

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 8, 2017
TITLE: 821 East Washington Avenue – New Signage in UDD No. 8 for “The Spark”	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 **GRANTED FINAL APPROVAL** of new signage for “The Spark” located in UDD No. 8 at 821 East Washington Avenue. Appearing on behalf of the project were Tom Stacey, Caroline Altfeather, Shayna Hetzel and Michelle Nagorsen, representing American Family Insurance; and Chandra Miller Fienen, representing Starting Block Madison, Inc. The applicants presented signage for the anchor tenant, speaking to the design. A monument sign was approved at the last Commission meeting. The signage up high has been removed and placed mid-block, off the corner. It is important to locate the signs as illustrated. The East Main Street side shows stacking signs. The vertical stacking on the East Washington Avenue side is discreet. The building is vertical so they didn’t want to go horizontal on the first floor. Altfeather discussed the goals of signage to consider color, size and lighting, and shared context photos with perspective views. Due to the travel speeds on East Washington Avenue they have a 7-10” letter height, purposely stacked. The projecting sign would not get the size of copy adequate for the traffic. All signs will be halo lit. Starting Block will rely on visibility. Zoning staff noted that signage as proposed is complementary to the Sign Code, but is in front of the Commission because the project is in an Urban Design District.

Comments and questions from the Commission were as follows:

- Do horizontal band/reveal joints exist where the signs are, covering reveals?
 - Yes.
- Is there a second floor restriction?
- It is what we’ve been approving so far. Not approved on Gebhardt, should be consistent.
- This is a vertical building and it works with the design. We know what the signs are and the size. Looks thought-out and planned.

ACTION:

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