

145 East Badger Road, Suite 200 Madison, WI 53713 608.258.5580 608.258.5599 fax www.alexandercompany.com

DATE: 10-8-2008

SUBJECT: Northgate Shopping Center

Narrative Description of Proposed Alterations for Comprehensive Design Review (revised to reflect recommendations by UDC and city staff)

The proposed alterations for 1127 and 1291 North Sherman Avenue are intended to enhance the existing buildings and site by integrating site design with architecture and street graphics.

Revisions to previous submittal:

Since the initial presentation to the Urban Design Commission, the Developer has made revisions to reflect the input provided by the UDC and city staff. The revisions are as follows:

- 1. Site plan alternative 'B', showing relocated parking entry curb cut on Aberg Avenue, is the accepted version. The Developer will work with the Traffic Engineering Division to coordinate new entry with proposed traffic calming features on Aberg Avenue.
- 2. Additional landscape islands are included in the "future development zone". These islands will contain eight additional trees on the site.
- 3. The parking geometry has been modified to accommodate proposed changes to North Sherman Avenue made by the Traffic Engineering Division. In the future, new turn lanes, a pedestrian crosswalk and an island for pedestrian refuge will be constructed at the south entrance to the site. This proposal will require the Owner to relinquish 10' x 300' of right-of-way along North Sherman Avenue. Consequently, the location of the new monument sign must move north of current pylon sign. Refer to exhibit 'A'
- 4. The monument sign will not have a permanently displayed "Leasing" message. The source of illumination will be LED rather than neon.
- 5. In lieu of replacing the existing "China Palace" monument sign, the "China Palace" sign will be removed permanently. A new second monument sign will be located at the parking entrance from Aberg Avenue.

Site:

The current parking lot is completely devoid of landscape islands. With the introduction of landscape islands, the proposed design adds logical structure to the site circulation and reduces the area of asphalt. New connections are created between the site and public pedestrian walkways. Bicycle parking is also accommodated. The new design anticipates the possible creation of a new out lot on the site. On the east side of the mall building, existing dumpsters are consolidated into a single location.

Over an acre of existing asphalt will be transformed into landscape areas. The proposed modifications to the site are compatible with the existing storm water drainage system and the existing site lighting.

Architecture:

The existing mall building elevations can be loosely described as "Tudor" or "traditional." The intent of the architectural modifications is to enhance the traditional design with additional trim boards and decorative columns. All trim and siding will receive a new paint color scheme. The resulting design can be described as "Tudor with craftsman tendencies."

The Annex building has similar traditional qualities on the south and part of the east elevations. Other portions of the buildings are simply utilitarian in nature. What was previously an Oriental restaurant will have all Oriental décor removed including the round columns supporting the drop-off canopy. New decorative columns, trim boards, and paint color are introduced to coordinate with the improvements to the mall building.

To the west of the existing restaurant is the entrance to a large retail space. The current entrance has been reintroduced to a more prominent location several feet to the west. The roof forms and architectural detail of the restaurant building is carried over to the new entrance alterations.

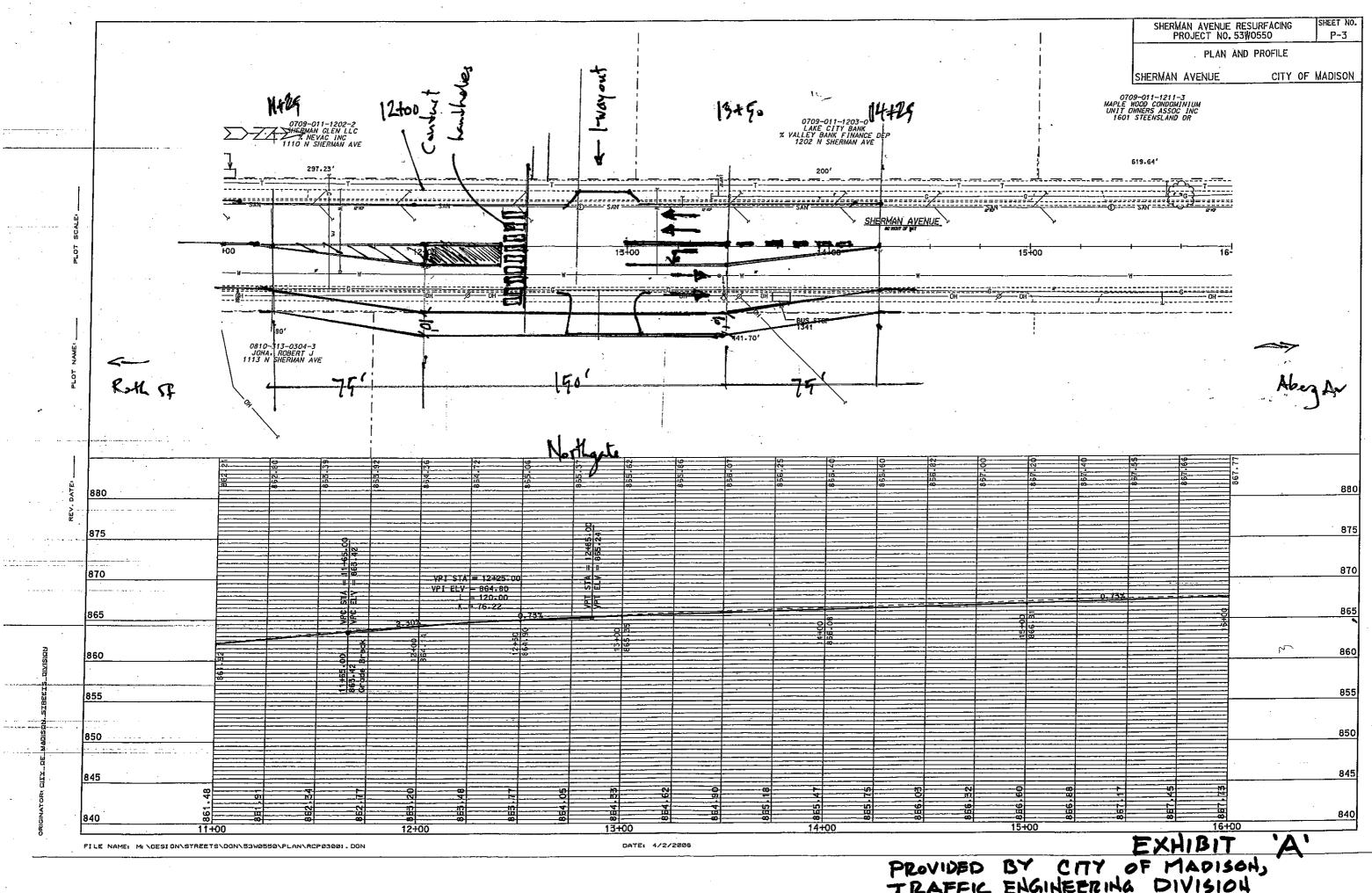
Attached and to the north of the restaurant is a metal and concrete block utilitarian structure originally constructed as a bowling alley. The facades of the east and north sides are enhanced with a "modern" aesthetic. A new entrance vestibule has been created on the east side of the building presenting new opportunities to demise the large interior space. Metal wall panels on the Aberg Avenue elevation are replaced with aluminum and glass windows.

Street graphics:

Alterations to existing street graphics are intended to work with the overall architecture and site design. Two existing, non-conforming pylon signs on N. Sherman Avenue are to be removed. Two new monument signs will be installed-one on North Sherman Avenue, another on Aberg Avenue. The form and color of the new signs take cues from the proposed architectural alterations. An existing "above roof" sign over the Annex building will remain. Additional

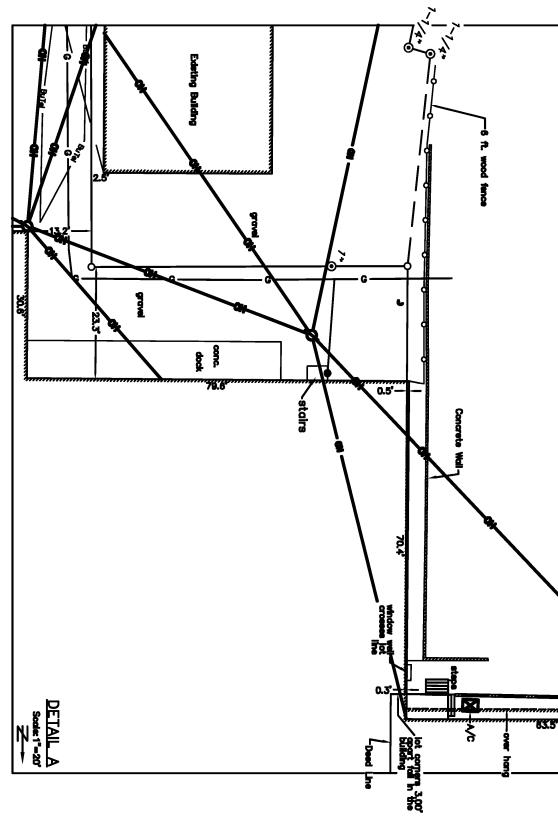
signable areas of the buildings are indicated on the architectural drawings. Signage proposed by new tenants shall meet current ordinances and further be regulated by the Landlord to maintain consistency of design.

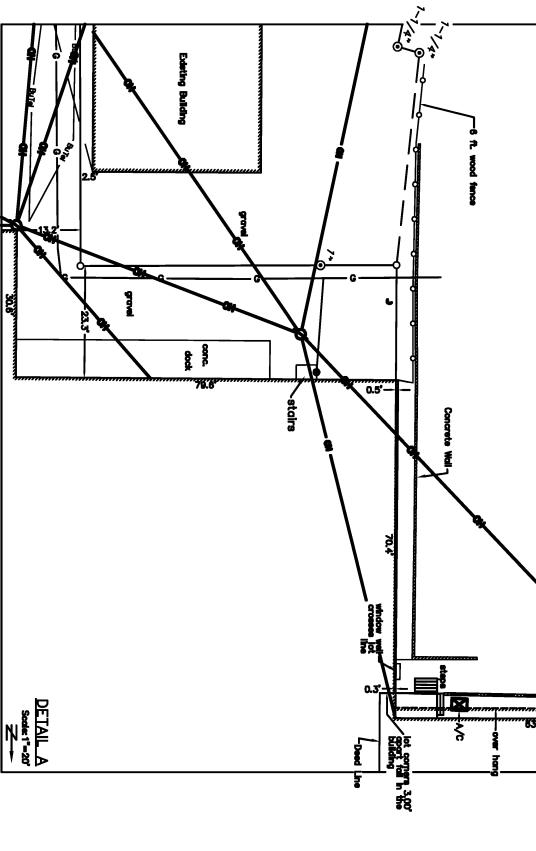
While the new monument signs do not strictly adhere to the current ordinance regulating street graphics, the intent is to pursue this Comprehensive Design review process to acknowledge the visual harmony between the street graphics, architecture, and site.

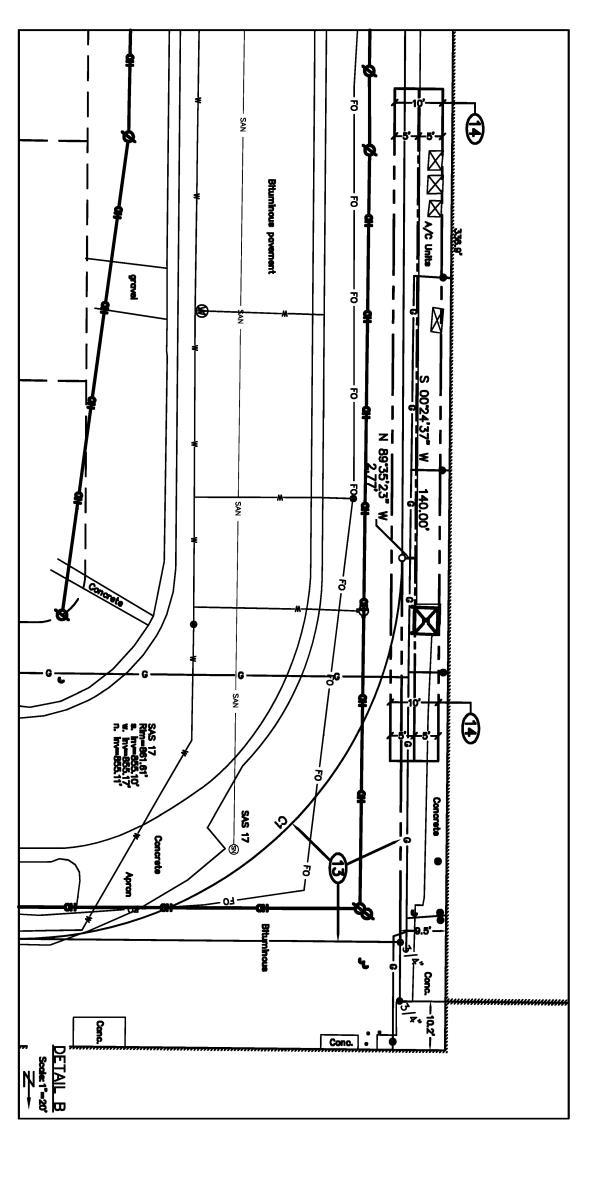


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STREETS, z 掃 NORTH, RANGE 10 EAST, CITY OF MADISON, DANE COUNTY, **MISCONSIN**







- based upon:

 Hotline Ticket Numbers 20061509317, 20061509326, 20061509343, 200615

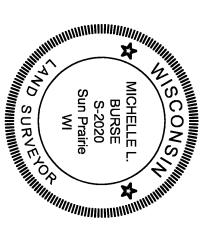
 of Madison Engineering Division, and Madison Gas & Electric Company.
- ucturee may be encountered. No rmed contact Digger's Hotline.

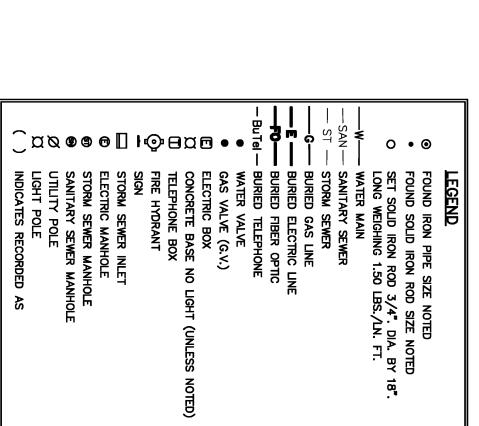
- 7. All trees, hedges and ground cover on the site may not necessarily be shown hereon. B. By graphic plotting only, this parcel is located in Zone X (Areas determined to be outside of 500—year Effective Date: June 17, 2003. flood plain) per

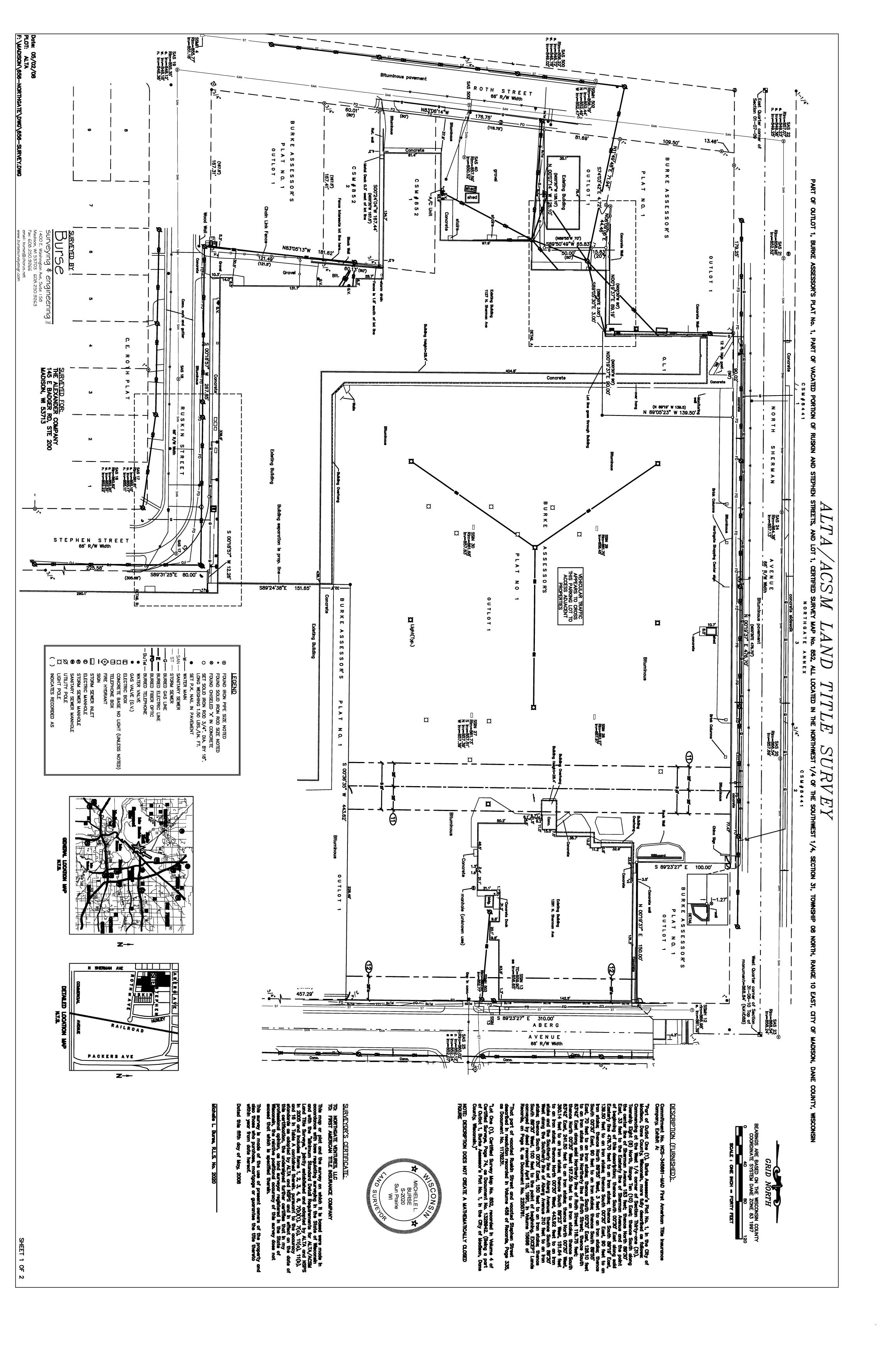
- 9. Except as specifically stated or shown on this map, this survey does not purport to reflect any of the following which may be applicable to the subject real estate: easements; building setback lines; restrictive covenants; subdivision restrictions; zoning or other land use regulations; and any other facts that an accurate and current title search may disclose. Surveyor was provided with Title Commitment Number NCS-345691-MAD, Commitment Date: March 26, 2008, by First American Title insurance Company National Commercial Services, which references the following (listed Items match Items in Schedule B Section II of Commitment):

