

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 17, 2016

TITLE: 950 John Nolen Drive – Comprehensive Design Review/Signage Exception in UDD No. 1 for “Watermark Lofts.” 14<sup>th</sup> Ald. Dist. (43945)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: August 17, 2016

ID NUMBER:

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

**SUMMARY:**

At its meeting of August 17, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of the ground sign located at 950 John Nolen Drive. Appearing on behalf of the project were Kristen Eastman and Scott Tebon, representing Watermark Lofts, LLC; and Jim Ott, representing Turville Bay MRI. The applicant is requesting approval for two ground signs and a 10-foot signable area. The current sign bands would result in ineffective signage for those tenants.

Comments from the Commission were as follows:

- The new sign locations seem to have no relationship whatsoever to the building architecture or tenant entries.
- There’s no coherence with any of the signs; they need to relate to the windows and building better; it’s a negative impact on the architecture.
- Putting it on the white material erodes the value of that composition. Tucked under the balconies or suspended is much more appropriate.

**ACTION:**

On a motion by O’Kroley, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion granted approval of the ground signs only, with the wall sign package requiring more attention to the building’s architecture, tenant entries and other building features.