

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 8, 2017
TITLE: 811 East Washington Avenue Comprehensive Design Review for “The Gebhardt Building” located in UDD No. 8	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	ADOPTED: POF:
DATED: November 8, 2017	ID NUMBER:

Members present were: Richard Wagner, Chair; Amanda Hall, Lois Braun-Oddo, Cliff Goodhart, Rafeeq Asad and Tom DeChant.

SUMMARY:

At its meeting of November 8, 2017, the Urban Design Commission **REFERRED** consideration of a Comprehensive Design Review for “The Gebhardt Building” located in UDD No. 8 at 811 East Washington Avenue. Appearing on behalf of the project were Bryon Eagon, Jeff Vercauteren, Lee Christensen, representing Gebhardt Development; and Mary Beth Growney Selene, representing Ryan Signs, Inc. The applicant presented modifications to bring signage off of the third floor. They looked at bringing signage down to the first floor, but it became too cluttered. In trying to strike a balance it has been moved to the second level. It is a unique building with a mix commercial and they wish to make sure all the unique tenants are identified. Day and night images were shown for the three elevations, as well as images of signs that meet code. The building is not conducive to blade signs; they don’t fit with the horizontal feel of the building. The applicant could consider self-limiting wall signs in quantity and at 80 square feet or 40% of the signable area for each tenant, plus backlit reverse halo letters and a front-lit logo of higher quality. A limit of no more than two signs on the first floor would be acceptable.

Comments and questions from the Commission were as follows:

- The second floor lettering seems high. Not thought of as signable areas when the design was approved; now they become a signable area. The Galaxie has some discrete blade signs.
 - They are entirely commercial and different from other developments.
- Clarify what is being proposed in terms of logos and signs. It’s a clean building – now the signs take away from the architecture.
- Consider an alternative to push all the signs to the first floor.
 - Signs not relative to tenant space.
- Option 1 has a strip mall look. Given alternatives – 1 or 2 signable area within the bands – limit what is on the floor below.
 - Lettering size smaller on the first floor (18 letter 24 logo), second floor is 20 letters 30 logo.
- The Constellation has all first floor signs, plus a monument sign.

- Our issue here is that we have some monument signs that are shared. Too many monument signs.
- The monument sign is facing East Washington Avenue. What is off Main Street?
 - If we add another monument it would be provided in back off of Main Street.
- Look at East Washington Avenue first floor signs for first level establishments.
- Signage does not belong on a metal strip. What could you do above/below the canopy, brown strip?
 - Above/below canopy – 2 above, 2 below – we'd get 4 signs, not pasting on façade. Similar to Gebhardt canopy sign.
- Does the building canopy angle back?
 - Yes, we could do above and below – but need to do studies.
- Monument is the best approach for this building.

ACTION:

On a motion by DeChant, seconded by Hall, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (4-1) with Goodhart voting no.