



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

| | |
|---|--|
| Date Submitted: <u>July 5, 2016</u> | <input type="checkbox"/> Informational Presentation |
| UDC Meeting Date: <u>July 27, 2016</u> | <input checked="" type="checkbox"/> Initial Approval |
| Combined Schedule Plan Commission Date (if applicable): _____ | <input checked="" type="checkbox"/> Final Approval |

1. Project Address: 432 West Gorham
Project Title (if any): The James

| | |
|---------------|---------------|
| AGENDA ITEM # | <u>432-72</u> |
| LEGISTAR # | <u>1</u> |
| ALD. DIST. | <u>1</u> |

2. This is an application for (Check all that apply to this UDC application):

- New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
 Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
 Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics Variance* (public hearing-\$300 fee)
 Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

- Please specify: _____

CITY OF MADISON
JUL 5 2016
11:02 a.m.
Planning & Community & Economic Development

3. Applicant, Agent & Property Owner Information:

Applicant Name: Marc Lifshin Company: Core Spaces, LLC
Street Address: 2234 West North Avenue City/State: Chicago, Illinois Zip: 606647
Telephone: (773) 227-2850 Fax: (773) 227-5350 Email: Marc@corecamp.us

Project Contact Person: Brian Munson Company: Vandewalle & Associates
Street Address: 120 East Lakeside Street City/State: Madison, Wisconsin Zip: 53715
Telephone: (608) 255-3988 Fax: (608) 255-0814 Email: bmunson@vandewalle.com

Project Owner (if not applicant): _____
Street Address: _____ City/State: _____ Zip: _____
Telephone: () _____ Fax: () _____ Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on July 1, 2016.

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant: MARC LIFSHIN Relationship to Property: OWNER
Authorized Signature: _____ Date: 7/5/16

The James

Comprehensive Design Review Narrative

The signage and lighting plan for The James works to combining residential and commercial signage in an urban context along the University and Gorham frontages. This Comprehensive Design Review (CDR) application seeks approval for the following signage variation:

- 1.) Primary residential entrance signage size and location

This packet seeks to approve the project identify signage, and potential signage locations for retail tenants. Individual tenant signage will be submitted separately and tenants will be limited to one blade and one canopy sign per tenancy.

Residential Entrance Canopy Signage

The signage located at the Gorham Street residential entrance has been designed to enhance the visibility and strongly denote the lobby location. This sign is designed to hang from the upper canopy and is scaled in response to the two story lobby atrium. The vision glass for the lobby atrium is recessed from the signage placement 6'.

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

The signage located at the Gorham Street residential entrance has been designed to enhance the visibility and strongly denote the lobby location, in keeping with the overall building design and scale.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

The sign is designed to respond to the overall building design and specifically to the scale and proportion of the lobby atrium and canopy.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The design and placement of the signage proposed for the project meets the criteria outlined in each section.

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

The proposed signage will meet the construction requirements of this section, as it relates to section 31.07 (3)

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The signage will be limited to the proposed design.

