

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>4-15-2010</u>	Action Requested
UDC MEETING DATE: <u>MAY 5 2010</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 660 WEST WASHINGTON AVENUE

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

THE ALEXANDER CO.

JOE ALEXANDER

DAVID KAUL

THE ALEXANDER COMPANY

CONTACT PERSON: DAVID KAUL

Address: 145 E. BADGER ROAD

MADISON, WIS. 53713

Phone: 608-268-8128

Fax: 608-258-5580

E-mail address: DNK@ALEXANDERCOMPANY.COM

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP) * MODIFICATIONS TO EXISTING SIGN PACKAGE
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

Comprehensive Design Review* (Fee required)

Street Graphics Variance* (Fee required)

Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

UDC Application
PUD SIP GDP / Minor Alteration
Modifications to Existing Sign Package
660 West Washington Avenue
Madison, Wisconsin

The Alexander Company intends to lease space to a major restaurant tenant in available space at 660 West Washington Avenue. As a condition of the lease, the tenant will require a sign, an exit door, and venting for miscellaneous hvac equipment.

The proposed sign will identify the new tenant, and other existing retail tenants also want the option of being identified on the sign. The proposed sign will have 5 individual tenant identification panels. The letters of each panel will be white plexiglass set against a black background and internally lit with white LEDs.

The sign size and location was approved and recorded on June 20, 1990.
The recorded zoning text for the PUD/SIP (a full copy is attached) reads as follows:
“Ground Graphics: Four ground graphics, each no larger than 40 square feet, three for city station, one located at either entry and one facing the Regent/West Washington interchange and one for the bank facility located at the West Washington entry.”

At present, the only ground or monument sign installed is the bank sign on West Washington. The proposed sign will be installed in an existing lawn/landscape area at the Regent/West Washington interchange, as shown on the attached site plan.

The hvac venting will be through three 24” x 24” louvers located on the east elevation, first floor. The louvers will be painted to match the color of the existing building material.

The new exit door will be for a code required exit from the kitchen area of the proposed restaurant. The door will match the existing doors in color and finish. (Full glass bronze aluminum door)

Contact Person:
David Kaul
The Alexander Company
145 East Badger Road
Madison Wi. 53713
608-268-8018
dnk@alexandercompany.com

- (1) Statement of Purpose
This plan district is to provide the flexibility to create a mixed use development that can accommodate "City Station" (an office/retail building), a freestanding drive through/walk-in bank facility, a retail gas outlet, and a temporary parking lot.
- (2) Permitted Uses
 - (A) All office and retail uses allowed in a C2 general commercial district
 - (B) Temporary community parking lot
- (3) Lot Area
110,918 Square Feet
- (4) Height and Set Back Requirements
Maximum height of three stories. No setback requirement.
- (5) Signs

Temporary: A series of development signs of which two will be displayed at any one point in time, one facing West Washington Avenue and one facing Regent Street. These will measure 8' in height by 32' in length. Each sign will feature a project rendering and incorporate such information as project timetable, space yet available, and contact name and telephone number.

Three construction signs not to exceed 40 square feet each. Two for City Station, one each facing West Washington Avenue and Regent Street respectively and one for the branch bank facility.

Permanent (wall graphics): Signs consisting of individual raised back lit letters and/or logos identifying each ground floor business within City Station will be confined to the panels created by the vertical brick piers, the sill of the second story window and the horizontal lines created by the top of the canopy.

Signs of similar construction for businesses located on the second floor will be confined to the area between the head of the second floor window and the roof and/or the exterior face of the entry lobby.

A City Station identifying graphic will be located on the exterior face of the lobby entry.

The wording "Home Savings and Loan," will be allowed on three locations on that buildings entablature.

Window Graphics: Illuminated and non-illuminated graphics are allowed in first story store fronts.

Projecting Graphics: One graphic projecting out from the building face under the exterior canopy will be allowed for each entry into a retail space.

Hanging Graphics: Graphics offering information of available service current rates, etc. suspended from the underside of the roof of the drive-up bank.

Ground Graphics: Four ground graphics, each no larger than 40 square feet, three for city station, one located at either entry and one facing the Regent/West Washington interchange and one for the bank facility located at the West Washington entry.

(6) Off-Street Parking:

Temporary - A parking lot accommodating 181 cars available to the general public on a month-to-month lease basis.

