

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 27, 2016

TITLE: 441 North Frances Street – Modified
Comprehensive Design Review Signage
Package for “The Hub at Madison.” 4th
Ald. Dist. (41502)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 27, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Tom DeChant, Lois Braun-Oddo, Richard Slayton, Sheri Carter and John Harrington.

SUMMARY:

At its meeting of January 27, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of a modified Comprehensive Design Review signage package for “The Hub at Madison” located at 441 North Frances Street.

- Will this be the only time you come back with this exception or are there other entrances?
 - This is a special condition, we made a mistake by pushing it back earlier and not doing something about that. If you’ve been out there the size we’ve all agreed upon is working well.
- When I walk down the street I read signs from the bottom up; these read from the top down.
 - It matches some of the graphics for their logo.

To me this seems like the wrong way to put this on. If you have reasons for doing it this way, fine, it’s like reading backwards.

ACTION:

On a motion by Goodhart, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0-1) with Carter voting no.