

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** August 6, 2014

TITLE: 309 West Johnson Street – PD(GDP-SIP),
Mixed-Use Building,
Housing/Retail/Commercial/Fire
Department Spaces. 4th Ald. Dist. (26346)
Proposed Signage for Ovation 309

REFERRED:
REREFERRED:
REPORTED BACK:

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

DATED: August 6, 2014 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Lauren Cnare, Dawn O’Kroley, Richard Slayton, Tom DeChant, Cliff Goodhart and John Harrington.

SUMMARY:

At its meeting of August 6, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of proposed signage for “Ovation 309” located at 309 West Johnson Street. Appearing on behalf of the project were Victor Villacrez, Kevin Morris and Eric Clappier, all representing Hovde Properties; and Carole Schaeffer, representing Smart Growth Greater Madison. The modified signage plan for the second floor consists of two projecting blade signs for tenants, as well as the parking signage on the west elevation and the Johnson Street elevation of the building (the remainder of the overall sign package had already received Commission approval). Matt Tucker, Zoning Administrator noted that with the blade signs, there should be an opportunity for those to be multi-tenant signs; they are currently shown as single tenant signs. With such a large second level area, if it isn’t set up with multi-tenant opportunities, there is the potential for a future tenant to not have any signage.

ACTION:

On a motion by Harrington, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-0-1) with Goodhart abstaining.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 309 West Johnson Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	7	-	-	-