

## AGENDA # 2

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> February 27, 2019
TITLE: 2518 Winnebago Street – Comprehensive Design Review for Carbon. 6 <sup>th</sup> Ald. Dist. (54467)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Janine Glaeser, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: February 27, 2019	<b>ID NUMBER:</b>

---

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Christian Harper, Jessica Klehr, Tom DeChant, Cliff Goodhart, Rafeeq Asad, and Craig Weisensel.

### **SUMMARY:**

At its meeting of February 27, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of the comprehensive design review for Carbon with staff comments to build per the graphic submitted. Registered in support was Dan Yoder, representing Sign Art Studio

- Looking for clarification of zoning staff comments. Built sign has letters larger than the beam, but submitted sign permit drawings shows beam same height as sign.
- Zoning Administrator: they built the courtyard sign without permits. The built sign shows a smaller beam with the larger letters. Request to provide a beam that is the same size as the courtyard sign – so as to match what is shown on the building canopy signs. What is requested in the drawings matches the canopies. What was installed is a smaller beam. We can't issue permits for what was installed.
  - is it possible to add to what is there to appear similar to what is there?
- The other thing that occurs to me is that this sign is hard to read. Don't really see the words. Could you move the words up and have the beam as an underscore, top mounted?:
  - There is a raceway behind it. It could be removed and mounted on top. From a legibility standpoint – disagree.
- We could add to the top?
  - We could move it up and adjust letters.
- Is there a raceway at the bottom of the letters? Are you going to see another line through the letters?
  - Yes, there is a raceway
- We need to see what this is going to look like.
- Even if we approve something – what will happen on enforcement side?
- Zoning Administrator–there is an open order on this.
  - Can we then have it approved with staff comments?
- There is also something to having it match/tie in with the building signage.
- It would solve the sign issue, but not the project as a whole.

- We can adjust the single beam. If owner changes, we will come back.
- Recommend we approve with staff comments to build the way it was submitted – per the graphic.
- If it is rebuilt, are those the same letters as CARBON?
  - exact same letter specs- identical

**ACTION:**

On a motion by Goodhart, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL** with staff comments to build per the graphic submitted. The motion was passed on a vote of (7-0).