 (10) Rights for entrance to, maintenance, construction, or repair of any utility structures, improvements or services which may be under the surface of the partian of the insured premises lying within vacated Ruskin and Stephen Street, pursuant to Wisconsin Statuts. This Item is plotted hereon as item 13.
- (1) Grant of Easement to Wisconsin River Power Company recorded in Volume 32 of Misc., No utilities were marked by Digger's Hotline within this easement. Page 513, as D ent No. 346826. This item does affect the subject property and is plotted hereon.
- (12) Grant of Easement to Wisconsin Power and Light Company recorded January 31, 1961, in Volume 357 of Misc., Page 215, as Document No. 1018141. Easement Assignment recorded January 25, 2001, as Document No. 3282842. This item does affect the subject property, and is plotted hereon in its approximate location. However, the description in this item contains a patent ambiguity. Specifically, it states that the centerline described begins 5 feet south of the southerly right of way of Aberg Avenue, but then states that said centerline runs 1 foot south of and parallel with said southerly right of way. Also, notice that this easement seems to run through existing building.
- (13) Restrictions and Reservations contained in Resolution vacating Ruskin and Stephen Street reduces affect the subject property and is plotted hereon. uary 10, 1967, in Valume 458 of Misc., Page 335, as Document No. 1178231. This item lecords, Page 21, as Document No. 2376853. This item does affect the subject property

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145 E. Badger Road Suite 200 Madison, WI 53713 Telephone: 608-258-5580 Fax: 608-258-5599

Company

27 & 1291 NORTH SHERMAN AVENUE MADISON, WI

DRAWING INDEX

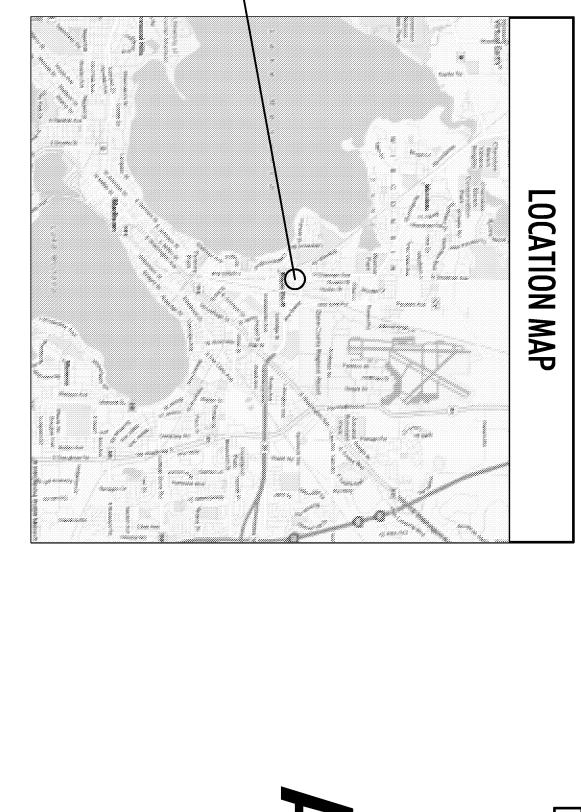
		L5-B	L5-A	L4	ᄄ	12	L1-B	L1-A	C4-B	C4-A	G-B	G-A	Ω	CI-B	Cl-A	8	2 of 2	1 of 2	P4	23	P2	ΡI	11	
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A1.0 OVERALL ELEVATIONS A1.1 PLANS AND ELEVATIONS, UNIT 'C' AND 'B' A1.2 PLANS AND ELEVATIONS, UNIT 'C' AND 'D' A1.3 PLANS AND ELEVATIONS, UNIT 'F' AND ARCADE A1.4 PLANS AND ELEVATIONS, UNIT 'F' A2.1 FLOOR PLAN, 1/16" = 1'-0", (ANNEX) A3.1 FLOOR PLAN 1/4" = 1'-0", (ANNEX) A3.1 ARCHITECTURAL DETAILS (UNITS 'A' THRU 'F) A9.2 ARCHITECTURAL SECTIONS AND DETAILS (ANNEX) A9.3 ARCHITECTURAL SECTIONS AND DETAILS (ANNEX) A9.4 ARCHITECTURAL SECTIONS AND DETAILS (ANNEX) A9.5 ARCHITECTURAL SECTIONS AND DETAILS (ANNEX) A9.6 ARCHITECTURAL SECTIONS AND DETAILS (ANNEX) A9.7 ARCHITECTURAL SECTIONS AND DETAILS (ANNEX) A9.8 ARCHITECTURAL SECTIONS AND DETAILS (ANNEX) A9.9 ARCHITECTURAL SECTIONS AND DETAILS (ANNEX) A9.1 SHERMAN AVENUE RESURFACING PROJECT A SHERMAN AVENUE RESURFACING PROJECT			
	RESURFACING PROJECT	SHERMAN AVENUE	exhibit A
		COLOR SAMPLES	color
	AENT SIGN	PROPOSED MONU	NG-1
	CTIONS AND DETAILS (ANNEX)	ARCHITECTURAL SI	A9.5
	CTIONS AND DETAILS (ANNEX)	ARCHITECTURAL SI	A9.4
	CTIONS AND DETAILS (ANNEX)	ARCHITECTURAL SI	A9.3
	CTIONS AND DETAILS (ANNEX)	ARCHITECTURAL SI	A9.2
	TAILS (UNITS 'A' THRU 'F')	ARCHITECTURAL D	A9.1
	XTERIOR ELEVATIONS	ANNEX BUILDING	A5.1
		FLOOR PLAN 1/4"=	A4.1
		FLOOR PLAN, 1/16	A2.1
	IONS, UNIT 'F'	PLANS AND ELEVA	A1.4
	IONS, UNIT 'E' AND ARCADE	PLANS AND ELEVA	A1.3
	IONS, UNIT 'C' AND 'D'	PLANS AND ELEVA	A1.2
	IONS, UNIT 'A' AND 'B'	PLANS AND ELEVA	A1.1
	NS	OVERALL ELEVATION	A1.0

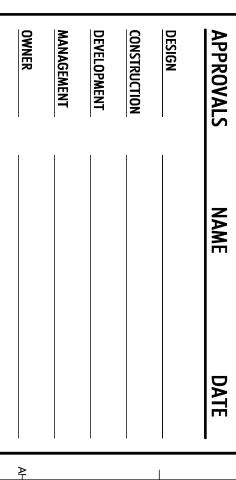
SUBMITTAL

10-8-2008

UDC



ALEXANDER COMPANY
145 EAST BADGER ROAD
SUITE 200
MADISON, WI. 53713



PROJECT # 08-656

TITLE SHEET &

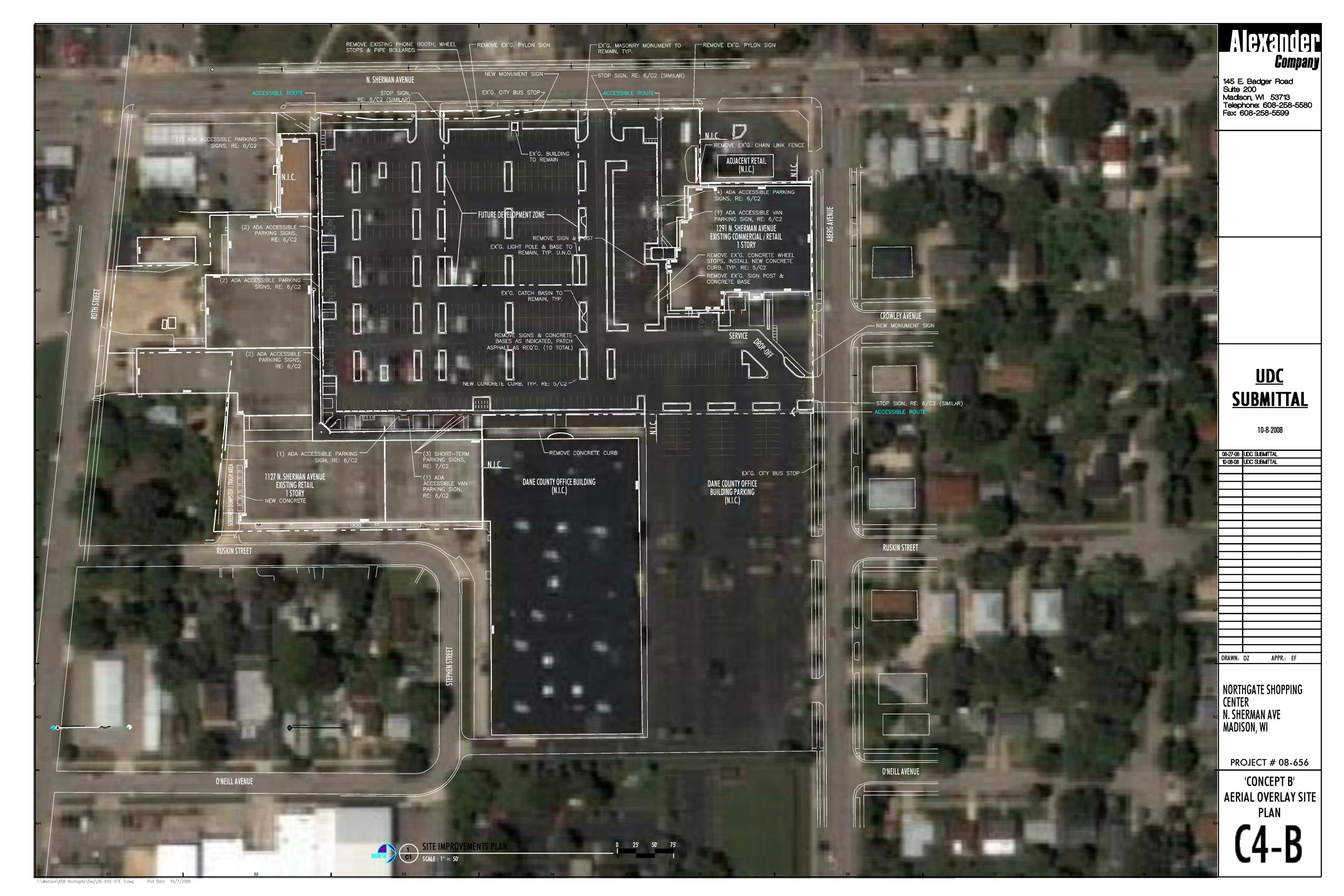
NORTHGATE SHOPPING CENTER N. SHERMAN AVE MADISON, WI

