

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 1, 2020

TITLE: 1954 E. Washington Avenue –
Comprehensive Design Review. 12th Ald.
Dist. (60814)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: July 1, 2020

ID NUMBER:

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

SUMMARY:

At its meeting of July 1, 2020, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 1954 E. Washington Avenue. Registered and speaking in support was Dan Yoder, representing Sign Art Studio. Registered in support and available to answer questions were Lorrie Heinemann and Abbie Wallhaus, both representing Madison Development Corporation. Yoder presented site context being close to E. Washington Avenue with not a lot of room for a ground sign, which is why they chose a projecting sign. The vertically oriented sign fits the placement area well. It's a no corners cut sign with beveled edge on acrylic, two tone paint with a 2" return in a different color than the face to contrast with the darker blue background. The size fits well with the building.

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).