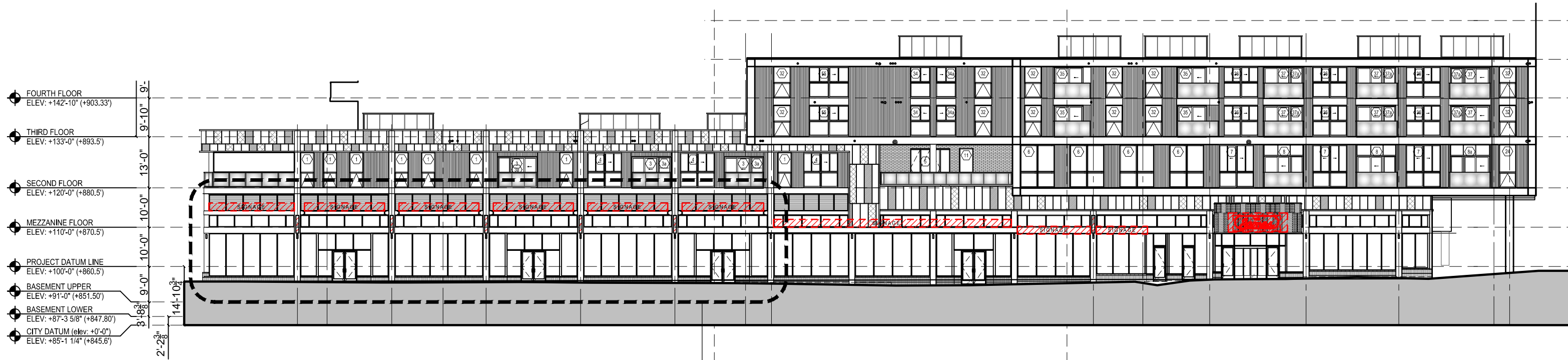
6. The Sign Plan shall not be approved if any element of the plan: a. presents a hazard to vehicular or pedestrian traffic on public or private property, b. obstructs views at points of ingress and egress of adjoining properties, c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or d. negatively impacts the visual quality of public or private open space.

The proposed signage meets all criteria.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

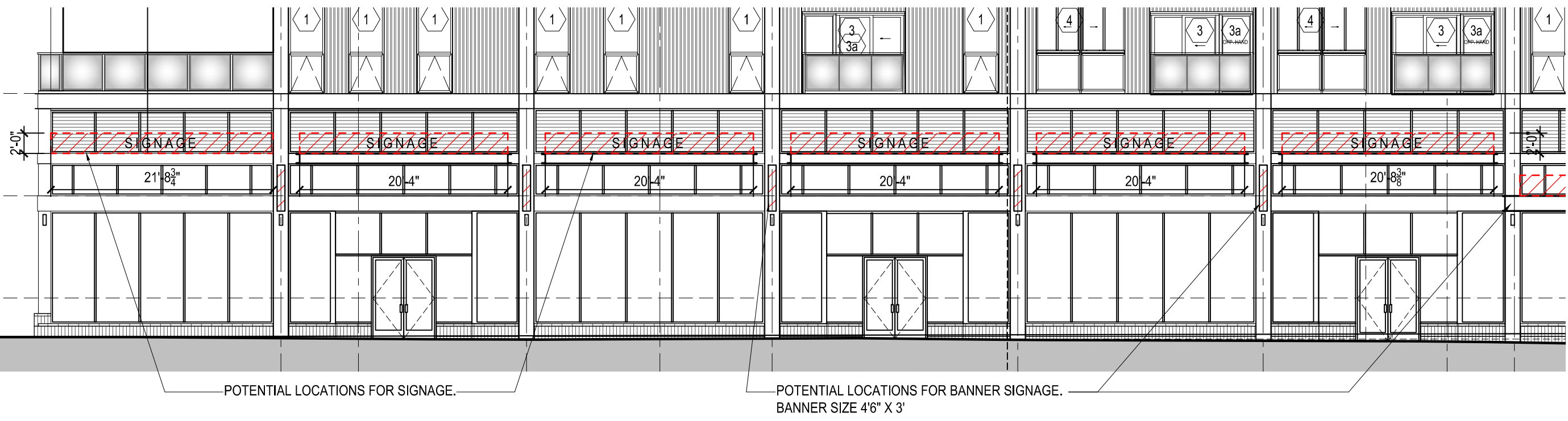
The proposed signage is within the previously approved canopy and signage privilege in streets permit and meets all applicable standards of the approved agreement.

All other signage shall comply with the standards set forth in MGO Chapter 31.



