

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** June 11, 2014

**TITLE:** 210 Langdon Street – Roofline Alterations for a Utility Pen and Signage for a Previously Approved PUD(GDP-SIP) for the Construction of a New Fraternity House. 2<sup>nd</sup> Ald. Dist. (28428)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** June 11, 2014

**ID NUMBER:**

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

**SUMMARY:**

At its meeting of June 11, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of roofline alterations and signage located at 210 Langdon Street. Appearing on behalf of the project was Randy Bruce, representing Rattle Building Corp./Theta Chi. After starting construction they realized the roof condensers planned for the rooftop would be within 10-feet of the roof edge and would require railings around the upper edge of that roof. They looked at options to hide that mechanical equipment and came up with the option to depress the roof and propose a screen in an area that faces the gable of the adjacent building and is not readily visible. They are proposing putting up a stamped aluminum screen with ½” perforations for air flow and it will be painted the roof color. Ald. Zellers, District 2 is not happy with this solution, neither is the Landmarks Commission, although they did not make any comments. The proposed signage is a cast stone sign to match the rest of the building’s stone installed in the gable. Bruce photographed much of the Langdon Street area and it is very classic to have the Greek letters up symbolizing the fraternity or sorority. The Secretary noted that none of the signage on Langdon Street meets code, and that a conforming sign would be 6 square feet, 12-feet off the ground.

- Does it (signage) meet the rules if you integrated it into the railing over the entry?
  - (Secretary) No because then it would be on a wall and it would be below 12-feet.

**ACTION:**

On a motion by Goodhart, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (3-1) with O’Kroley voting no.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 210 Langdon Street**

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

General Comments:

- Tradition rules on green signage.