



**Agenda Item #:** 3

**Project Title:** 1827 E Washington Avenue - Comprehensive Design Review of Signage (CDR) Located in Urban Design District (UDD) 8. 6th Ald. Dist.

**Legistar File ID #:** 75232

**Members Present:** Cliff Goodhart, Chair; Lois Braun-Oddo, Jessica Klehr, Shane Bernau, Amanda Arnold, Rafeeq Asad, Juliana Bennett and Russell Knudson

**Prepared By:** Jessica Vaughn, AICP, UDC Secretary

## Summary

At its meeting of February 1, 2023, the Urban Design Commission **GRANTED FINAL APPROVAL** of an amendment to a previously approved CDR located at 1827 E Washington Avenue in UDD 8. Registered and speaking in support were Jaclyn Gullick and Allie Novitske, both representing Gallina Companies. Registered in support and available to answer questions was Craig Enzenroth, representing Gallina Management.

Matt Tucker, Building Inspection Division Director gave a brief overview of this update to a previously approved CDR. The public parking garage for the commercial spaces is located behind a door, which is not common. The existing signage is inadequate and tenants have found they are struggling to get the parking identified. Staff is questioning the necessity for the other parking sign on the fence and finds it redundant.

Novitske summarized the request for the directional ground sign due to the unique circumstances and site limitations. The entrance is setback about 100-feet and tenant feedback has indicated that visitors are having a hard time finding the parking; this sign will help solve that issue. The proposed design location puts the tenant names at eye level in front of the property. Views from E Washington Avenue show three lanes of traffic and one parking lane. The sign has integrated the colors, font and style of the existing sign package of what you see on the property today. The sign on the fence has not solved the issue thus far, and Gallina will remove the sign on the fence with approval of the directional sign.

The Commission discussed the following:

- Staff is in support of the ground sign, but not of the sign on the fence. Sounds like the applicant is in agreement with that.
- Yahtzee!
- I've been here and have struggled with parking so I think this is very necessary. This sign will definitely help, if they are good with the City's condition to take the existing sign off the fence, I would motion for approval.

## Action

On a motion by Asad, seconded by Klehr, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion approved the new ground sign as designed contingent on removal of the existing sign on the fence.