1 EXTERIOR ELEVATION, GORHAM AND UNIVERSITY STREET LEVEL
 SP-1.01 SCALE: NTS

V1
 SP-1.01



- NOTE:**
- 1) THE FIRST FLOOR OF THE BUILDING IS A MULTI-TENANT RETAIL FLOOR, TENANT SIGNAGE SIZES AND LOCATIONS WILL BE DEPENDANT ON FINAL DEMISED LEASE PLAN. A SIGNAGE "ZONE" IS SHOWN ON THESE ELEVATIONS WHICH INDICATES AN AREA FOR POSSIBLE SIGN LOCATIONS.
 - 2) INDIVIDUAL TENANT SIGNAGE TO BE APPROVED SEPARATELY BY CITY OF MADISON UNDER SUBMISSION BY TENANT PER CHAPTER 31, MADISON GENERAL ORDINANCE.
 - 3) TENANTS LIMITED TO ONE WALL SIGN AND ONE BLADE SIGN PER TENANCIES.
 - 4) BLADE SIGNS MUST MAINTAIN A MINIMUM 10' CLEARANCE WITH THE SIDEWALK.

2 EXTERIOR ELEVATION, VIEW 1
 SP-1.01 SCALE: 3/32"=1'-0"

THE JAMES | 432 West Gorham Street Madison, WI 53703

Signage Elevations | **SP-1.01**

ANTUNOVICH ASSOCIATES
 ARCHITECTURE · PLANNING · INTERIOR DESIGN
 224 WEST HURON STREET, SUITE #7 EAST
 CHICAGO, IL. 60654
 312.266.1126 - MAIN PHONE

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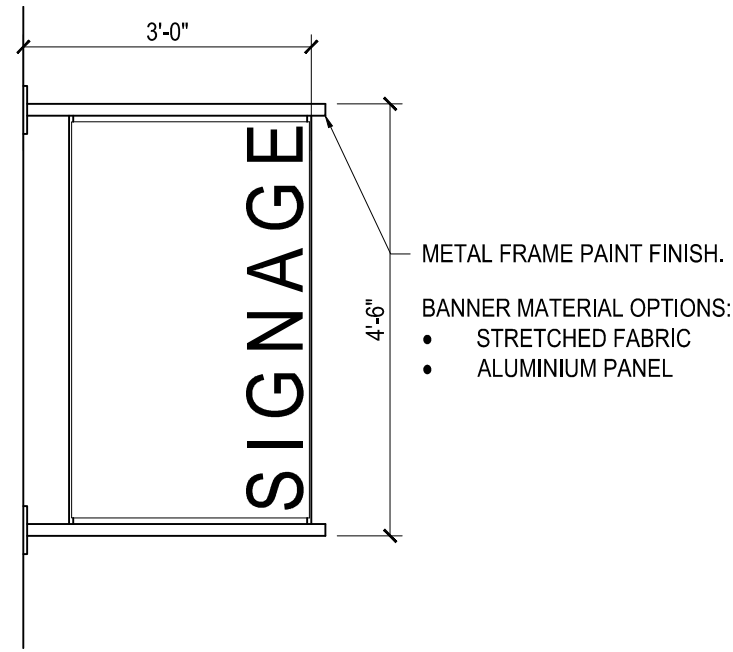
2016.07.20

