

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 18, 2013

TITLE: 309 West Johnson Street – PD(GDP-SIP),
Mixed-Use Building,
Housing/Retail/Commercial/Fire
Department Spaces, Temporary
Construction Fencing Graphics. 4th Ald.
Dist. (26346)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: December 18, 2013

ID NUMBER:

Members present were: Richard Wagner, Tom DeChant, Cliff Goodhart, Chair; Dawn O’Kroley, John Harrington. Cliff Goodhart recused himself on this item.

SUMMARY:

At its meeting of December 18, 2013, the Urban Design Commission offered a downsized version of proposed temporary construction fencing graphics.

Appearing on behalf of the project were Eric Clappier and Victor Villacrez.

Villacrez presented several versions of the temporary sign package. The project was previously before the Commission more than a year ago in September for final approval which included some details on the temporary signage package with the assumption that they only needed administrative approval. Following a meeting with Matt Tucker, Zoning Administrator, Clappier and the Secretary; they were informed that the signage package as currently detailed, required further formal consideration by the Commission.

Tucker said that because this is a Planned Development sign code doesn’t have any pre-determined requirement in regard to signage so folks can come and get theirs approved. We are issuing permitted uses, conditional uses in conventional zoning and only 2 PUD’s have approved under the new Zoning Code. Administratively given on 144 square feet for frontage under conventional zoning for project signs. 32 square feet of street frontage. Utilization of graphics here. Grave concerns by Mayor.

Staff said the history of fence wrap graphics provides for 144 square foot as the standard done for several projects.

ACTION:

On a motion by O’Kroley, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL** of temporary construction fencing graphics, limiting the text portion to the center panel, the option to integrate the “O” as a graphic and including a construction sign board consistent with the version distributed to the Commissioners at the meeting. The motion was passed on a vote of (2-1). Harrington voted No; Goodhart recused himself.