

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** March 20, 2013

**TITLE:** 1323 West Dayton Street – Previously Approved PUD(GDP-SIP) for a Sixty-Five Unit Housing Project, Signage Package. 8<sup>th</sup> Ald. Dist. (25323)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** March 20, 2013

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Marsha Rummel, John Harrington, Richard Slayton, Cliff Goodhart and Tom DeChant.

**SUMMARY:**

At its meeting of March 20, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage package for a previously approved PUD(GDP-SIP) for a sixty-five unit housing project located at 1323 West Dayton Street. Appearing on behalf of the project were J. Randy Bruce and James Miller. Miller presented a signage plan for the canopies with white LED lighting. He noted that in working through a previous design of signage, they thought they would only illuminate the red areas on the front with the opposing sides being opaque; only the edges would be visible at night.

**ACTION:**

On a motion by Slayton, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. 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 ratings for this project are 6, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1323 West Dayton Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	7
	-	-	-	-	7	-	-	-
	-	-	-	-	8	-	-	8
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	-

General Comments:

- Cool. Arty sign.
- VP sign. Kinda cool.
- Nice idea.