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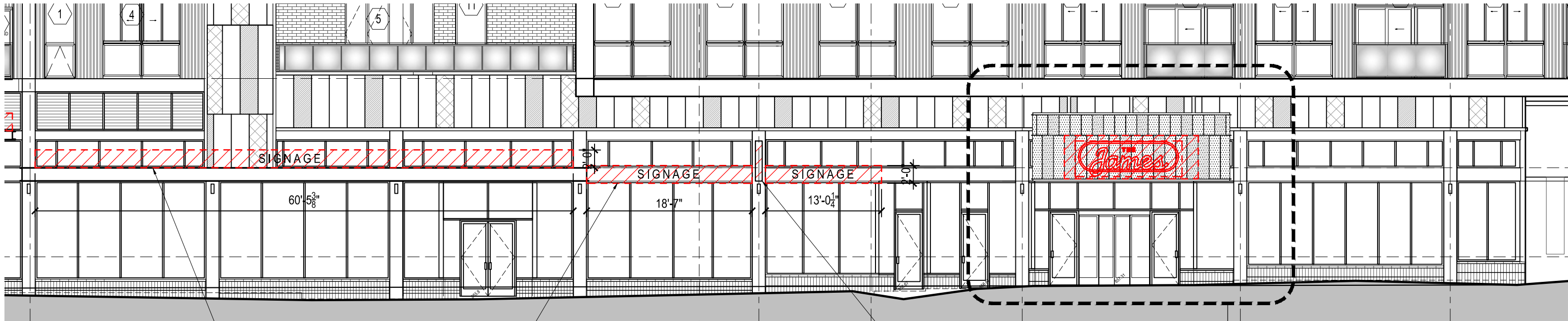
3 BANNER DETAIL
 SP-1.01 SCALE: 1 1/2"=1'-0"

METAL FRAME PAINT FINISH.
 BANNER MATERIAL OPTIONS:
 • STRETCHED FABRIC
 • ALUMINIUM PANEL



1 EXTERIOR ELEVATION, GORHAM AND UNIVERSITY STREET LEVEL
 SP-1.01 SCALE: NTS

V2
 SP-1.02



POTENTIAL LOCATIONS FOR SIGNAGE.

POTENTIAL LOCATIONS FOR BANNER SIGNAGE.
 BANNER SIZE 4'6" X 3'

2 EXTERIOR ELEVATION, VIEW 2
 SP-1.01 SCALE: 3/32"=1'-0"

V1
 SP-1.03

THE JAMES | 432 West Gorham Street Madison, WI 53703

Signage Elevation 2 | **SP-1.02**



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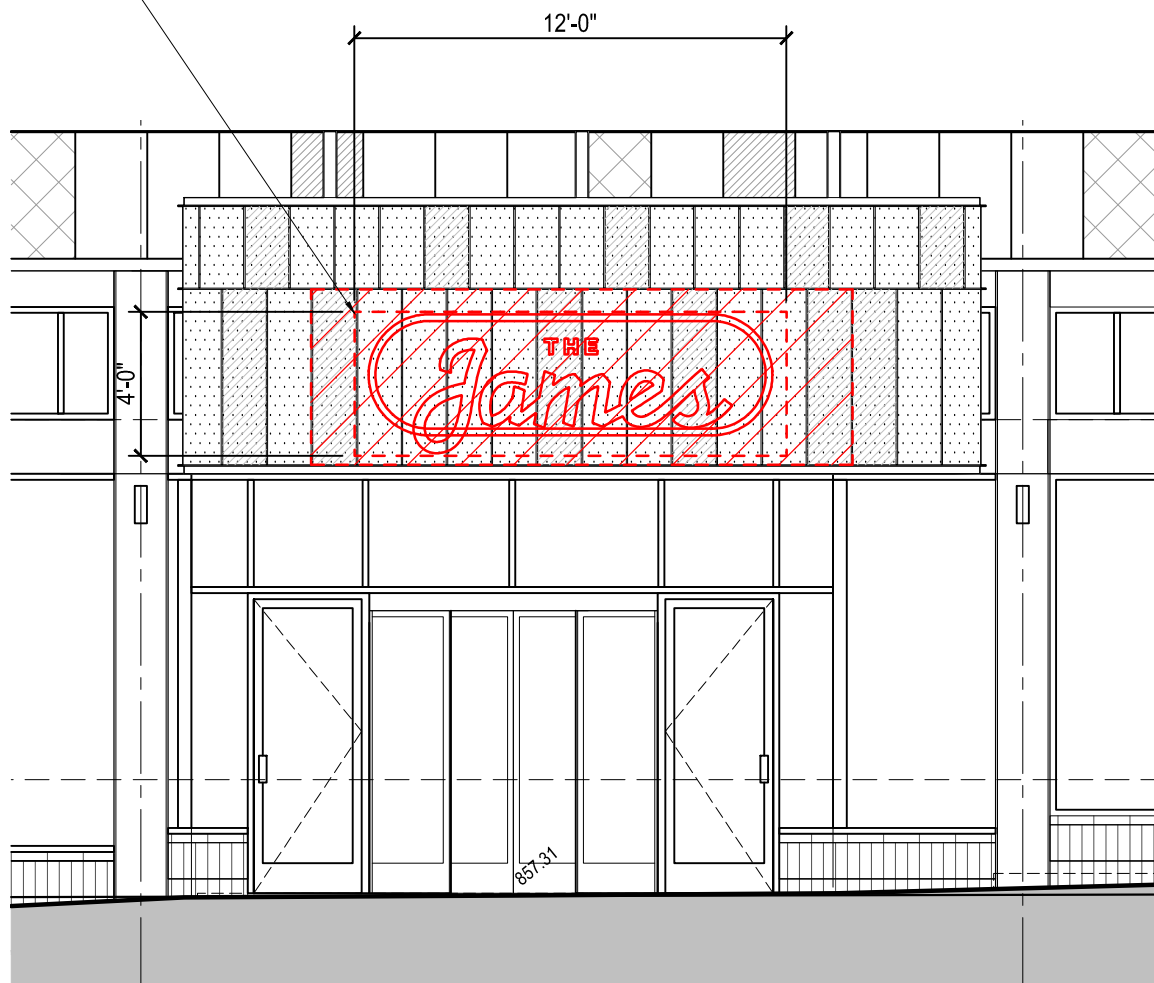
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EXAMPLE OF SIGNAGE . NOTE THE PROPOSED SIGNAGE DOES NOT HAVE THE WAVE LINE EFFECT.

