

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 29, 2020

TITLE: 4402 E. Washington Avenue –
Comprehensive Design Review in UDD
No. 5. 17th Ald. Dist. (60925)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: July 29, 2020

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Christian Harper, Shane Bernau, Craig Weisensel, Jessica Klehr, Syed Abbas*, Tom DeChant and Rafeeq Asad.

*Abbas recused himself on this item.

SUMMARY:

At its meeting of July 29, 2020, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 4402 E. Washington Avenue in UDD No. 5. Registered and speaking in support were Andy Inman and Erik Sande, both representing North Central Group. Registered in support and available to answer questions was Chuck Zimmerman.

Matt Tucker, Zoning Administrator discussed the signage staff identified as being an issue. This CDR involves a number of signs, and staff is comfortable with the balance of the project. The ground sign exceeds the height and square footage allowance for the district given the speed limit and number of lanes, replacing a non-conforming sign. The canopy sign has a limitation of 30% of the signable area; staff feels they have not given a sufficient argument to allow for a larger sign than otherwise permissible.

Sande discussed the sign package, noting it supports visual harmony of the building and site, fits well contextually, does not obstruct views or act as a visual hazard, and the removal of the pylon sign is a huge improvement. They are pursuing a ground based sign vs. pylon as it's more contemporary. They do have roof signage that staff has supported that serves both inbound and outbound traffic on East Washington Avenue, but feel this is important wayfinding. The slightly larger canopy sign is the only south facing sign and serves as a significant wayfinding feature for the primary building and for the hotel itself.

The Commission discussed the following:

- The difference is so subtle, it's not a distraction from the property.
- The pylon sign – is it on a base of some sort? Can the sign be reduced in size but raised more than proposed now?
 - Tucker: Yes, but the maximum height of the sign, including the base is where the regulation lies. There really aren't pictures of this sign as it's intended to be viewed from East Washington. It could also be slid forward. These are the things we would need to see.

- Sande: The perspective is from the parking lot, not the street. The site does sit up a little bit. We can't top out the sign any further than the way it is. We're looking to maximize the view of that sign to the extent possible and request consideration that we are vastly improving the site.
- Inman: We're trying to reutilize the existing monument rather than creating additional expense. They are both modest but part of the façade improvement concept was trying to take advantage of that signage area on the porte cochere.
- Do we have an actual drawing or view of a monument sign that does conform to compare? I seem to recall there was another building mounted sign that was non-conforming.
 - Tucker: There are a few signs here.
- We need to make a finding that they provided the information and it is approvable.

ACTION:

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

The motion noted approval of the CDR with the staff recommendations that the ground signs and porte cochere sign keep within the standards.