

AGENDA # 10

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 11, 2013
TITLE: 666 Wisconsin Avenue – Temporary Construction Signage for “The Edgewater Hotel” Reconstruction. 2 nd Ald. Dist. (31498)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 11, 2013	ID NUMBER:

Members present were: Richard Wagner, Chair; Richard Slayton, Dawn O’Kroley, John Harrington, Cliff Goodhart and Tom DeChant.

SUMMARY:

At its meeting of September 11, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of temporary construction signage located at 666 Wisconsin Avenue. Appearing on behalf of the project was Bryson Heezen. Registered and speaking neither in support nor opposition was Franny Ingebritson. Code will allow 144 square feet of construction signage, along with 32 square feet of real estate signage per street frontage. The Zoning Administrator noted that the Commission needs to be careful about precedent when granting these signage approvals. The Chair noted that the Wisconsin Institutes for Discovery did stay within the 144 square feet. The intent is to create something classy for temporary construction signage by doing justice to the neighborhood and screening the site; however, only one of the proposed signs complies with Code (Section B).

Franny Ingebritson asked the Commission to keep in mind that they are considering this for a residential neighborhood. People she has spoken with (mainly on Wisconsin Avenue) are concerned about a precedent; there are many other developments occurring in the Langdon Street area. It seems like it’s so much overkill. She expressed concern over the eventually permanent signage and lighting; if something this large is acceptable now what will happen with it comes before the Commission for permanent signage in a residential neighborhood? The neighborhood hopes the signage will be modest.

Comments and questions from the Commission were as follows:

- I cannot support signage over Lake Mendota.
- The State generally has the project teams listed too, maybe putting it on the sign is more tasteful.
- They haven’t shown me any reason why they need more than is allowed. I don’t mind so much what they’ve got, it’s just too much. They should tone it down a bit.
- I don’t have a problem with wrapping the site per se.
- A year from now it’ll be gone.
- I like the fact that it’s on contemporary fencing and not a big billboard itself.

ACTION:

On a motion by DeChant, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided that Section A is the entrance piece, Section B shall be reduced in size, Section C will have one “The Edgewater” and graphic only, and one “The Legend” and construction/contractor information with no signage on the lake.