POTENTIAL LOCATIONS FOR SIGNAGE.



1 THE JAMES CANOPY SIGNAGE ELEVATION

SP-1.03 SCALE: 3/16"=1'-0"

1 Illuminated Entry Sign

CUSTOM CHANNEL LETTER

FACES
 .125 Aluminum
 Painted; Matte Finish
 Black (MP ■)
 w/ 3/4" Clear Acrylic Push Through
 1st Surface
 Translucent White Vinyl

RETURNS
 3" Deep .063 Aluminum
 Painted; Matte Finish
 Black (MP ■)

BACKS
 .063 Aluminum
 Painted; Matte Finish
 Black (MP ■)

ILLUMINATION
 White LED
 GE Tetra MAX2 7100K

INSTALLATION
 Structure Required Behind
 Glass Panels for Install, Details T.B.D.

ACCENT/RACEWAY
 .125 Aluminum w/ Internal
 Aluminum Structure
 Painted; Matte Finish
 Black (MP ■)
 1st Surface Cut Vinyl
 Matte White
 (Gerber 220-20 ■)

FCO LETTERS
 1/2" Aluminum
 Painted; Matte Finish
 Black (MP ■)
 1st Surface Cut Vinyl
 Matte White
 (Gerber 220-20 ■)

ASSEMBLY
 Secure to Raceway w/ Aluminum Rods
 Painted; Matte Finish
 Black (MP ■)



A Project Detail
 SCALE 3/8" = 1'0"

3 SIGNAGE CONSTRUCTION INFORMATION

SP-1.03 SCALE: NTS



2 SIGNAGE CONSTRUCTION INFORMATION

SP-1.03 SCALE: 3/16"=1'-0"