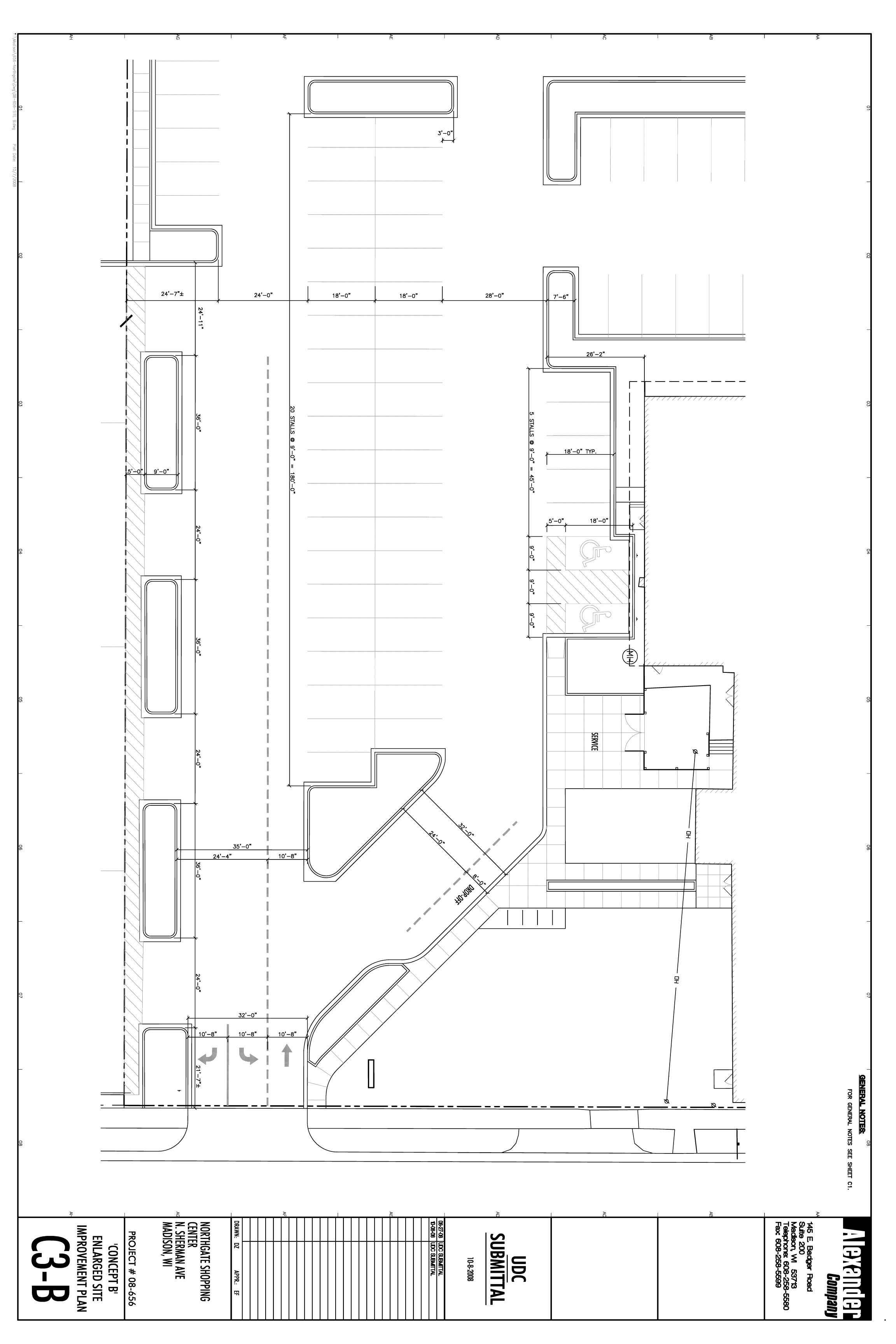
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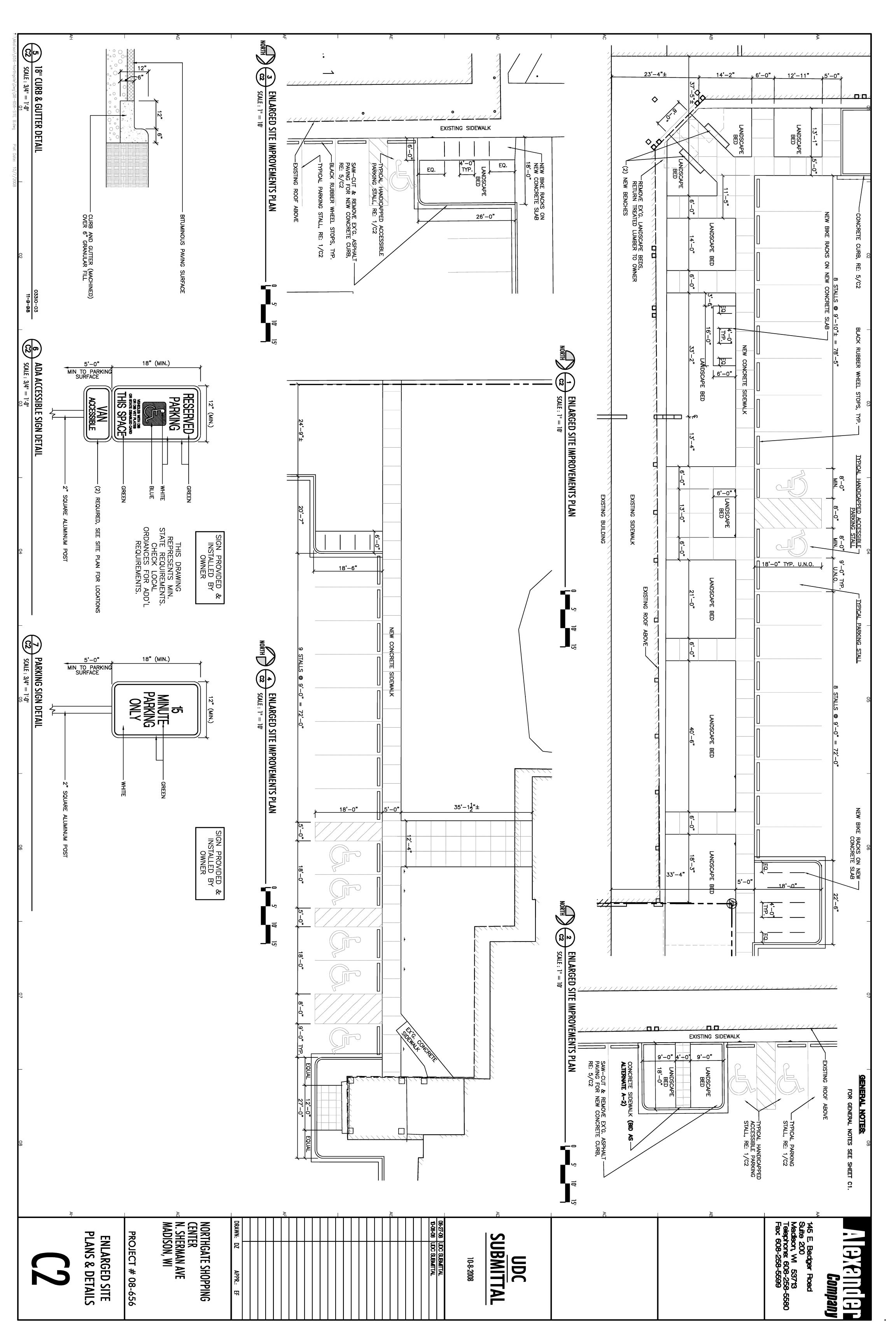
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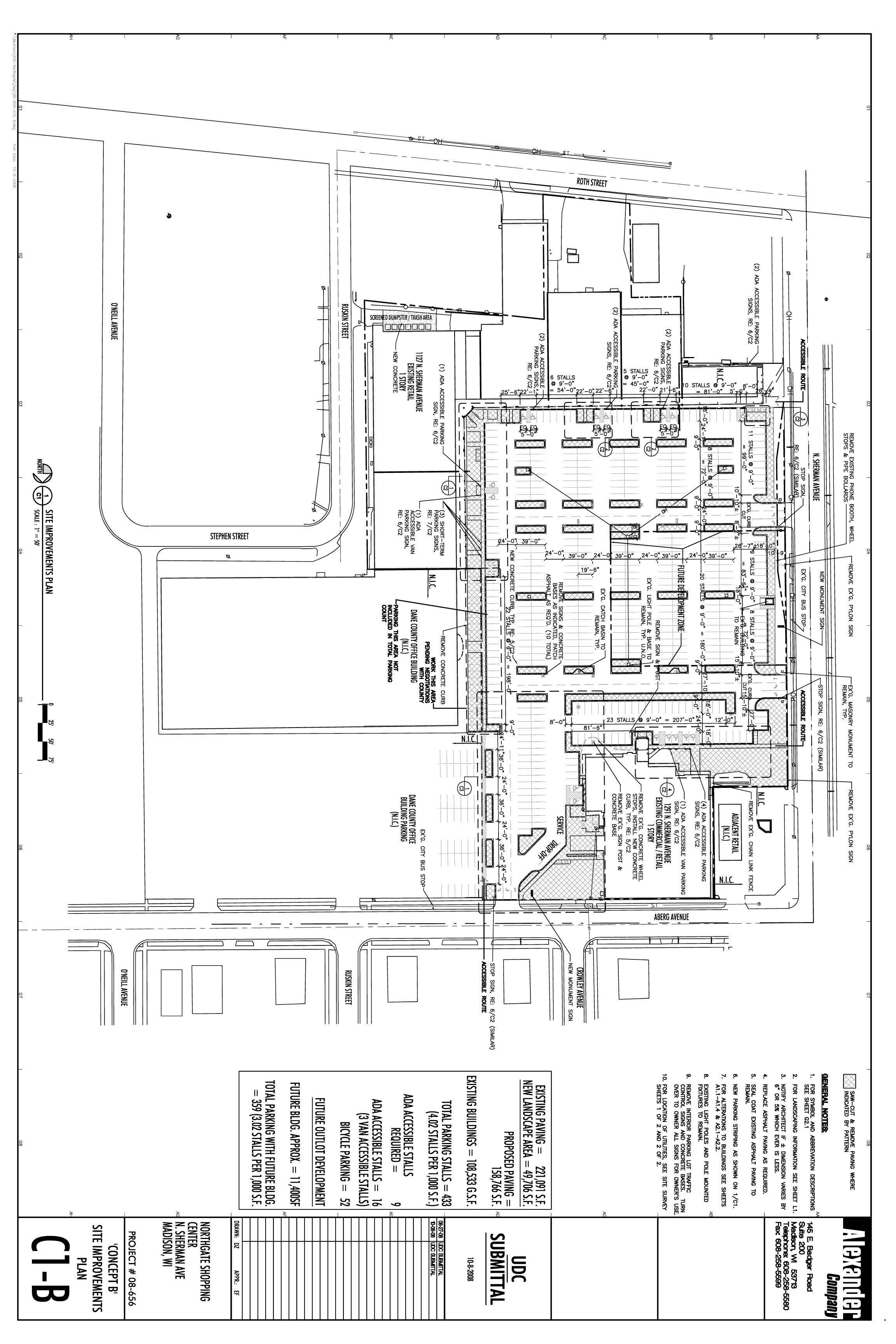
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DRAWING INDEX



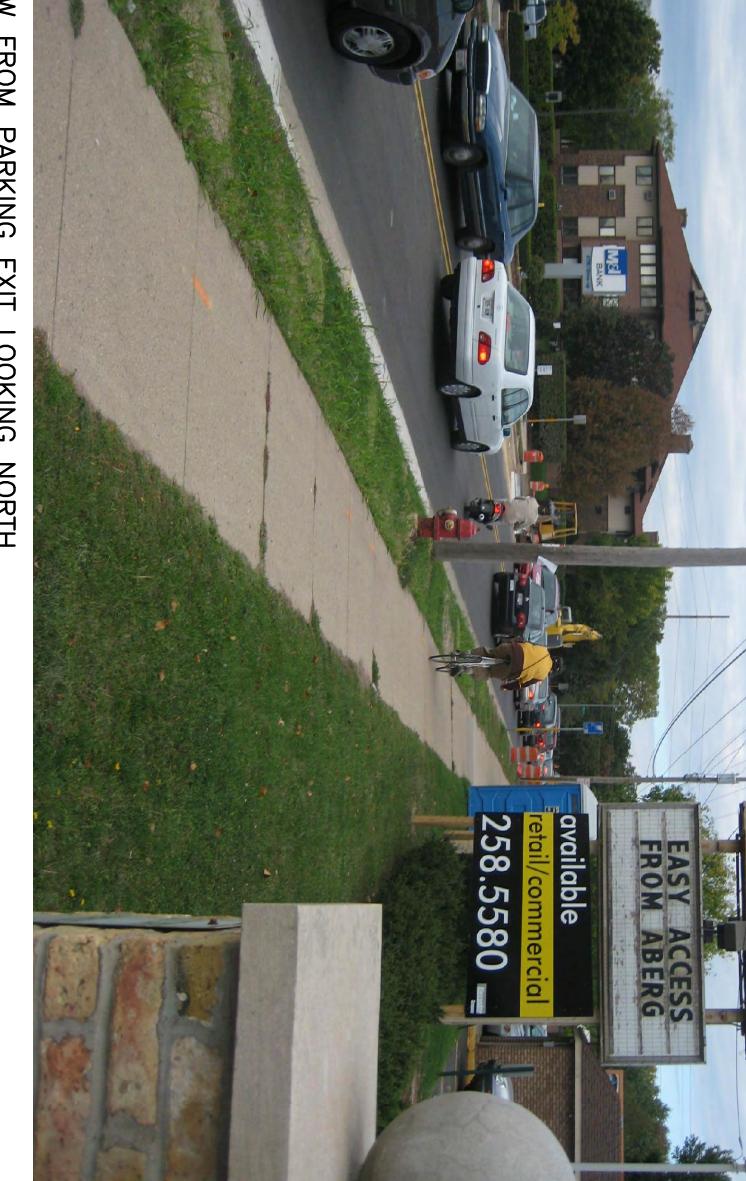




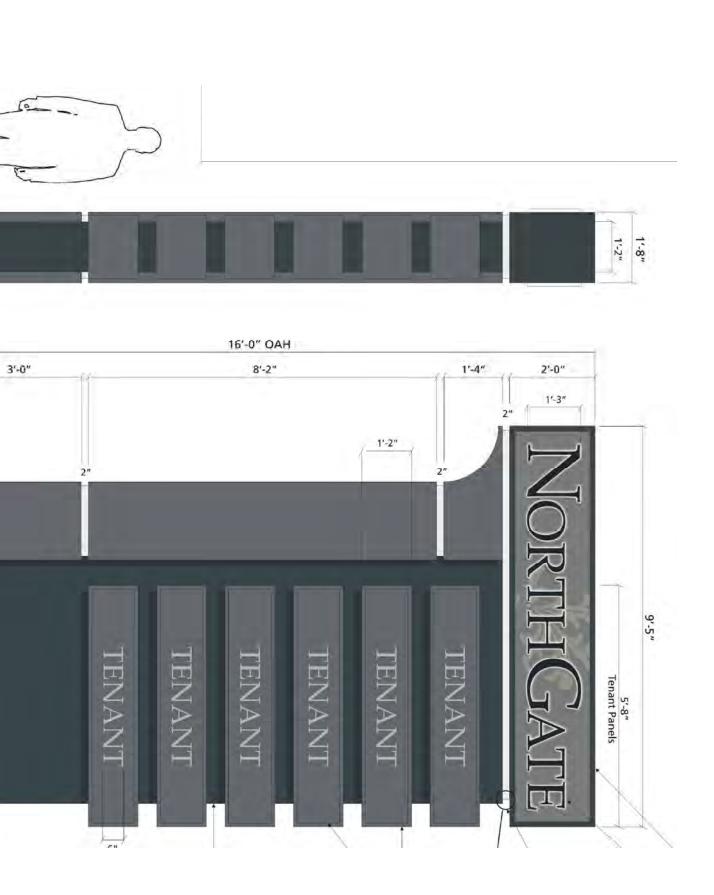


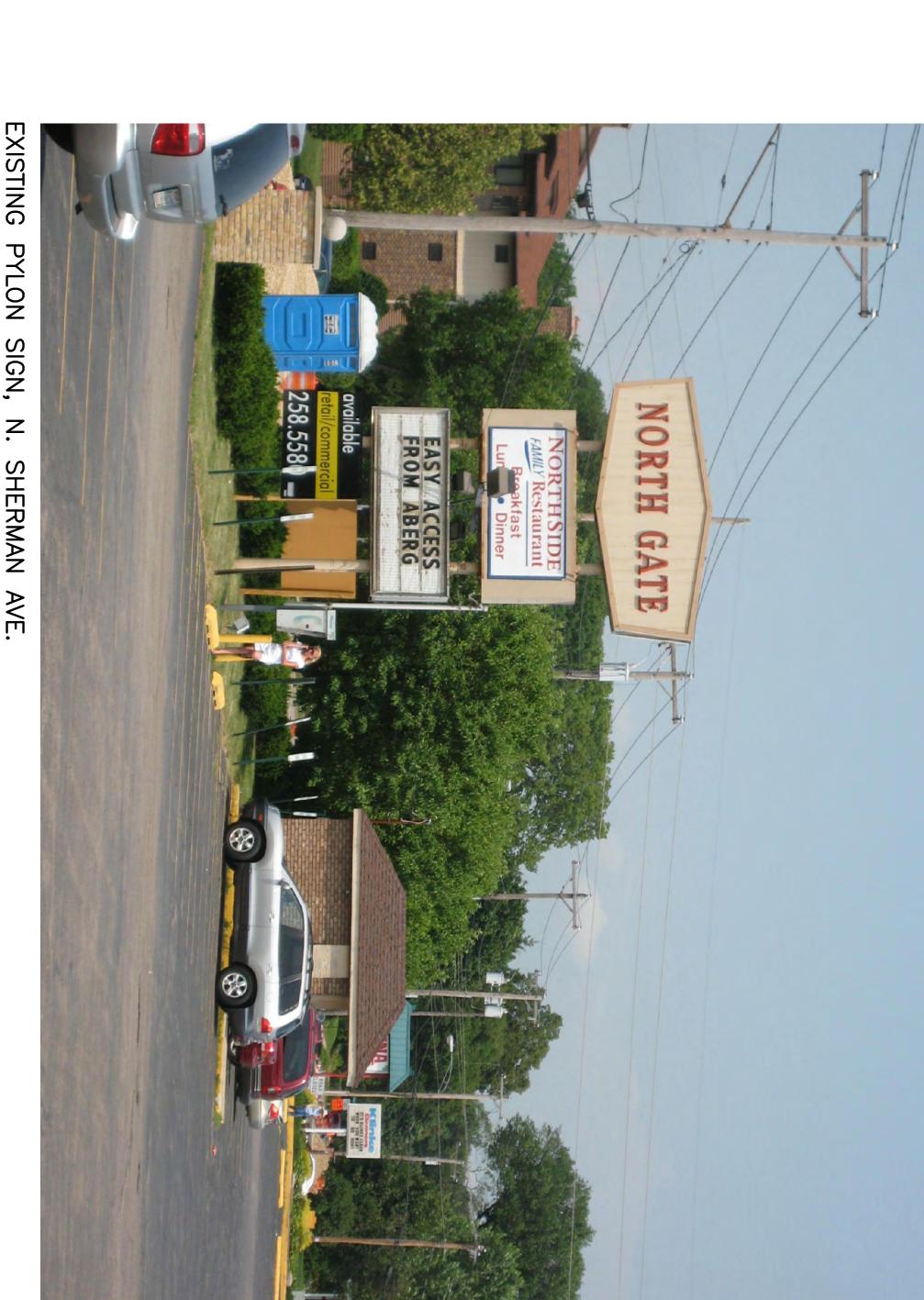
Scale: 1/2"=1'-0"

FRONT ELEVATION
Scale: 1/2"=1'-0"

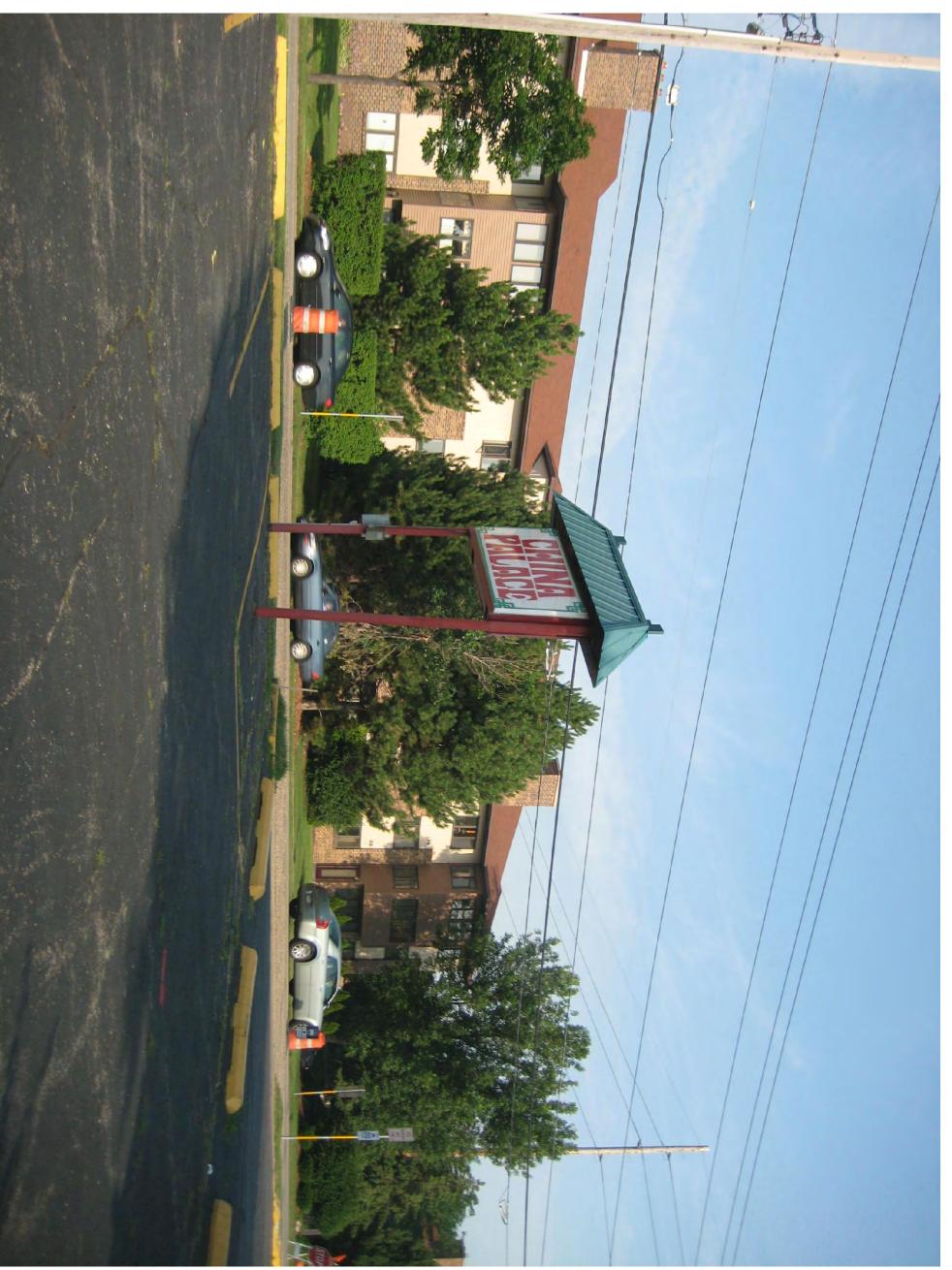


VIEW FROM **PARKING** EXIT LOOKING NORTH





PYLON SIGN, Z SHERMAN AVE.



