining wall behind the pond, looking at the placement of that and looking at the landscape plan as submitted, you have plants specified out in front

of that that will pretty much block the view of that sign on the wall. There's definitely a mismatch there on your landscape plans and placement of the sign on the retaining wall.

ACTION:

On a motion by DeChant, seconded by Weisensel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion noted allowing the canopy sign but disallowing the two tower signs.