

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 1, 2021

TITLE: 515 Pinney Street – Comprehensive Design Review (CDR) of Signage. 15<sup>th</sup> Ald. Dist. (67175)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Kevin Firchow, Acting Secretary

ADOPTED:

POF:

DATED: December 1, 2021

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Tom DeChant, Shane Bernau, Russell Knudson, Craig Weisensel, Christian Albouras, Christian Harper and Jessica Klehr.

**SUMMARY:**

At its meeting of December 1, 2021, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of signage located at 515 Pinney Street. Registered and speaking in support were Allie Novitske and Dan Yoder, both representing Sign Art Studio. Matt Tucker, Building Inspection Director, reviewed the areas where staff still has concerns. This building signage is Group 1 multi-family residential with limited allowances, typically located in residential areas where the impacts of signage can be greater on neighboring properties with fewer signage needs. The two signs proposed inside the courtyard identify the drives from the two streets on then north and west to the parking facilities. The entrances to buildings from the courtyard accessed from the east. The Commission had previously recommended support for non-illuminated signage. The Pinney Street canopy style sign proposed is located at stairs that lead up to a locked door that is not an entrance and therefore is not functionally appropriate; the best place would be at the corners of the building where entrances are located. Zoning does not recommend approval of that sign. The final sign is for branded numbers relatively high on the wall near the corner entrance; the staff recommendation is to lower the sign to the maximum allowable height.

Novitske addressed the signage package, noting the interior courtyard signs are important to be illuminated for wayfinding purposes for the two entrances with two mailbox locations. The address numbers need to be illuminated and higher up on the building facing Cottage Grove Road for visibility. They are trying to match the signage of nearby buildings and stay consistent from property-to-property. They have removed the projecting sign from this proposal, as well as all the “515 at Royster” to make this less branded and more about addressing/wayfinding.

The Commission discussed the following:

- Lean towards the City’s position. Why the need for a number on the Pinney door if it’s a locked door and not an entrance for guests? What you’re showing is bright in an area that is already illuminated. Can the over the door signs be modestly lit? They don’t need to be as bright as they appear in these illustrations.

- Could do halo lighting, we'd be open to that.
- We're addressing the building. An address does need to go on there somewhere, we could put vinyl on the transom glass, this is what we feel would look more tasteful.
- Interior courtyard, go to halo or backlighting, not facelit. Confirm large address on the corner is also backlit. Prefer the lower position of address signs. I don't understand the value or necessity of the "Pinney" sign.
- The courtyard examples shown for reference are of the library and commercial properties, but this is residential. Signage above the canopy roof seems inappropriate for a residential building, especially with a window right behind it. Why not mount it on the canopy? You could simplify those two to just 'north' and 'south,' everyone knows you're at 515. Most people are looking for a street sign and can see the address when they approach, no differently than any commercial building a block off of a major thoroughfare.

**ACTION:**

On a motion by Klehr, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (9-0).

The motion noted approval of the courtyard signs to be mounted on the fascia of the canopy rather than above, and to be halo lit, if lit at all. The Pinney Street sign was not approved. The sign facing Cottage Grove Road shall be lowered to the maximum allowable height and be halo lit.