EXISTING REMOVED **PYLON** SIGN, Z SHERMAN AVE., **T**0 BΕ

> SUBMITTAL **UDC**

PROJECT # 08-656

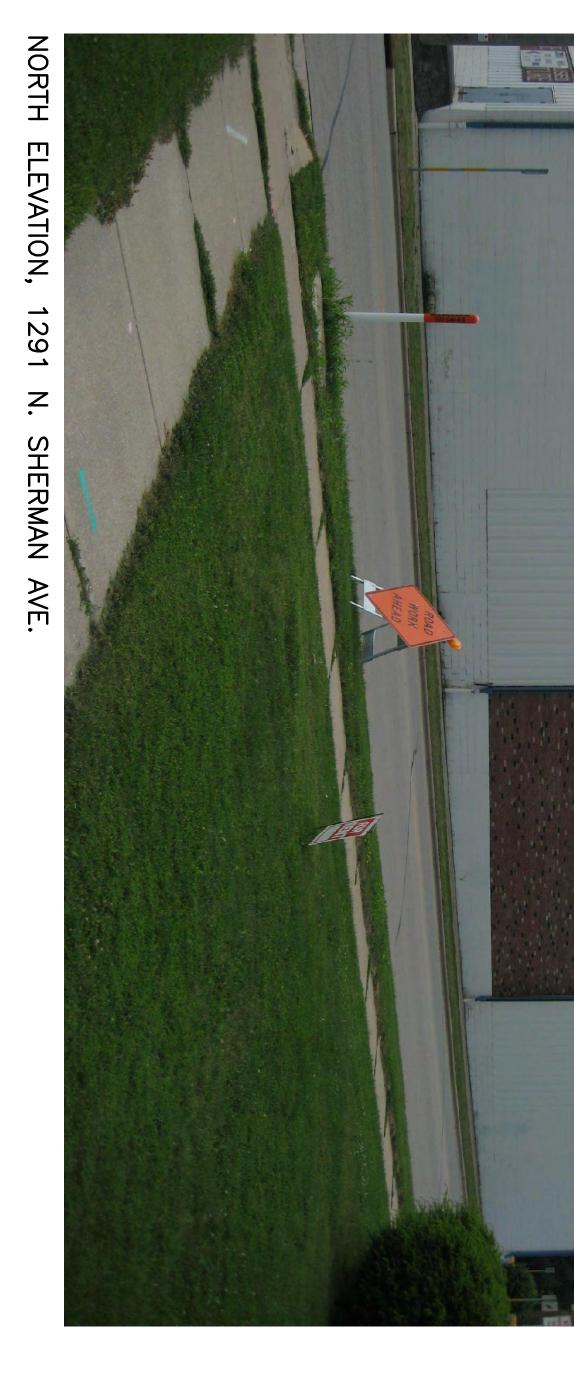
PHOTOS OF EXISTING PYLON SIGNS AND **PROPOSED SIGN**

145 E. Badger Road Suite 200 Madison, WI 53713 Telephone: 608-258-5580 Fax: 608-258-5599

NORTHGATE SHOPPING CENTER N. SHERMAN AVE MADISON, WI







145 E. Badger Road Suite 200 Madison, WI 53713 Telephone: 608-258-5580 Fax: 608-258-5599

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ELEVATION, SHERMAN

DETAIL,

ELEVATION,

1291

SHERMAN AVE.

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SUBMITTAL

10.4.2008

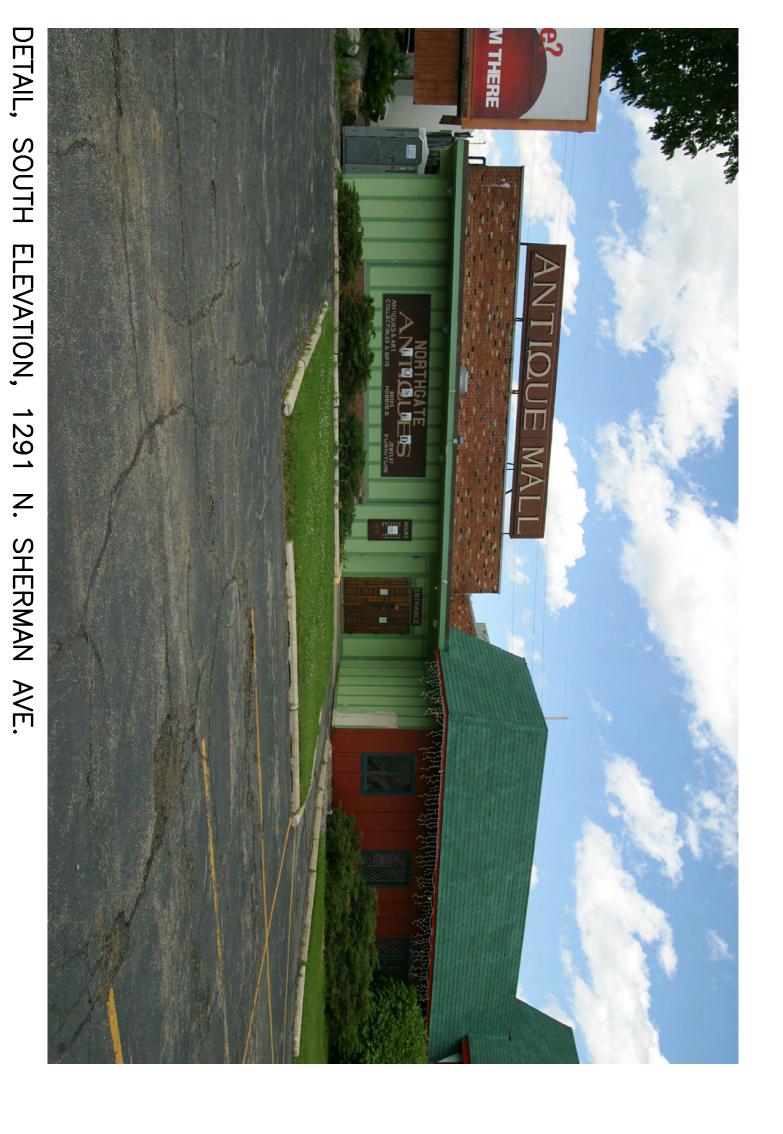
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NORTHGATE SHOPPING CENTER
N. SHERMAN AVE
MADISON, WI

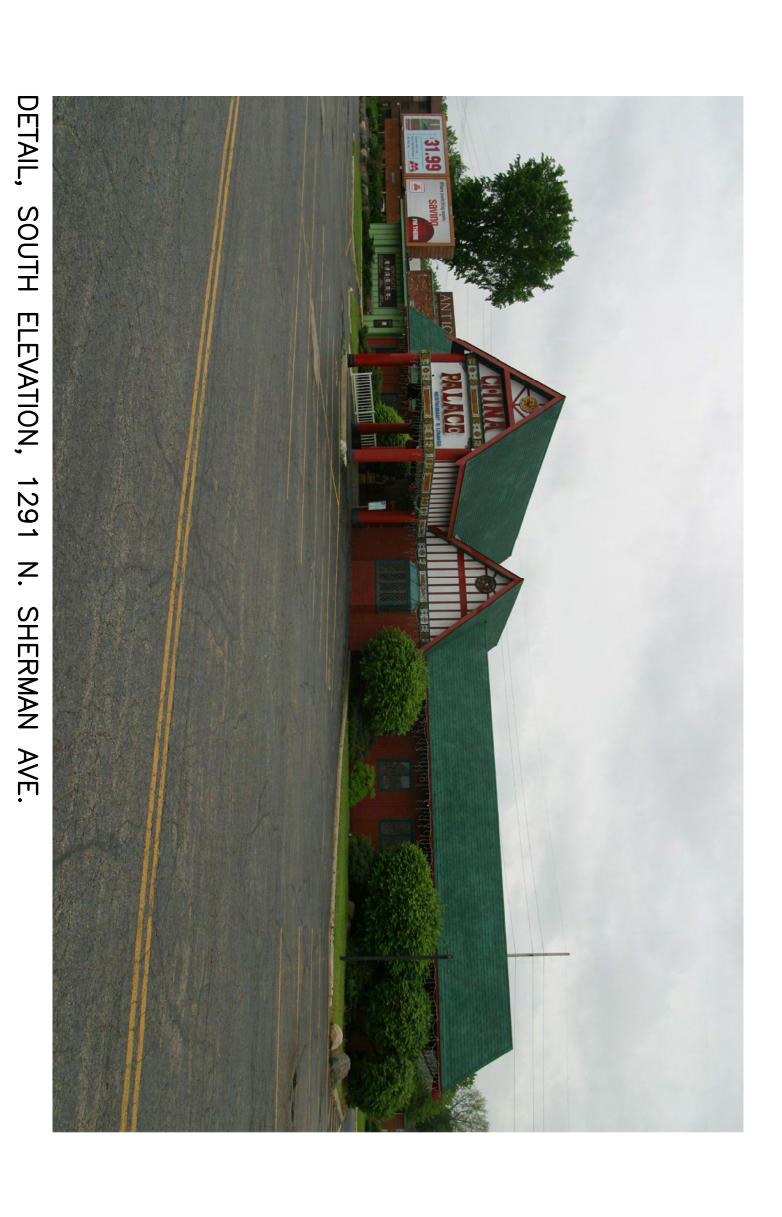
PROJECT # 08-656

PHOTOS OF ANNEX BUILDING

3



SOUTH ELEVATION, 1291 Z SHERMAN AVE.



NORTHGATE SHOPPING CENTER
N. SHERMAN AVE
MADISON, WI

PHOTOS OF ANNEX BUILDING

PROJECT # 08-656

DRAWN: DZ

SUBMITTAL 145 E. Badger Road Suite 200 Madison, WI 53713 Telephone: 608-258-5580 Fax: 608-258-5599

