

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 2, 2019

TITLE: 690 S. Whitney Way – Comprehensive Design Review for “Whitney Square” Located in UDD No. 3. 19th Ald. Dist. (53960)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: January 2, 2019

ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Christian Harper, Cliff Goodhart, Jessica Klehr, Rafeeq Asad, Tom DeChant and Craig Weisensel.

SUMMARY:

At its meeting of January 2, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review

Registered in support of the project were Brad Koning and Steve Doran. Matt Tucker, Zoning Administrator reviewed what the code requires, what exists and the basis for review of exceptions. This Planned Multi-Use Site includes everything except for the Taco Bell. There are nine signs on this zoning lot. The sign code says a zoning lot can have a maximum of two signs by right with additional signage requested through a Comprehensive Design Review. The existing CDR dates to the 1990s and does not have the same standards in place that are used now. The existing pylon sign is non-compliant to today's requirements.

- If you have one zoning lot but the applicant can't control things that are not on his property. Do you have to have approval from both property owners, or in this case multiple property owners?
 - We dug into this and that's the only sign that pairs these properties together. The other signage is written purposefully to exclude the ability of other property owner's signage to negatively affect the property itself. They receive notice and can speak to this if they wish.

Office Depot has rights to the existing pylon sign (13-feet). The sign in front of Rubin's will be removed. The existing Vintage Brewing ground sign will remain. They have multiple outlots in front of the mall as well as a 7-foot grade change making visibility very difficult. Various views and night views were shown. The monument sign shows two options, one is 12-feet and one is 10-feet; asking for 72 square feet. The proposed directional sign is code compliant and they were able to reduce that sign to what staff had requested. The materials will match the stone on the buildings to tie everything together.

ACTION:

On a motion by Goodhart, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1) with Asad not voting. The motion noted the following:

- The buildings are at an elevated grade from both streets;
- Two of the buildings block visual access to the main building in back;
- With this layout there is no street frontage view;
- The monument signs as submitted are approvable.