

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** August 22, 2018

TITLE: 361/321 Integrity Drive – Comprehensive  
Design Review for “West Place.” 9<sup>th</sup> Ald.  
Dist. (52159)      **REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Janine Glaeser, Secretary

**ADOPTED:**

**POF:**

DATED: August 22, 2018

**ID NUMBER:**

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Members present: Richard Wagner, Chair; Lois Braun-Oddo, Christian Harper, Rafeeq Asad, Cliff Goodhart, Tom DeChant and Amanda Hall.

### **SUMMARY:**

At its meeting of August 22, 2018, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for “West Place” located at 361/321 Integrity Drive. Appearing on behalf of the project was Dan Yoder, Sign Art Studio. Registered in support and wishing to speak was Janet Hirsch. Registered in support and available to answer questions were Christina Finet and Caryl Terrell.

The signage plan shows all the ground signs from this lot because of cross connected drives. The proposed signage and the existing signage are within the lot under the control of the owner. Two options were presented with Option B having two less signs than their preferred Option A. They are asking for two monument signs as well as other monument signs (B1 and B2) at the same size, larger than what the Sign Code allows for. B1 and B2 are extremely important as they will show people where to enter the development. They are asking for an exception to place a “Navitus” sign on the screen wall at the roofline. Matt Tucker, Zoning Administrator noted the issue with the two restaurant signs. The Lumicera sign is a code compliant sign, and the Navitus sign is code compliant in terms of its size, it just needs an exception to be higher up on the wall. Staff is not recommending the redundancy of two signs (A1 and A2).

### **Public Comment:**

Janet Hirsch spoke with some concerns, representing the Tamarack Trails West Place Work Group. They are a large housing development just to the northeast adjacent to this site. They agree with Option 3 that would place the Navitus sign above the roofline on the screen. They do have questions on lighting and what material the sign is made of. They are also hoping that this would be the only building to have such a large and high sign. The Lumicera sign is of concern due to its size and amount of lighting. The monument signs are intriguing with the lighting. They agree that signs A and B by the restaurants probably aren’t needed, it might look too cluttered. She inquired as to whether existing signs are being removed.

**ACTION:**

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

The motion specifically approves Option 3 of the Navitus sign on the rooftop unit screen element, and approval of other signage without A1 and A2.