

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 6, 2017
TITLE: 811 East Washington Avenue – Comprehensive Design Review for “The Gebhardt Building” Located in UDD No. 8. 6 th Ald. Dist. (48454)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	ADOPTED: POF:
DATED: December 6, 2017	ID NUMBER:

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

SUMMARY:

At its meeting of December 6, 2017, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for “The Gebhardt Building” located at 811 East Washington Avenue in UDD No. 8. Appearing on behalf of the project were Jeff Vercauteren, Mary Beth Growney Selene and Lee Christensen, representing Gebhardt Development. The applicant presented changes made based on comments from the Commission’s previous review of the project. The plan has been simplified and the number of second floor signs reduced by one on East Washington Avenue and by one on the pocket park. The second floor signs have been reduced in size down to the same size as the first floor signage. The first level signage will be restricted to the first level tenants.

Comments and questions from the Commission were as follows:

- I still have reluctance for second floor signage.
- I think it’s tasteful, it’s there without being a billboard.

ACTION:

On a motion by Goodhart, seconded by Hall, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-2) with O’Kroley and Harrington voting no.