10-8-2008

08-27-08 UDC SUBMITTAL



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N. Sherman Avenue Panorama



Aberg Avenue Panorama

1127 N. SHERMAN AVE.

SUBMITTAL

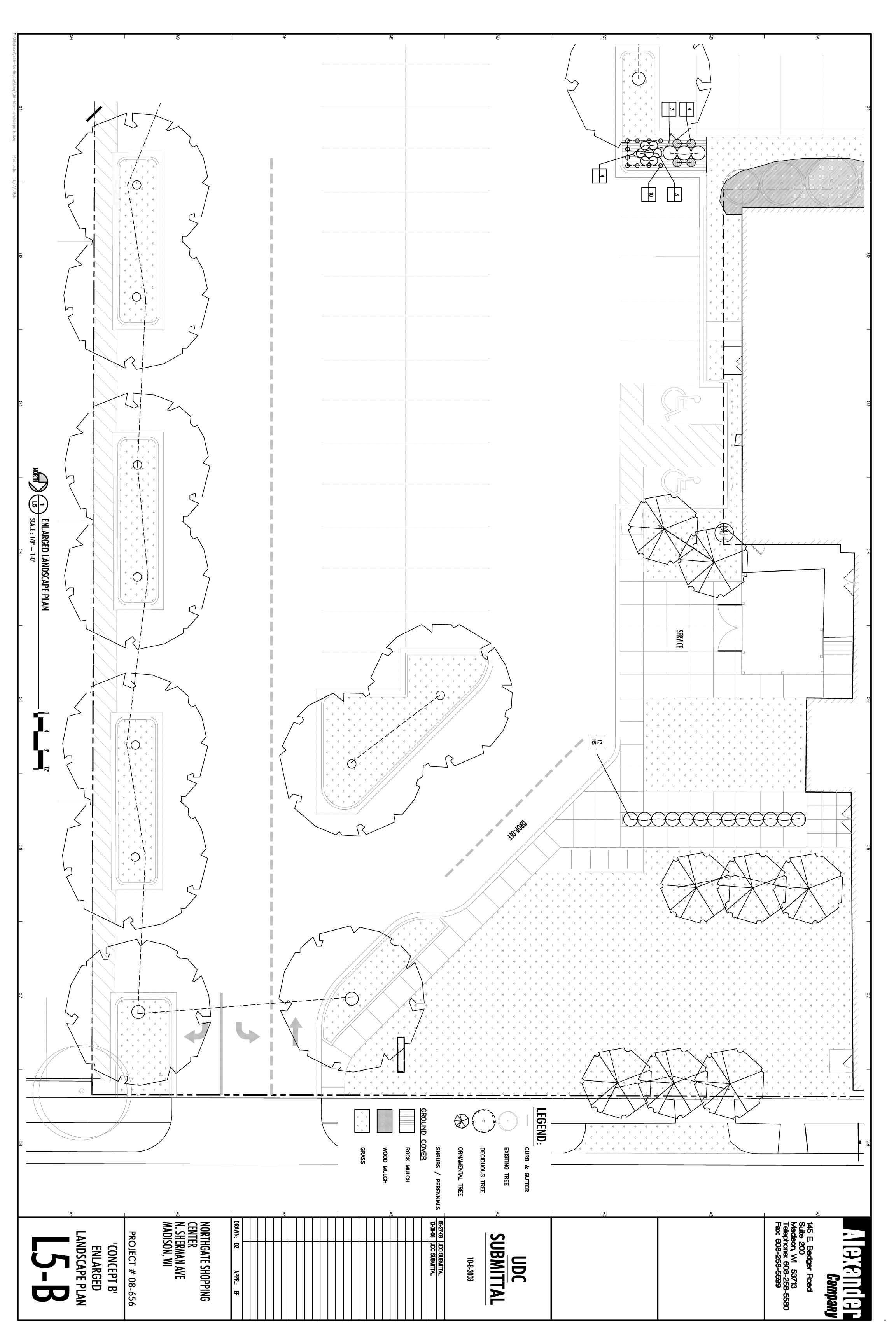
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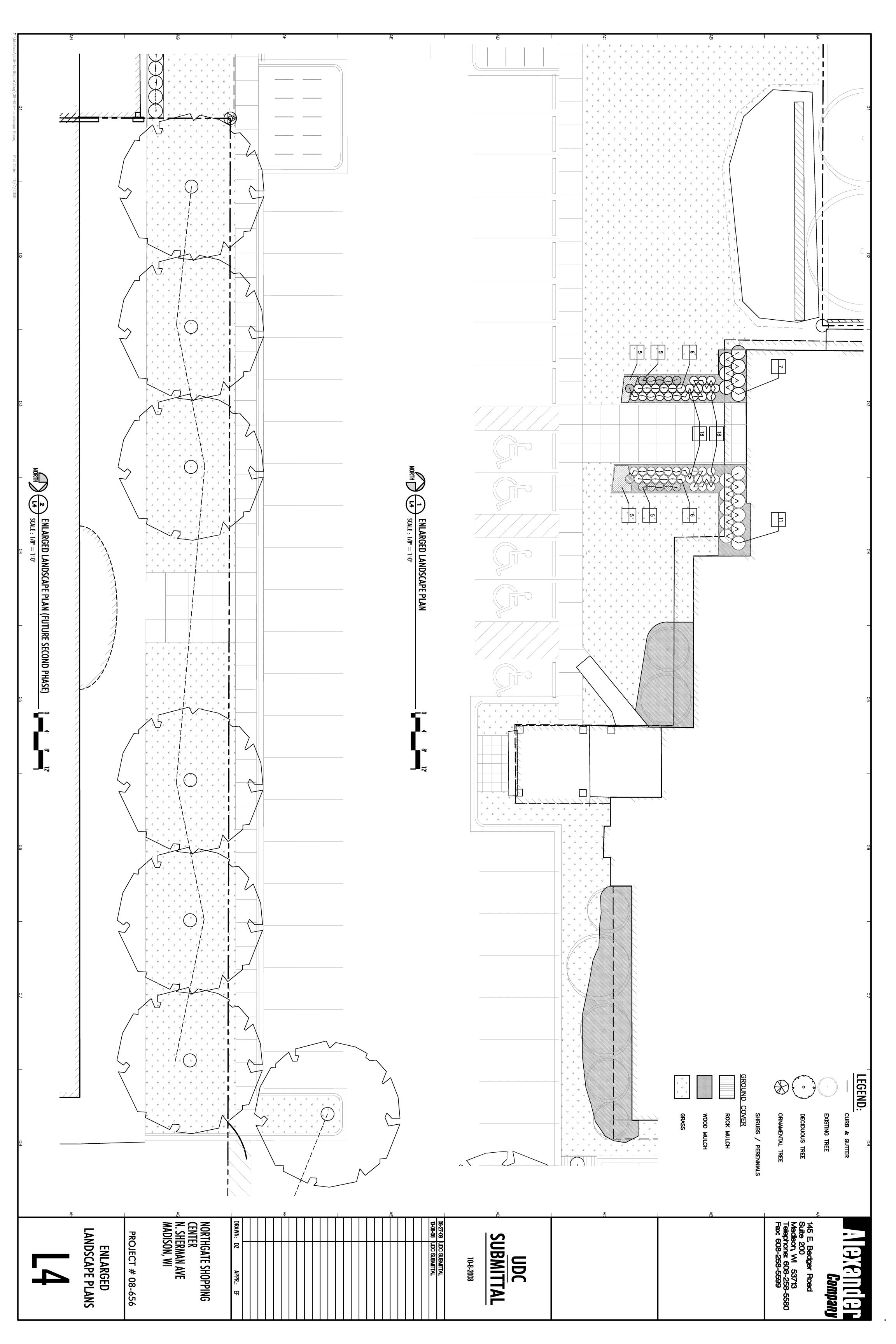
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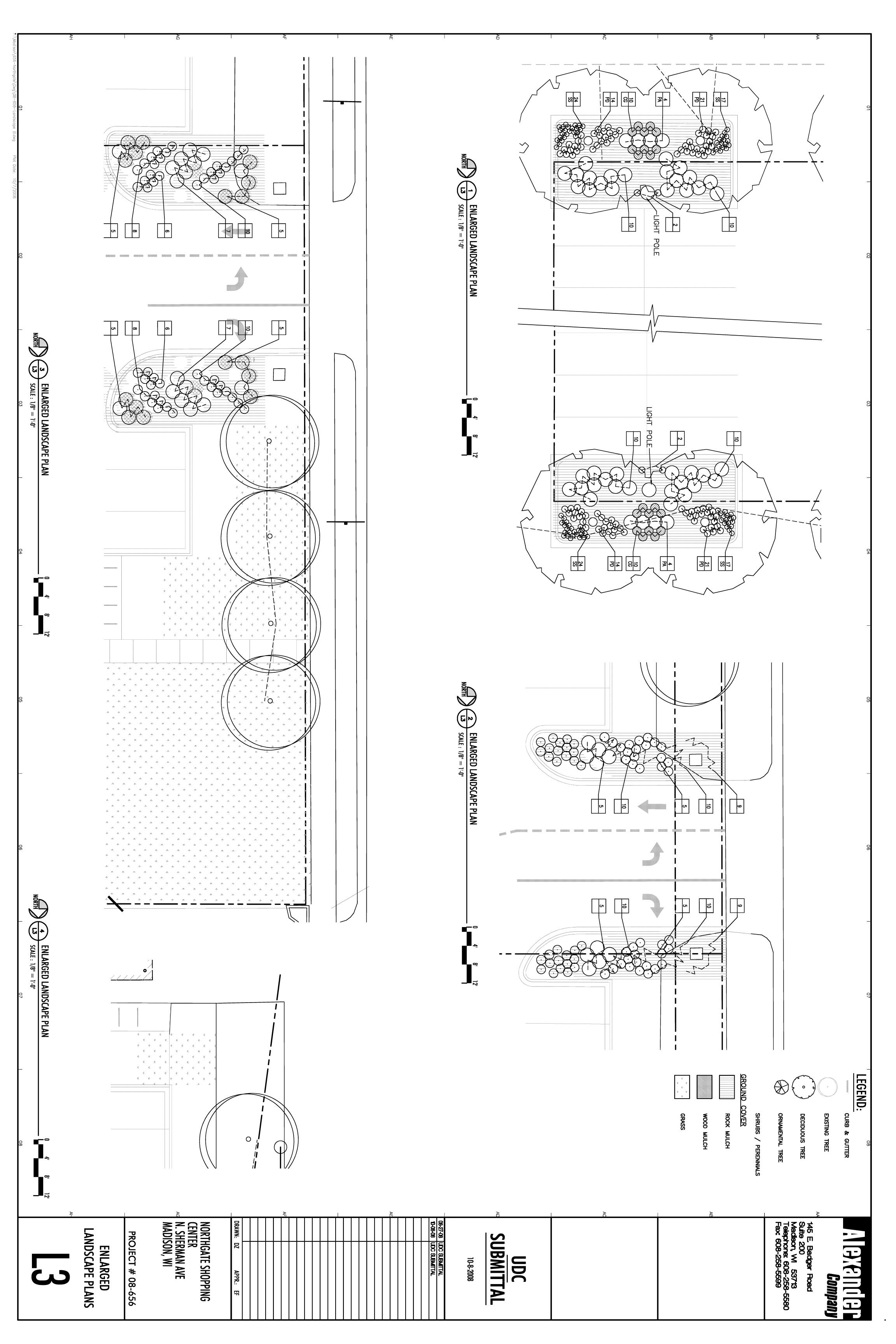
NORTHGATE SHOPPING CENTER
N. SHERMAN AVE
MADISON, WI

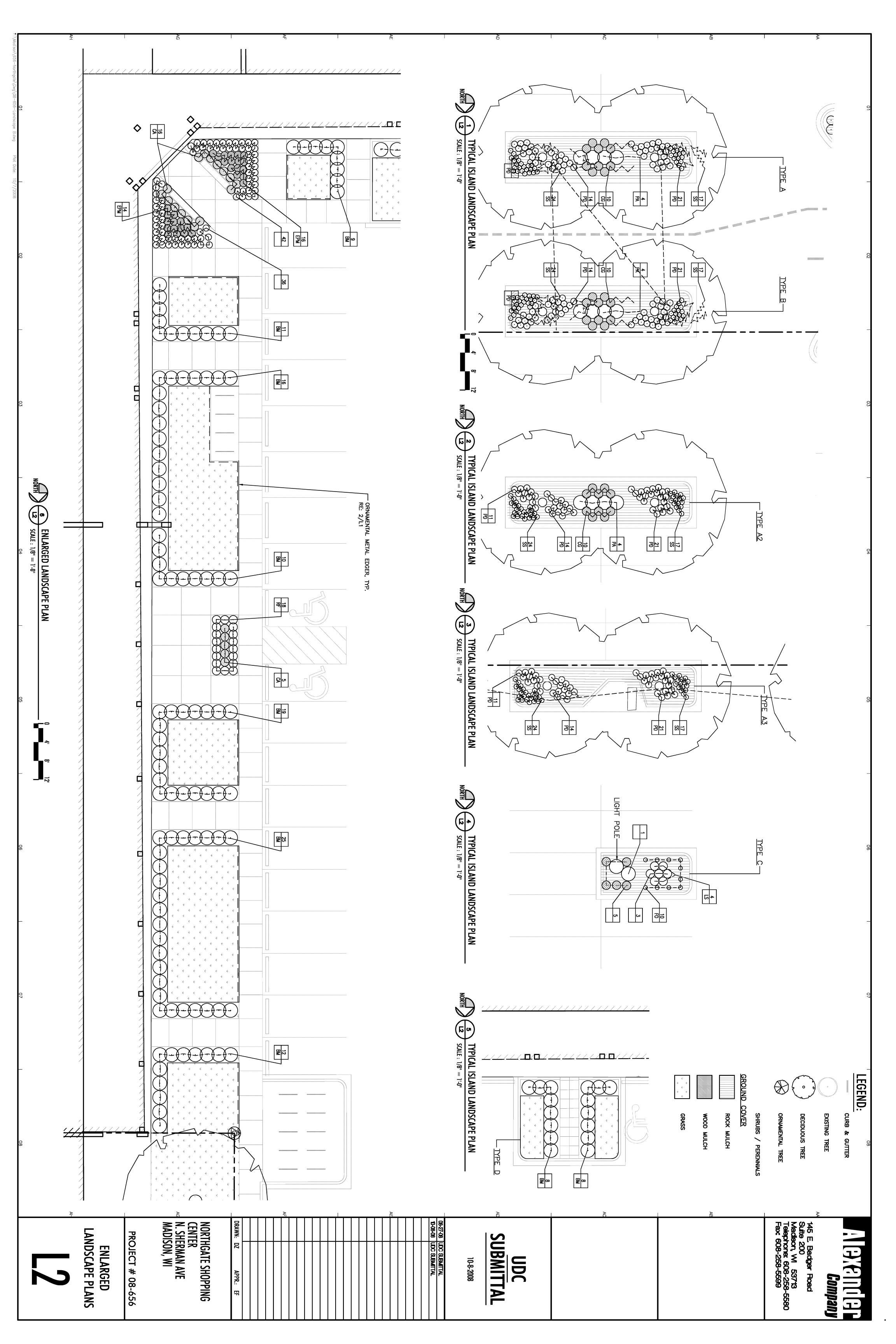
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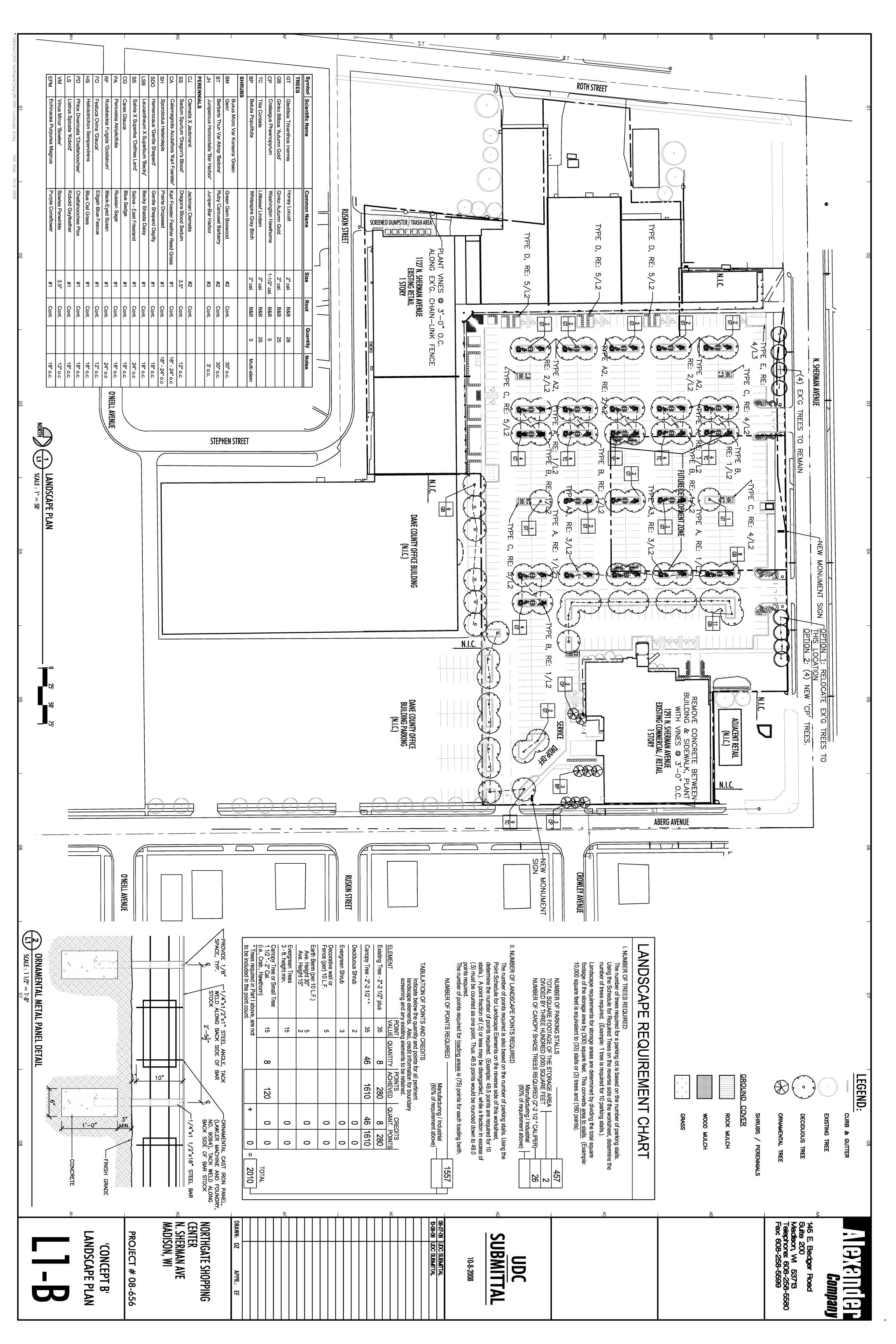
PANORAMIC PHOTO ELEVATIONS











P1

P3

FN233 SW 6232

P4

145 E. Badger Road Suite 200 Madison, WI 53713 Telephone: 608-258-5580 Fax: 608-258-5599 FN235 SW 6234

UDC SUBMITTAL

10-9-2008

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NORTHGATE SHOPPING CENTER N. SHERMAN AVE MADISON, WI

PROJECT # 08-656

PANORAMIC PHOTO **ELEVATIONS**

P2

EXISTING AERIAL

PROJECT # 08-656

NORTHGATE SHOPPING CENTER N. SHERMAN AVE MADISON, WI

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APPR.: EF

Streaming ||||||| 100%

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08-27-08 UDC SUBMITTAL 10-08-08 UDC SUBMITTAL

