

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> February 24, 2016
TITLE: 802, 854 East Washington Avenue (800 North Block) - Mixed-Use Development with Commercial (Including a Grocery Store), Office and Residential Components in UDD No. 8. 2nd Ald. Dist.	<b>REFERRED:</b>  <b>REREFERRED:</b>  <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: February 24, 2016	<b>ID NUMBER:</b>

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Members present were: Richard Wagner, Chair; Dawn O’Kroley, Cliff Goodhart, Richard Slayton, Lois Braun-Oddo, Tom DeChant, John Harrington and Michael Rosenblum.

**SUMMARY:**

At its meeting of February 24, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of an Amendment to a Comprehensive Design Review Sign Package for 802, 854 East Washington Avenue. Appearing on behalf of the project was Christopher Gosch, bark studios. Two blade signs for Festival Foods had been located on East Washington Avenue and one on Livingston Street, and one channel cut letter sign on East Washington near the corner of Livingston. The extra verbiage on those signs has been removed. The channel letter signage area has increased. The modifications also include a slightly larger “Festival Foods” wall sign on the altered East Washington Avenue façade recently conditionally approved by the Urban Design Commission.

Comments and questions from the Commission were as follows:

- The blade signs are improved. The channel cut letters 5’4” in height is too tall a sign for that close of an adjacency to East Washington Avenue.
  - There are trees that will block visibility; they think this is a reasonable request.
- The biggest advertisement will be those windows, you can see what’s going on in there.

**ACTION:**

On a motion by Goodhart, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL** to the amended sign and size. The motion was passed on a vote of (4-3) with Harrington, Slayton and O’Kroley voting no.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 802, 854 East Washington Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>								

General Comments:

- Sign vs. tree goes to the tree! Signage should relate to pedestrians, not motorists.