



Agenda Item #: 2

Project Title: 325, 327, 329, 331 E Wilson Street - Signage Exception in UMX Zoning. 4th Ald. Dist.

Legistar File ID #: 77009

Members Present: Cliff Goodhart, Chair; Lois Braun-Oddo, Shane Bernau, Russell Knudson, Christian Harper, Jessica Klehr, Rafeeq Asad, and Marsha Rummel

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Summary

At its meeting of May 10, 2023, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage exception located at 325, 327, 329, 331 E Wilson Street in UMX zoning. Registered in support and available to answer questions were Andy Inman, and Dan Pietrzykowski.

The Secretary reviewed the request for a sign on the second story of the rear elevation, not adjacent to the public right-of-way, asking the Commission to make findings on the south elevation as a qualifying sign elevation, locating a sign on the side of the building, and mounting on the second floor as all appropriate. The sign is smaller than what the code would allow, is of high quality design, and the illumination is subtle and halo. The sign provides visibility and location information for folks on John Nolen Drive, and can be found appropriate for a destination as a hotel.

Action

On a motion by Knudson, seconded by Bernau, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0).

Discussion on the motion:

- Given the notes from staff on high quality design, the illumination, the intent of having the signage requirements for street-facing provisions is applied appropriately here for wayfinding. The height of the mounting is appropriate.
- The possibility of having it one floor below was mentioned, that might be more amenable to City staff and would allow the applicant a larger sign. Was that consideration offered and rejected?
- (Secretary) During our conversations we did float that by the applicant team, and looked at a number of views and perspectives. Landscaping and visibility was an issue with signage on the first floor. Ultimately that would be a possibility since landscaping isn't permanent.
- (Tucker) Signs above the first floor are a special thing in the downtown area. What is unique about this site is the building being setback with the right-of-way, and a 6-lane road. The use is a hotel, people are going to be looking for this facility and navigating to it. The A/C Hotel on E Washington Avenue and Webster Street is an example.
- I'm curious about how bright the light is, because of the night view across the lake. I don't think we have any other signage that lights up on that view. How much will this be lit up at night?
- (Secretary) It's more of a glow than a bright light. The light is behind the sign and bounces off the back wall which happens to be a dark color, so you won't get a lot of reflection. The building right next door has a lit

cabinet that sits higher, as you march down the block I don't think there's anything else other than those two. Rubin's had a sign but I believe that was unlit.