

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** July 27, 2016

TITLE: 432 West Gorham Street – Comprehensive Design Review of Signage for “The James.” 4th Ald. Dist. (43672) **REFERRED:**
REREFERRED:

REPORTED BACK:

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

DATED: July 27, 2016 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Sheri Carter, Cliff Goodhart, Richard Slayton, Tom DeChant, Dawn O’Kroley and Michael Rosenblum.

SUMMARY:

At its meeting of July 27, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of signage for “The James” located at 432 West Gorham Street. Appearing on behalf of the project was Brian Munson, representing Core Spaces, LLC.

The request is to for nine (9) signage areas for the project, while having future tenants return for the actual signage itself. Venting issues with The Hub 1 changed the way the architecture looked, so this design they intentionally made the upper area look the louvers are inactive. Strategically those louvers would not be sitting directly on the signage.

Comments and questions from the Commission were as follows:

- There is one that runs across 3 façades.
- If we approve those as potential areas, there should also be a statement that the total number is not to be reached as well in any significant way.
- Given the retail space requirements, of the 9 you are showing, how many would you anticipate?
 - We are currently building it so the tenancy spaces are divided into these four spaces. These are the ones that seemed most logical. I would assume we really wouldn’t feasibly be dividing that any more than four.
- If you had 9 different outlets, your spaces would be too small.
 - I don’t think we would get anywhere close to 9 tenancies.
- And some of these signs would be above the band?
 - Correct, and a couple below.
 - Above the band, sitting on the front of the canopies over the retail spaces. When we come around the corner to this location, there is a pair of canopies for maybe one sign there, and one potentially in the corner there on this band running through.
- I would suggest eliminating area at the westernmost point.

- I would prefer we say they share the sign band and meet the code.

ACTION:

On a motion by DeChant, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). This item was approved with acknowledgement that applicable provisions of the Sign Control Ordinance, Chapter 31 MGO have been met.

The motion provided for the removal of the area at the westernmost point, and that multiple tenants are within one space, there will be one signable area.