THE JAMES | 432 West Gorham Street Madison, WI 53703

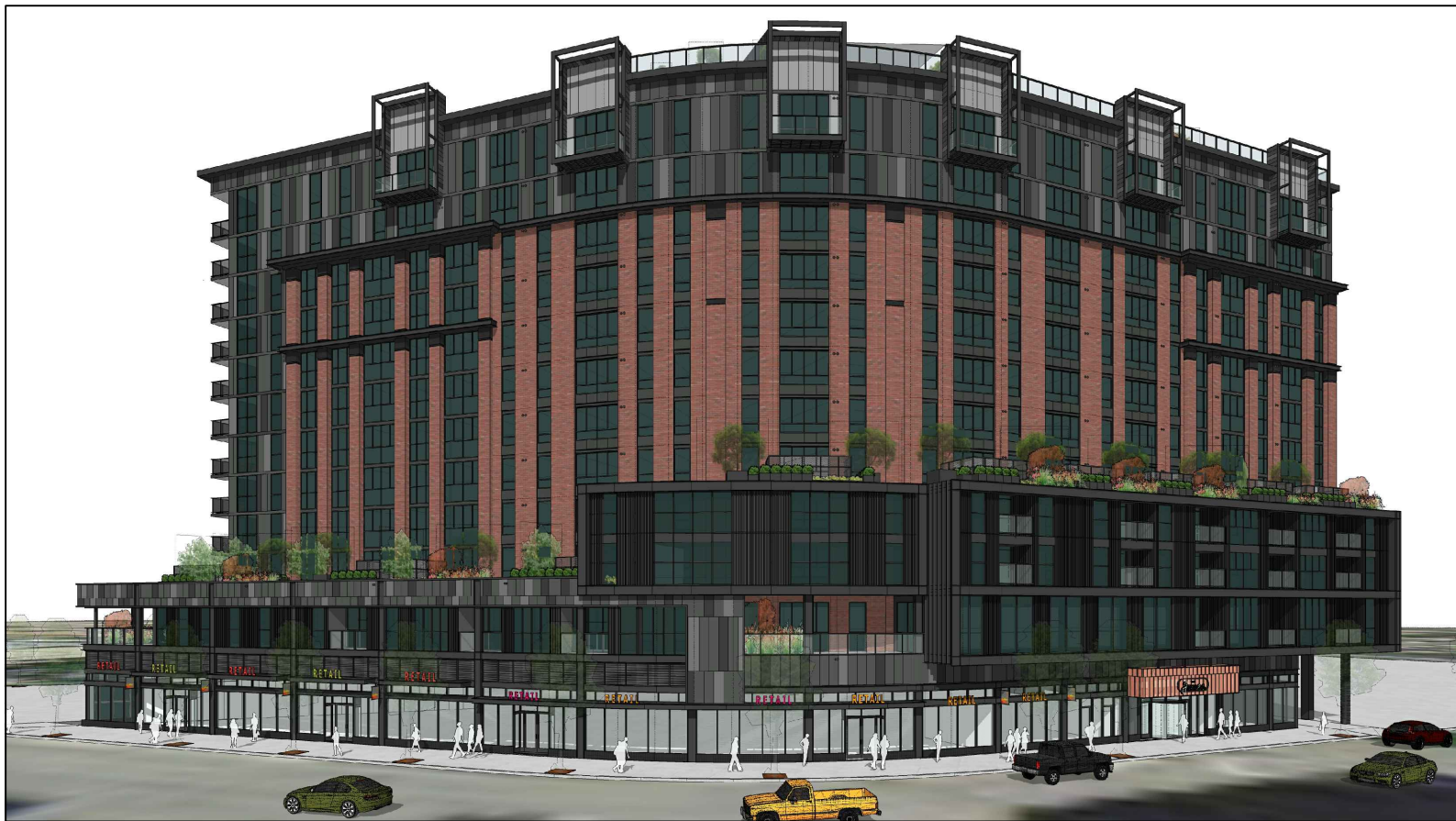
The James Signage Information | **SP-1.03**



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3D Views of Proposed Signage | **SP-1.04**



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