

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 10, 2018

TITLE: 1827 East Washington Avenue –
Comprehensive Design Review for “The
Marling” in UDD No. 8. (49800)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: January 10, 2018

ID NUMBER:

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

SUMMARY:

At its meeting of January 10, 2018, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for “The Marling” located at 1827 East Washington Avenue in UDD No. 8. Appearing on behalf of the project were Jeff Vercauteren and Jordan Schulz, both representing M-M Properties, Inc. The applicant presented descriptions of the different signs, their size, style and locations. Design options for tenants allow for greater parameters. They wish to install a mural where there is a large blank wall going over the bridge that will somehow relate to the river, as well as fit in nicely in this neighborhood. In terms of aesthetics, the layout of the building, canopies in some but not others, and four potential doorways (not all of which will be storefronts) played a part. The development will likely have two tenants depending on the tenant square footage.

Comments and questions from the Commission were as follows:

- Flexibility will kill that façade. If a tenant wants a wall sign rather than canopy, the façade gets cluttered. Standard signs would be much cleaner.
- I have a concern for internal illumination along the river.
- I’d agree with that.
 - We did prepare a photometric plan with the original submittal. The light cast is relatively short. There is a buffer along the Yahara Parkway.
- Not the light pollution, it’s the aesthetics of it.
- Why does the pole sign for parking have to be so tall at 14-feet?
 - For visibility – the breadth and speed (35 MPH) of East Washington Avenue.
- Is there parking along that street?
 - Yes, also a bus lane and a deep incline from the bridge so there’s not real great visibility.
- I like the aesthetic of what you’re doing here, but the pole sign seems out of sync.
- The pole sign is too tall.
- I’d rather see a parking symbol on your blade sign than a pole sign.

- You show both a canopy mount and a wall mount type of sign for East Washington Avenue. Are the sections of the building going to be uniform, within one section are they all one type?
 - We would leave it up to the tenants to choose, but would be guiding the process.
- That is not recommended. Where you show canopy mount for that part of the building, they should all be canopy so the sign variation is consistent with the building variation.
- I think you have a decent project but I think it can go south really quickly with where you place the signs. On East Washington the canopy and wall mount are on the same level. On the river side, it gets cluttered because your wall mount is so much higher than your canopy mount. There needs to be some type of consistency. But it's not something you leave up to the tenant.
 - That absolutely makes sense to make that guideline.
- I think the general package is nice, but I'm not supporting the pole sign.

ACTION:

On a motion by Harrington, seconded by Asad, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).

The motion provided for the following conditions:

1. Consistency in canopy signs and wall mounted signs, not mixed. The Yahara River side should be all canopy.
2. No pole sign.
3. The mural shall return to the Urban Design Commission.
4. No internally illuminated signs along the Yahara River (there can be an external light source, but not an internal light source).