

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** October 7, 2015

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. (32089)
(Comprehensive Design Review)

REFERRED:
REREFERRED:
REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: October 7, 2015 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Richard Slayton, Cliff Goodhart, Sheri Carter and Lois Braun-Oddo.

SUMMARY:

At its meeting of October 7, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 802, 854 East Washington Avenue. Appearing on behalf of the project was Christopher Gosch, representing Gebhardt Development. Signage and lighting being proposed would be similar to The Constellation. The blue lighting has a nice impact and virtually no photometrics.

- This is an awful lot of signs. We seem to be creating the assumption that every second story office gets a sign and that’s not traditionally what we do downtown. We begin to set a precedent that more places would want a sign if they’re not on the ground floor. There’s a slippery slope about 2nd floor signage.
- What I recall from the Constellation when we discussed the lighting was that it would be shielded so we wouldn’t see the source, it would have a glow but it wouldn’t be a visible source. Is there some shielding that’s still to be installed on the Constellation?
 - No, the deck came out and there was a soffit right there, so it was installed up in that corner and shielding it from the units but not from East Washington Avenue.
- That’s not what I recall. I recall there being the sense that there would be a glow, not a source. Then the lighting would be accenting more of an architectural feature, the idea of an open space at that corner, rather than the light fixture itself being the piece that grabs your attention.
- Staff: Matt Tucker, Zoning Administrator expressed concern about the number of blade signs. It’s been adjusted to be not as many, but it’s still a lot.
- The Festival Food signs that will be mounted on the face of the building near the entry, that 5-foot height seems excessive. I would suggest aligning the top of the sign no higher than the mullions that are just east of that sign.
- What businesses will be on sign “C,” and will they also have the blade signs as well?

- Staff: There's no requirement that they be aligned with the tenant spot. Signs may include second and third floor commercial tenant logos and colors, as approved by the landlord, signs may or may not be in line directly with the tenant's lease space, tenants are allowed one sign.
- The number of signs in the packet would permit a lot more signs; concern with the number and locations.
- Have you considered consolidating some of the "A's and "B's," aligning them vertically and almost having them more like a single blade?
 - That's a possibility.
- You're proposing 14 blade signs. If they are aligned, that reduces it to basically one sign that goes up two floors. If we put the comment that they all have to be aligned, that's going to seemingly reduce the number of signs.
- However if you have fewer tenants are we going to say they have to be consistent then or just a stack?
- That's another problem with this abstract approval. First floor tenants tend to be more commercial and do want a sign that relates to where the business is. I would be comfortable approving the first floor locations for the most part.
- I'm less excited about the second floor signage if it doesn't give a presence to the entrance or where I would walk or drive.
- What if you got rid of the "B" signs and had the "A" signs down at the first level; you would have 7?
- Is it necessary to advertise "wine & spirits" and "open 24 hours?"

ACTION:

On a motion by Braun-Oddo, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided for the following:

- Eliminate Sign Type B blade signs in favor of stacking on Sign Type A at the first floor installation on the building only. First floor locations are for both first and second floor tenancies.
- The top of the "FF-1" sign shall be no higher than the mullions of windows directly to the east with the bottom of "FF-1" to be no lower than the immediate mullion to the east.
- Simplify the language on the Festival Food blade sign; name identification only.
- Elimination of the vertical rope lights and accent pieces.