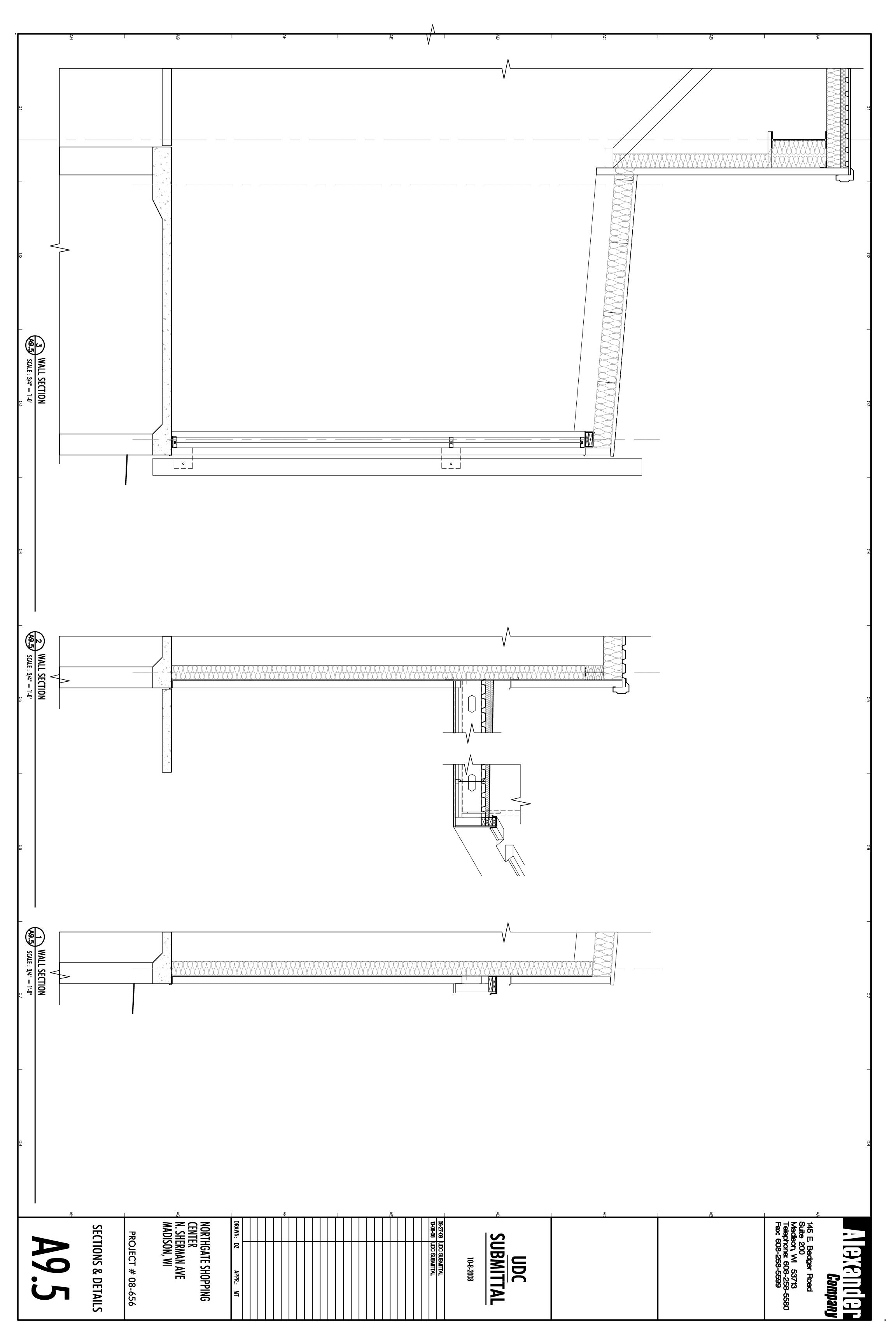
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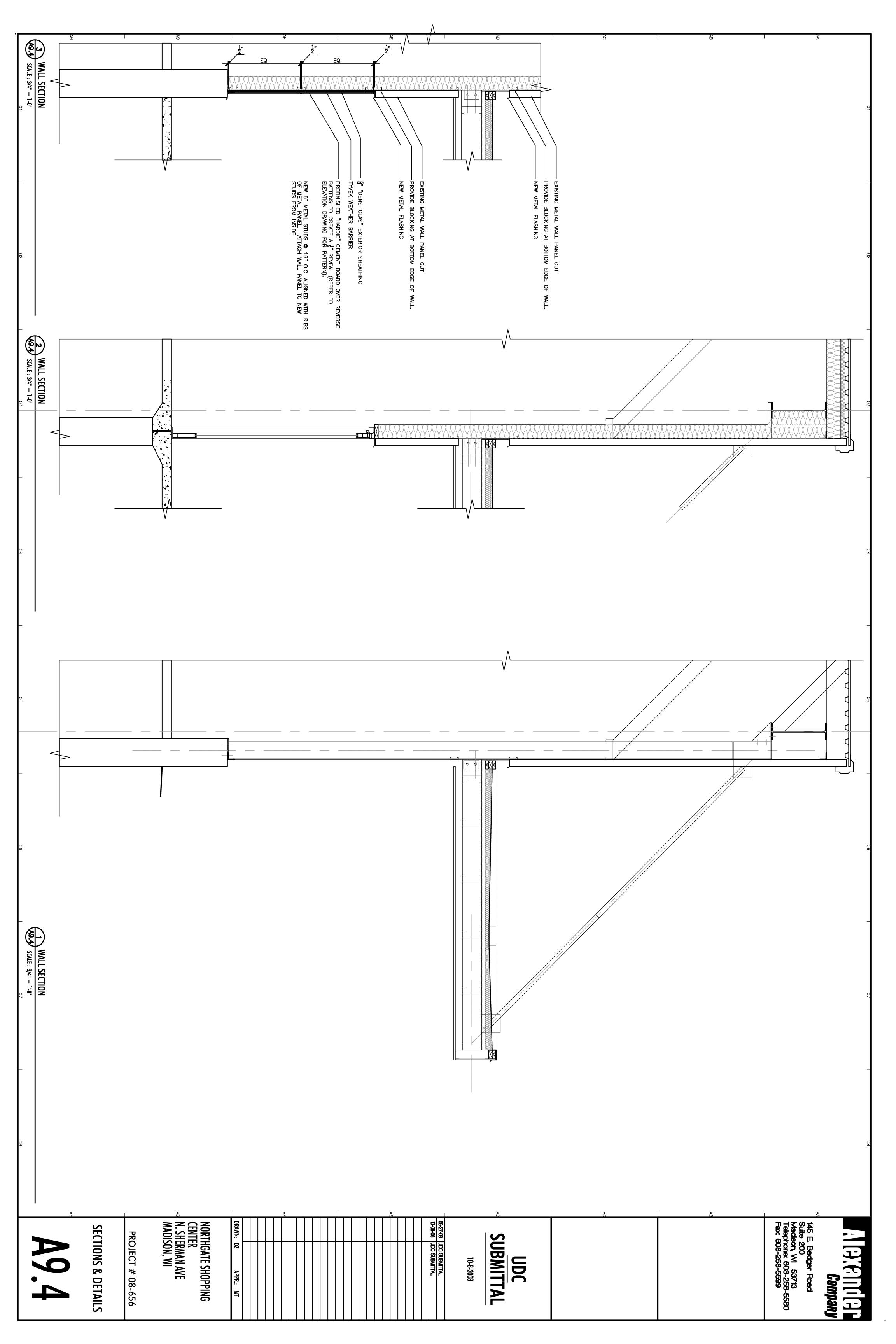
145 E. Badger Road Suite 200 Madison, WI 53713 Telephone: 608-258-5580 Fax: 608-258-5599

