



Agenda Item #: 3

Project Title: 1802-1902 Wright Street - Major Amendment to an Approved Comprehensive Design Review for Signage (CDR). (District 12)

Legistar File ID #: 89896

Members Present: Shane Bernau, Chair; Rafeeq Asad, Jessica Klehr*, Davy Mayer, Nicholas Hellrood, Anina Mbilinyi, David McLean

Prepared By: Jessica Vaughn, AICP, UDC Secretary

*Klehr was excused during discussion on this item and for the remainder of the meeting

Summary

At its meeting of October 22, 2025, the Urban Design Commission **GRANTED FINAL APPROVAL** of a major amendment to an approved Comprehensive Design Review for Signage (CDR) located at 1802-1902 Wright Street. Registered and speaking in support was Allie Klocek.

Summary of Commission Discussion and Questions:

The Commission inquired about the mounting height and whether other options were discussed, including in terms of placing the sign at a height that is consistent with the approved signable areas or perhaps increasing the signable area across the building.

The Commission inquired about the design of the sign and the use and color of the backer panel; questioning the need for a backer panel at all if it is not intended to be seen.

The Commission asked about the use of logos and colors.

The Commission inquired why this amendment is not requesting the proposed changes on a broader scale, with backer panels and logos for all tenants.

The Commission discussed allowing the corner tenants to have signage in the masonry elements, but that a sign placed lower on the wall would be more in line with what is on the main façades, it helps with regularity in the placement of signage across the building. Another consideration would be to keep things as they are – and keep the corner the corners or to allow signage to be placed higher or the entire building.

The Commission noted their discussion had been focused on design, but not on need (Criteria #2), with some Commissioners agreeing that the need is not abundantly clear.

The Commission asked about the corner entry, and the possibility of placing the sign over the entry door, but that signage is not always related to door placement.

Commissioner Mbilinyi offered that using the square logo design multiple times could make the sign appear to be more horizontal in appearance, like the others.

The Commission noted the large blank architectural space that seems fitting for a sign, but that sign locations should be consistent with the green band as previously approved to maintain visual harmony.

The Commission inquired about the blade sign, noting colors and logos are what catch peoples' attention, not the text. This one is not letters attached to the wall, it looks sharp. The CDR is specific to wall signage, and while logos can be wall signage it is a particular type of sign that has its own requirements.

Action

On a motion by Asad, seconded by Mayer, the Urban Design Commission **GRANTED FINAL APPROVAL**, with the following conditions and findings:

- The sign shall be lowered in the signable area to be more in-line with the previously approved signable areas (5-foot EIFS band),
- The sign design shall be revised to be consistent with the existing CDR requirements to paint the backer panel consistent with background wall color,
- The finding that the sign is necessary based on the design of the building and corner element relative to the tenant spaces.

The motion was passed on a vote of (4-1-1) with Asad, Mayer, Mbilinyi, and Hellrood voting yes; McLean voting no, and Bernau non-voting.