

# AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** June 25, 2014

**TITLE:** 409 West Johnson Street/420 West Dayton Street - Comprehensive Design Review for "Domain Apartments." 4th Ald. Dist. (34428)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** June 25, 2014

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Cliff Goodhart, Lauren Cnare, Tom DeChant, Melissa Huggins and Richard Slayton.

## **SUMMARY:**

At its meeting of June 25, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 409 West Johnson Street/420 West Dayton Street. Appearing on behalf of the project was James Miller, Jon Heilmann, representing Fiduciary Real Estate Development; and Ron Locust, representing Potter Lawson Architects. Miller explained the locations and types of signage being requested. Illumination would be all LED channel letters. A canopy on Johnson Street would have signage installed. They were originally asking for 65" x 42", but after meeting with Matt Tucker, Zoning Administrator, that size has been adjusted to 7.9 square feet. The 9<sup>th</sup> floor sign and an etched glass panel sign have been removed from the request. Tucker explained what the code requirements are in comparison to what is being requested. The code allows a sign on a canopy in lieu of a wall sign. Options are on the fascia of the canopy, above the canopy with a logo and a channel letter system or below the canopy. This sign is on the canopy and the logo above the canopy with cut letters, essentially doubling the sign. The property is zoned UMX, which is a mixed-use district that allows stand alone residential and commercial types of uses and you can have a projecting sign. The limitation is 20 square feet; this is an appropriate size and scale. The corner has a combination of a fascia sign and an above canopy sign. Each of these individual canopies could have their own sign; they have to be generally perpendicular to the street, with this sign being at a 45-degree angle. The Common Council has afforded this Commission the responsibility and the flexibility to look very closely and uniquely within the criteria of Comprehensive Design Review at the architecture, the building, the building site, the uniqueness of what is being proposed, the quality of design and materials to be more flexible.

Comments and questions from the Commission were as follows:

- Is this logo in multiple places on the building for identification, or is it really marketing/billboard type of advertisement? It is a residential building in a mixed-use district.
- That logo occurs 3 times? Once on parking, once at the corner and then once on the Dayton Street side?
  - That's correct.

And the issue is that our provisions should either have been with the "Domain" or below. Above, below or on the fascia, but not a combination.

- I think it's very elegant. It's a big building, I don't think having the logo in 3 places is too much. I think the awning is a very elegant solution.

**ACTION:**

On a motion by DeChant, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion provided for approval of the middle sized 7.7 logo above canopies. The motion was passed on a vote of (5-0).

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall rating for this project is 5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 409 West Johnson Street/420 West Dayton Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	5	-	5	5