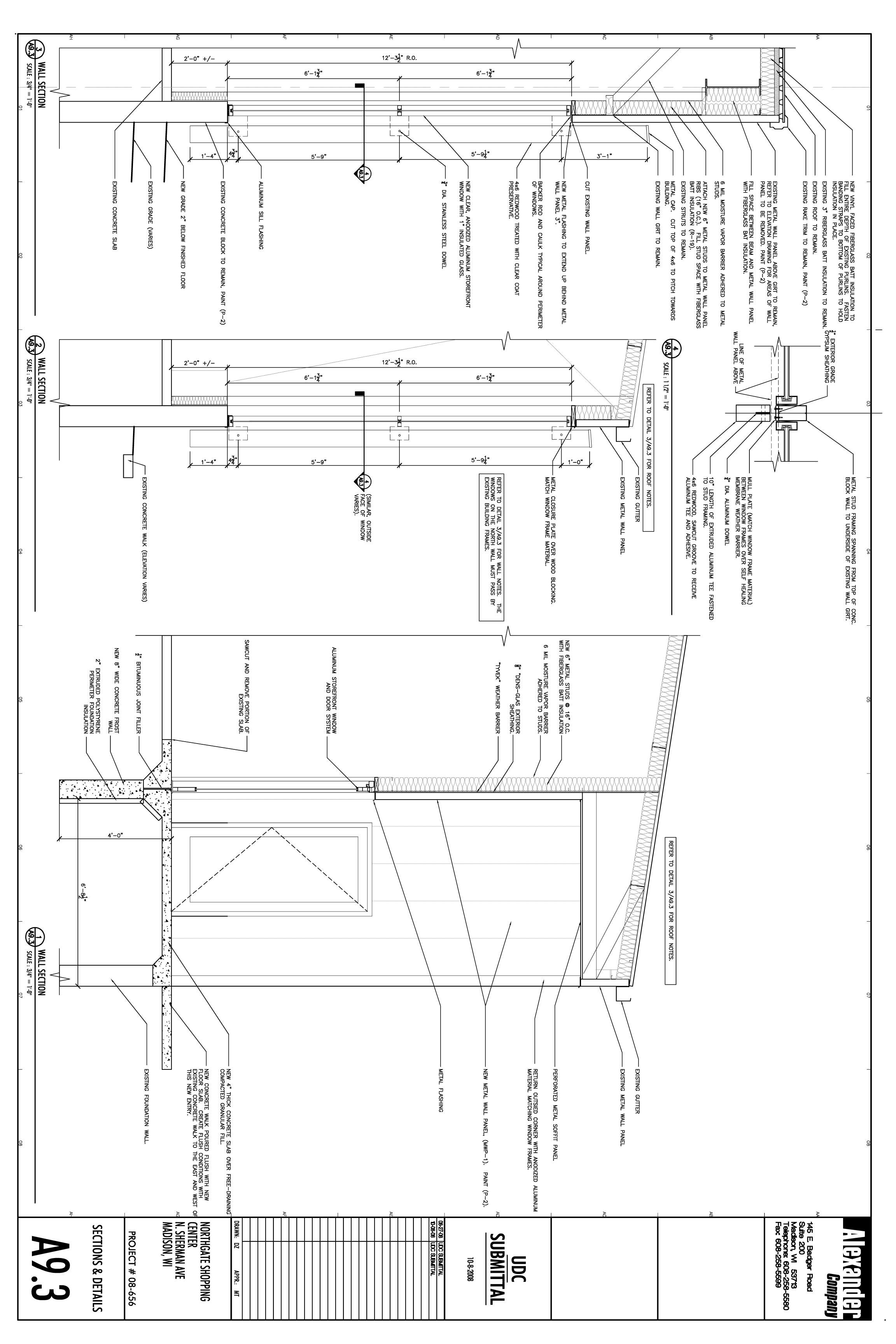
89°21'35,92" W elev 853 ft

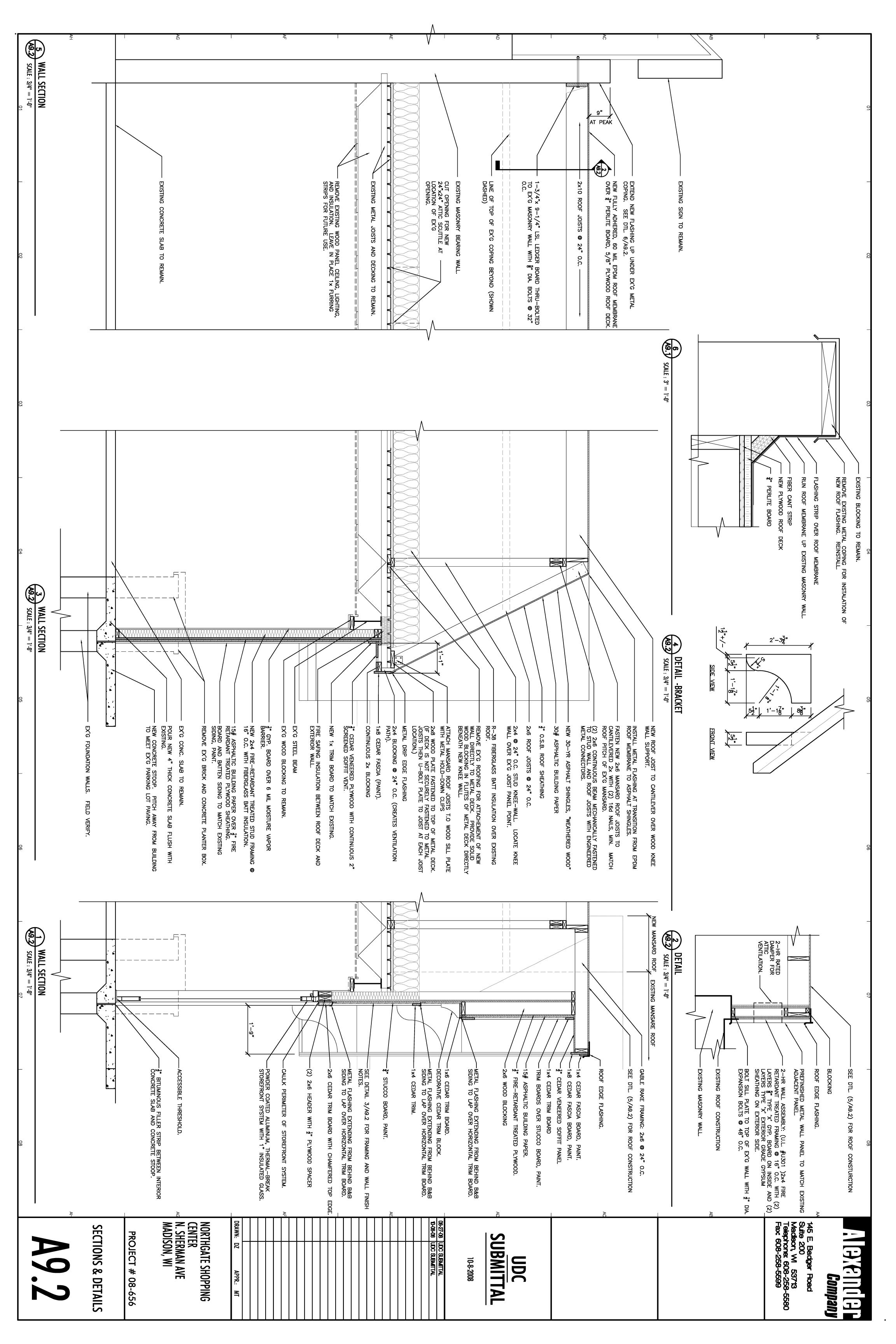
Maple Bluff

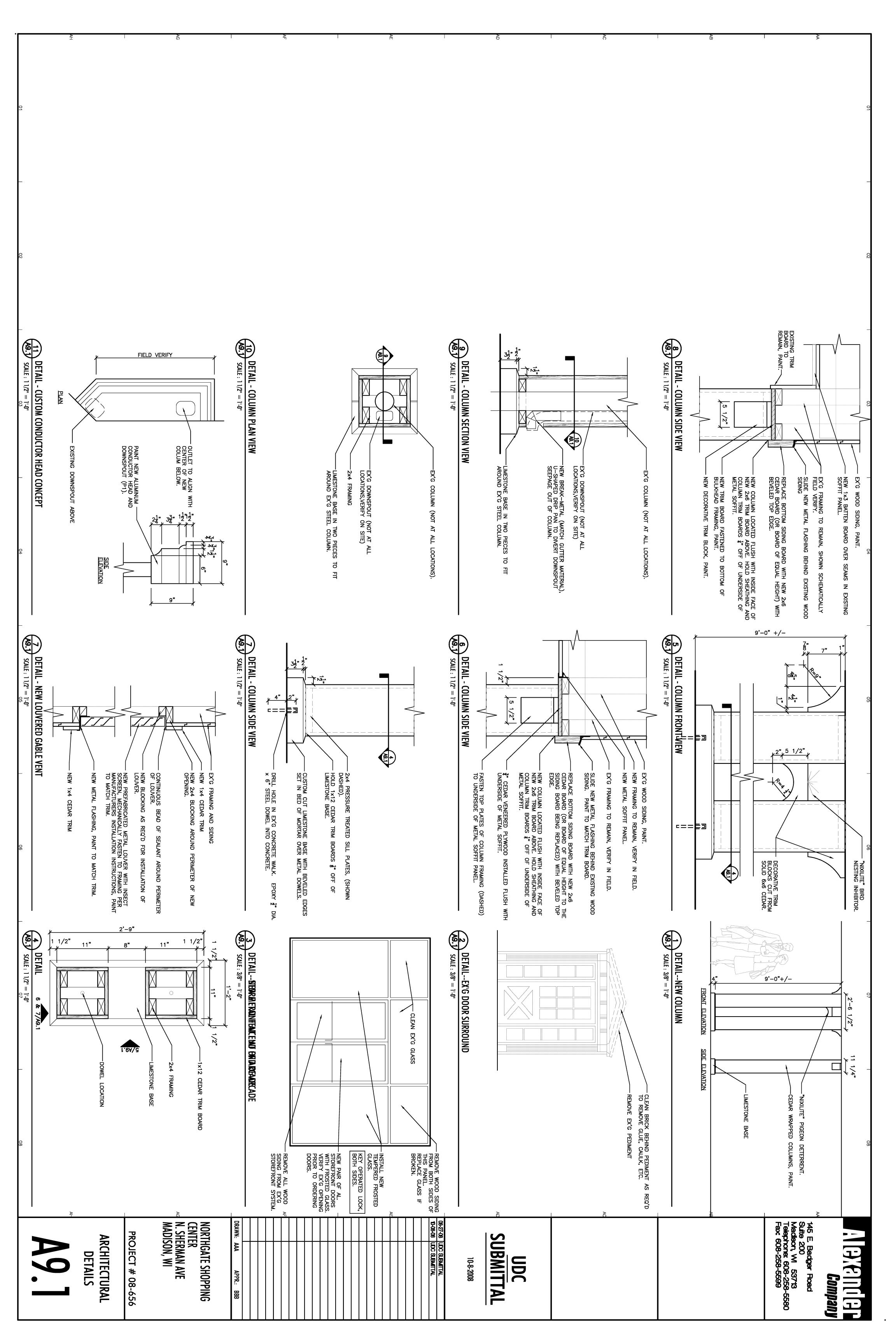
Pointer 43°06'46.61" N

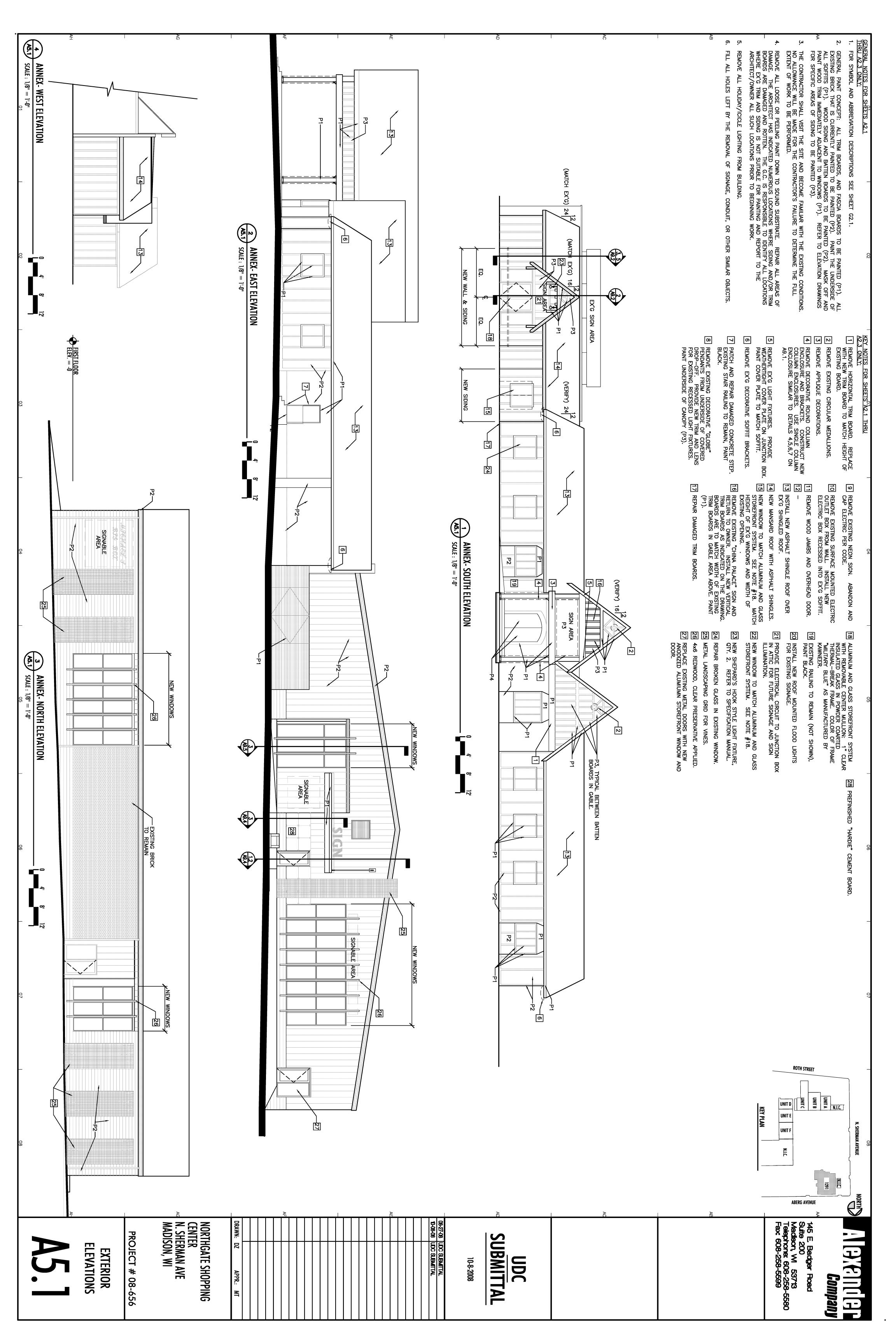


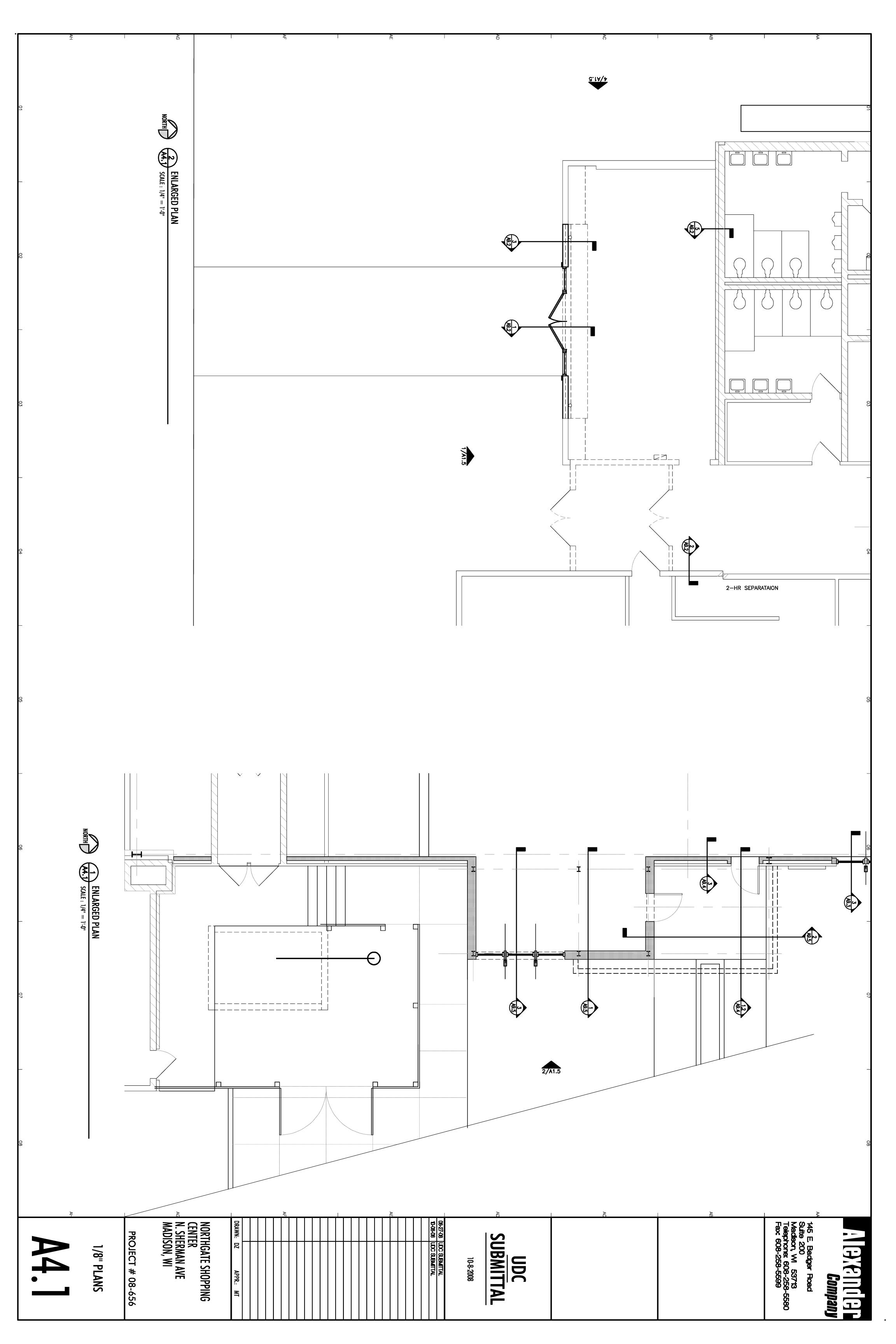


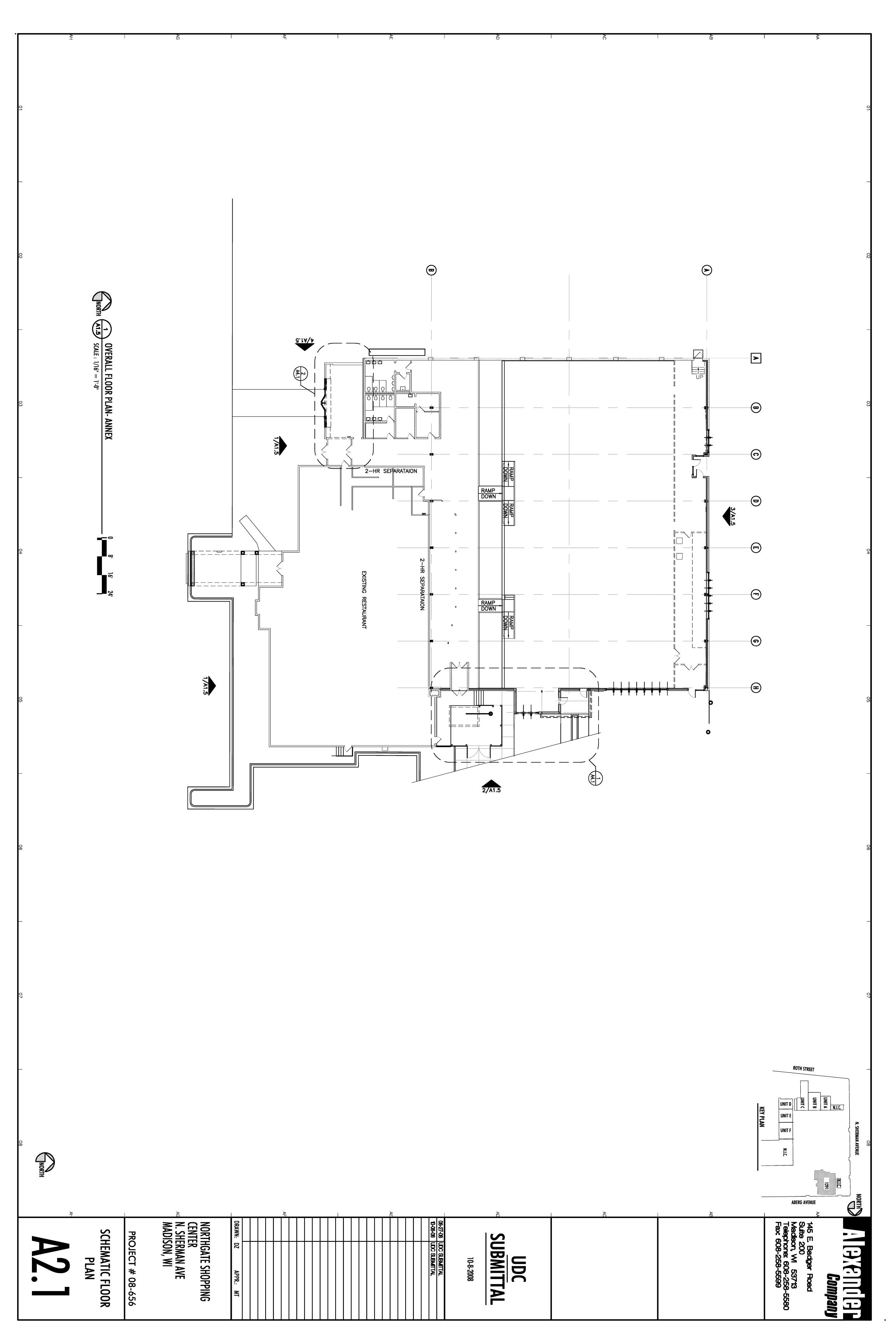


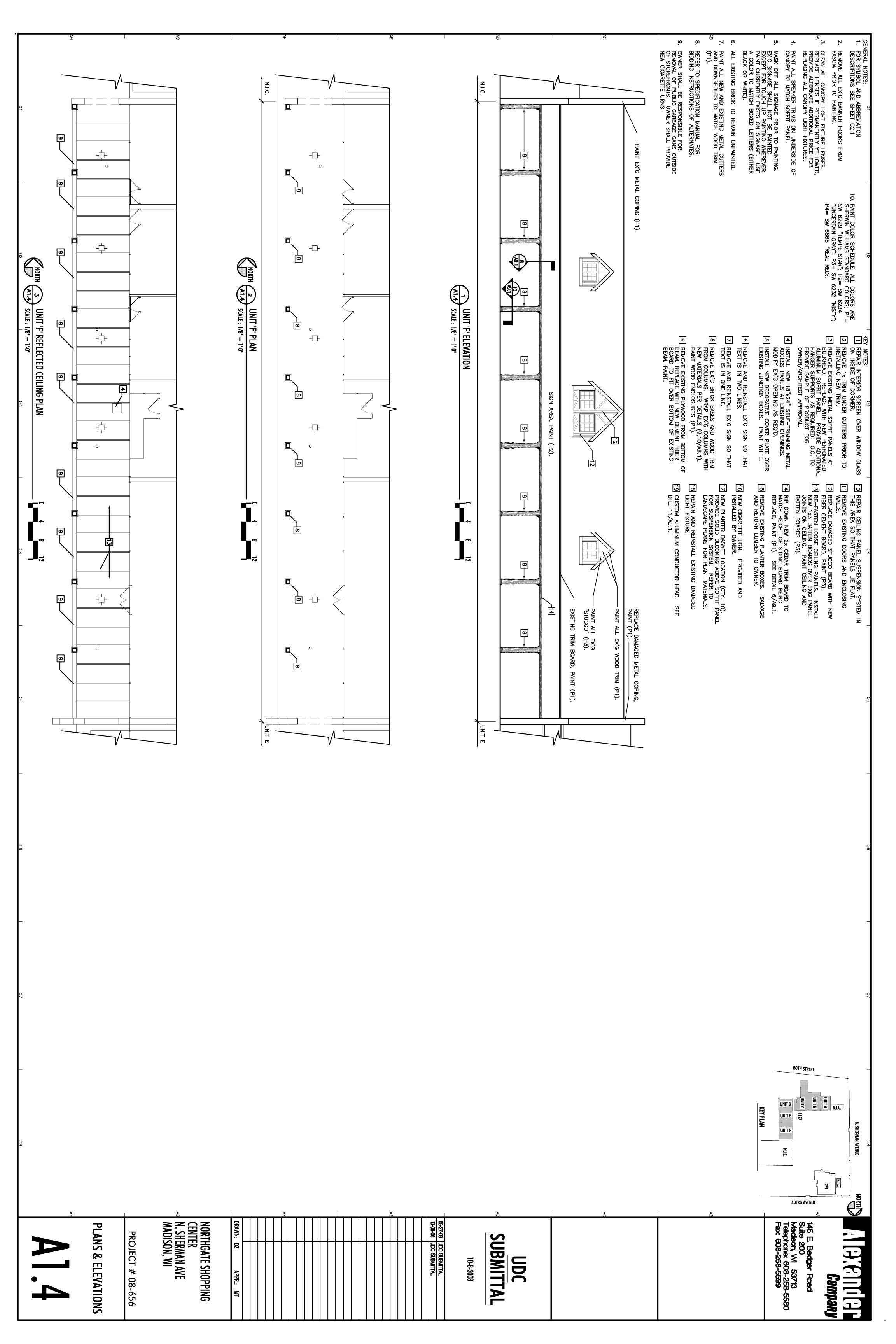


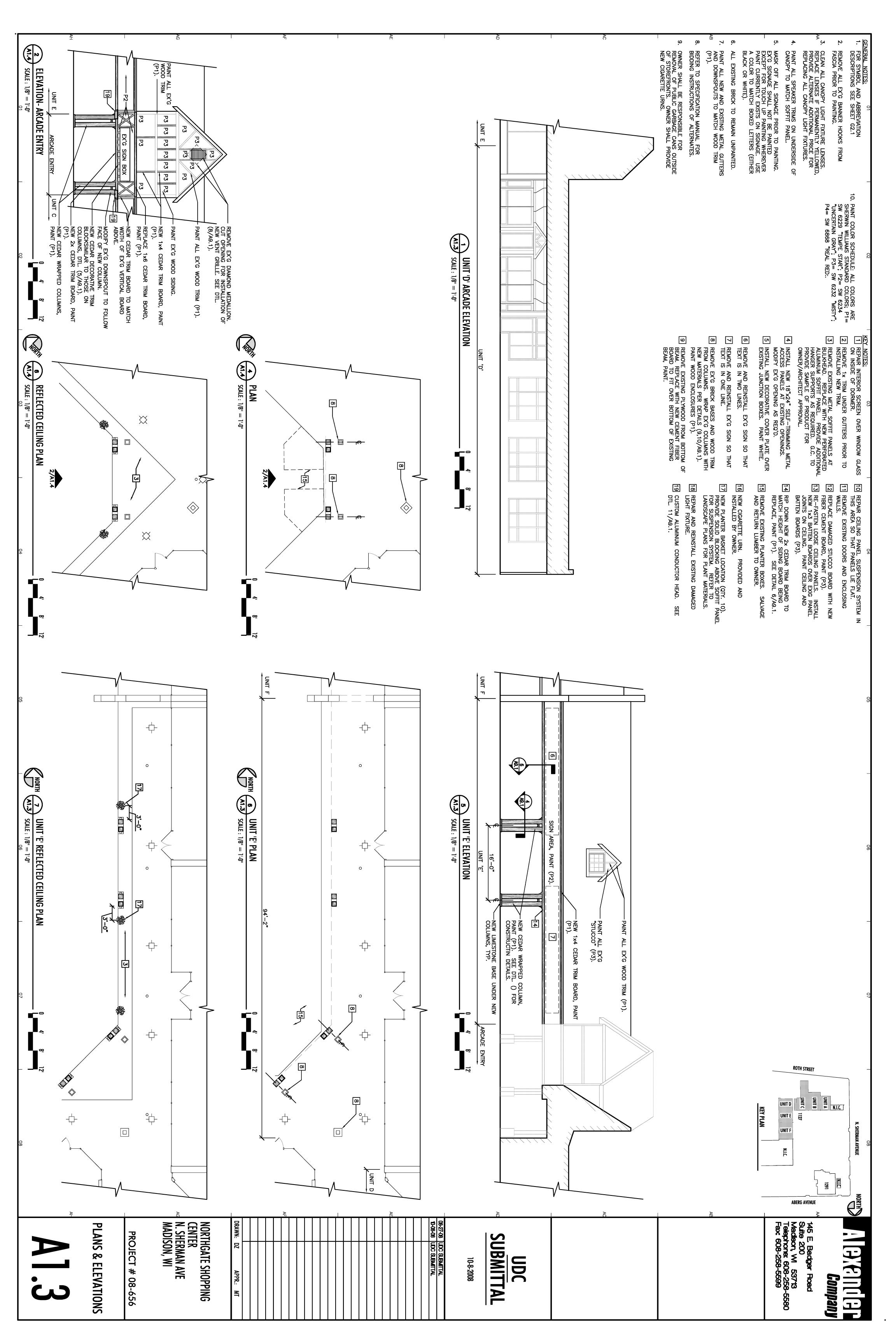


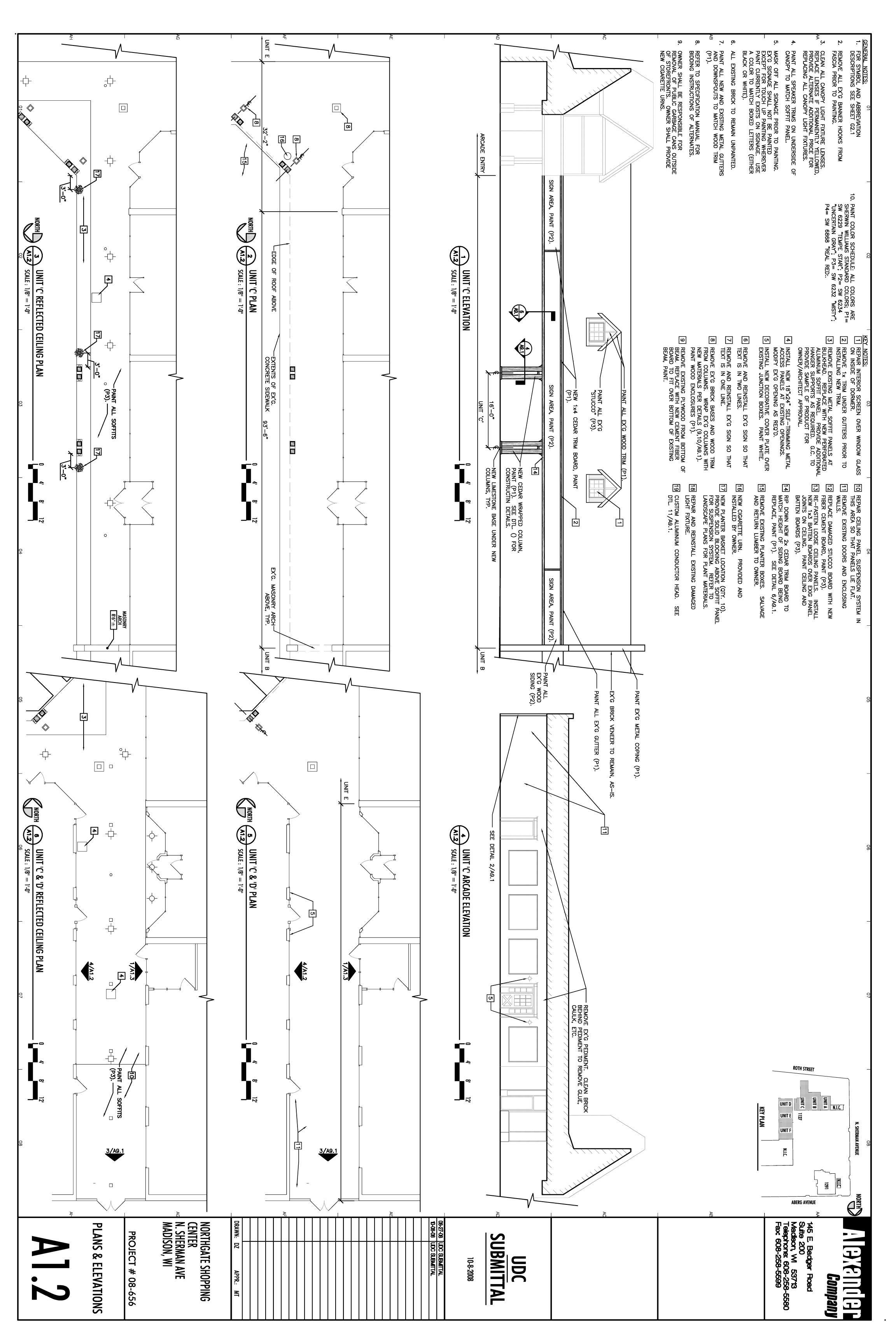


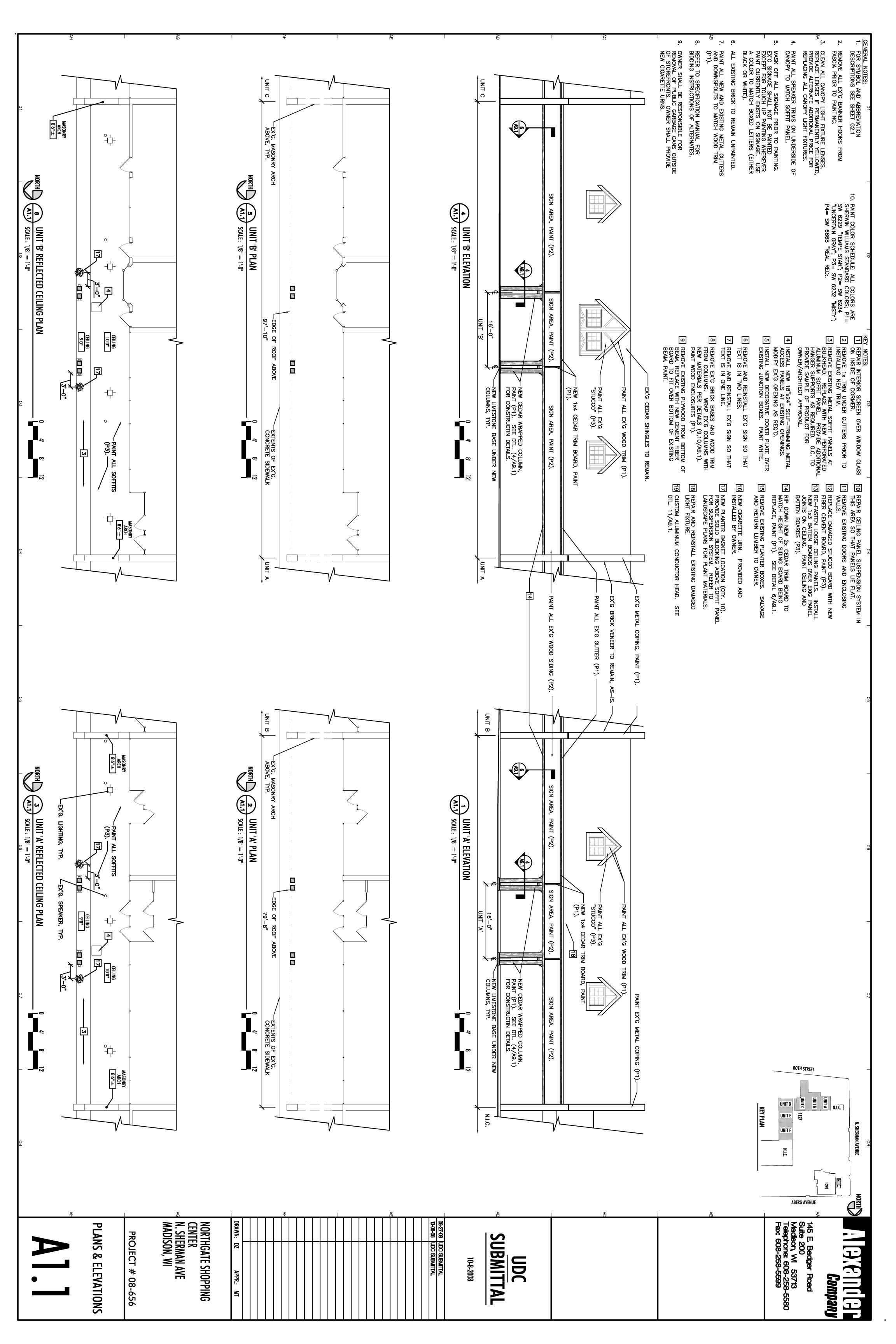


