

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** February 5, 2014

TITLE:    741 East Mifflin Street/754 East  
            Washington Avenue/10 North Livingston  
            Street – PD(GDP-SIP), Amended Signage  
            Plan for a Mixed-Use Development, Below  
            Canopy Sign Type – The Constellation. 2<sup>nd</sup>  
            Ald. Dist. (24584)

**REFERRED:**  
**REREFERRED:**  
**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary      **ADOPTED:**      **POF:**

DATED: February 5, 2014      **ID NUMBER:**

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Members present were: Richard Wagner, Chair; Dawn O’Kroley, Melissa Huggins, Cliff Goodhart, John Harrington, Richard Slayton and Lauren Cnare.

### **SUMMARY:**

At its meeting of February 5, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of an amended signage package located at 10 North Livingston Street.

The Secretary noted that at their last review of signage for “Cargo Coffee,” they talked about projecting signs on upper elevations. What remained constant for these tenant spots, as approved, were the below canopy fascia signs that are parallel to the road. The restaurant owner for this proposed option did not like that and wanted his sign to be perpendicular, as an amendment to this package as so as not to increase the amount of different sign types, to allow for them to be perpendicular as an option to the original parallel signage. This raises the design question of whether parallel and perpendicular signs should be used in combination or not.

The proposed new sign is unique, complements the Cargo Coffee sign and adds a lot of flavor and texture to the project.

The Chair stated that he would like to see the owners commit, and have their tenants commit, that all signage will be legal used on this building and its premises.

### **ACTION:**

On a motion by Huggins, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion provided that all signage on the lower level shall be perpendicular and inclusion of the requirement that all other signage within the sign package be conforming to the provisions of Chapter 31, MGO beyond that specified within the approved sign package.