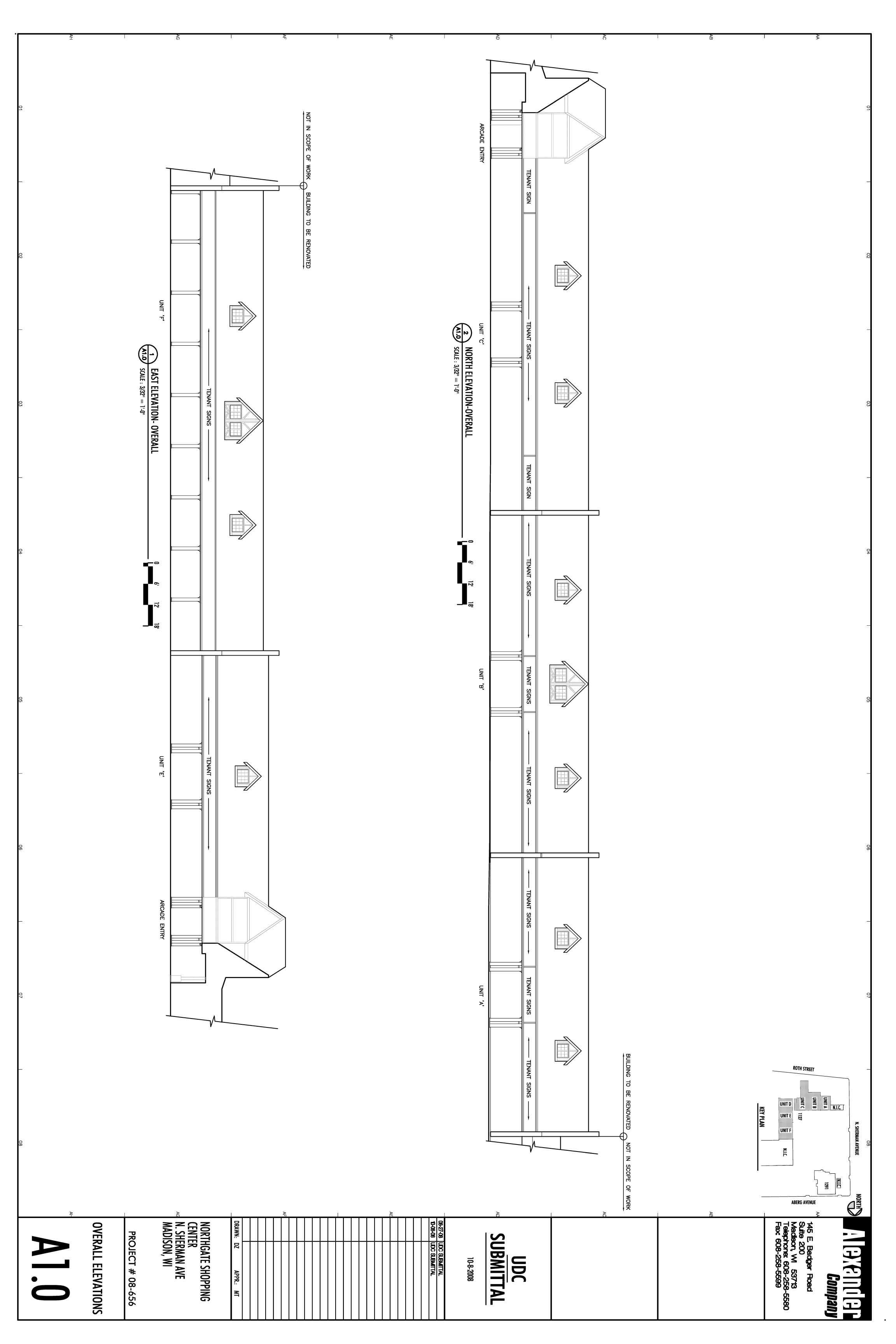


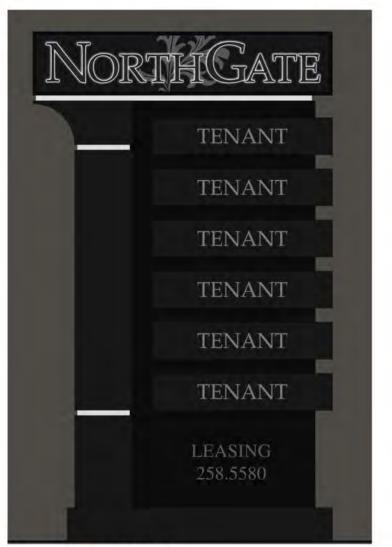




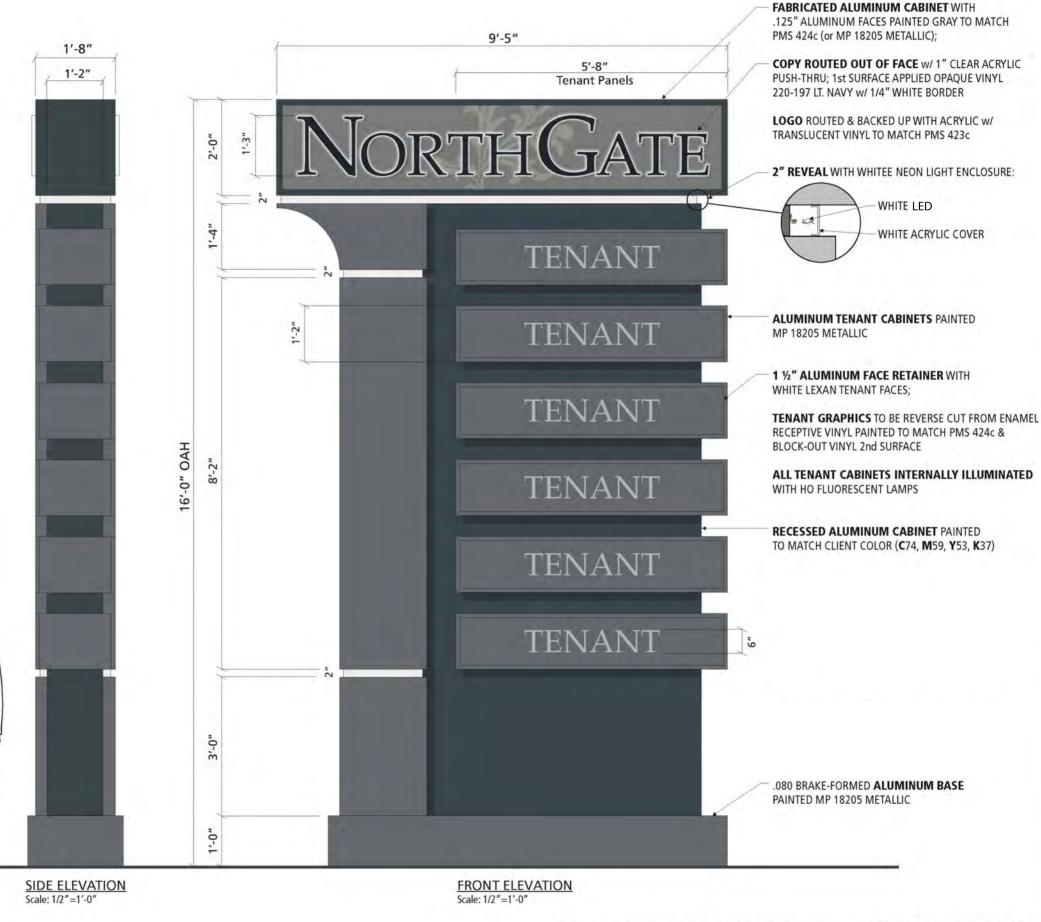








NIGHT VIEW - NTS



D/F INTERNALLY ILLUMINATED PRIMARY MONUMENT SIGN

DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

strätii

Strategic Identity design/consulting

1711 Scheuring Road De Pere, WI 54115 920.604.0999

www.stratident.com

Project

NORTHGATE

Project No

Date Revised

8-20-08 RE

8-21-08 RE

Sheet Title / No.

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