Permanent - 97 enclosed and 257 surface stalls.

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

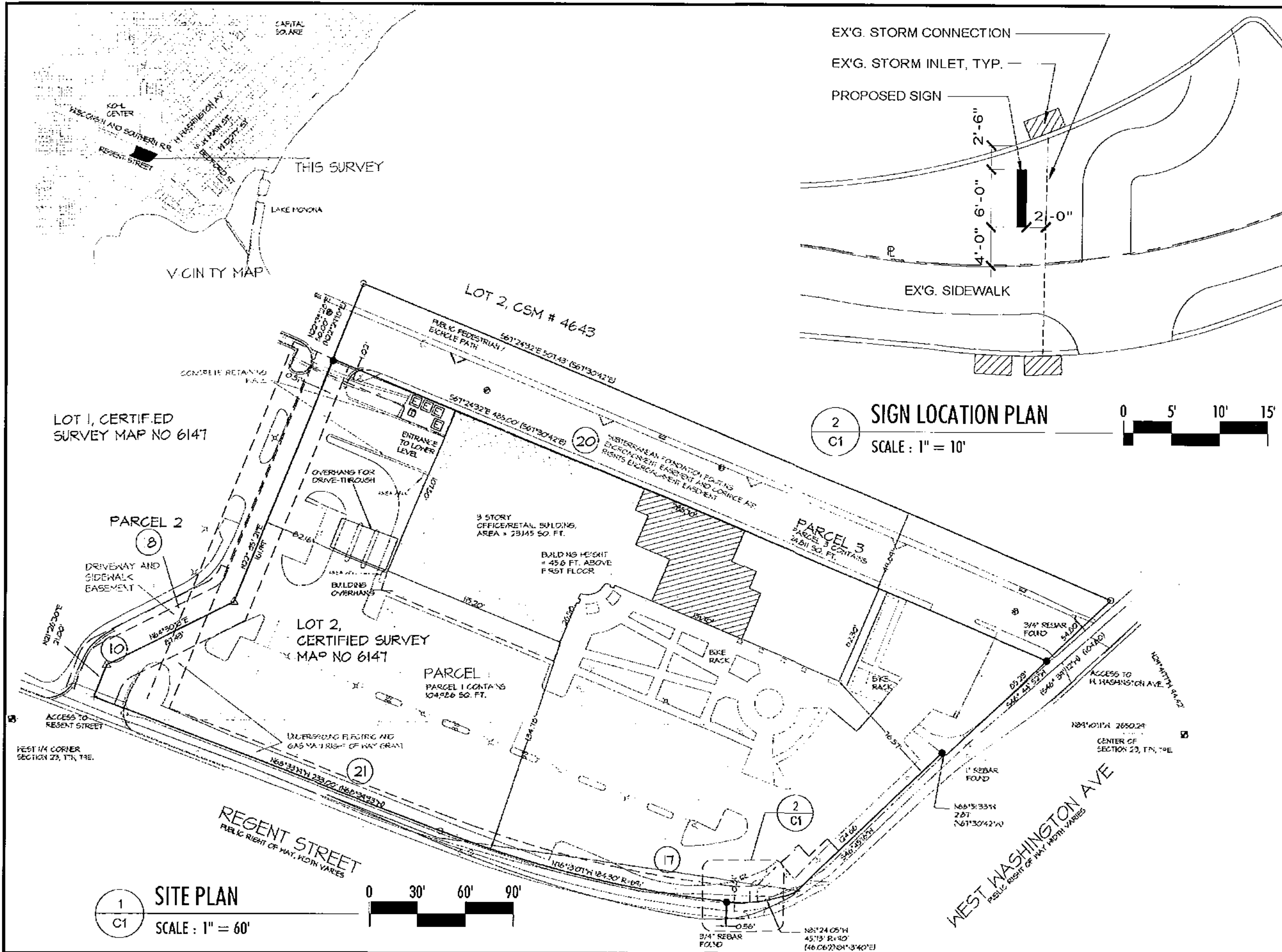
PRELIMINARY
FOR INFORMATION PURPOSE ONLY
NOT FOR CONSTRUCTION

DRAWN: DZ APPR: DNK

PANERA
CITY STATION
656 REGENT STREET
MADISON, WI

SITE PLAN

C1



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

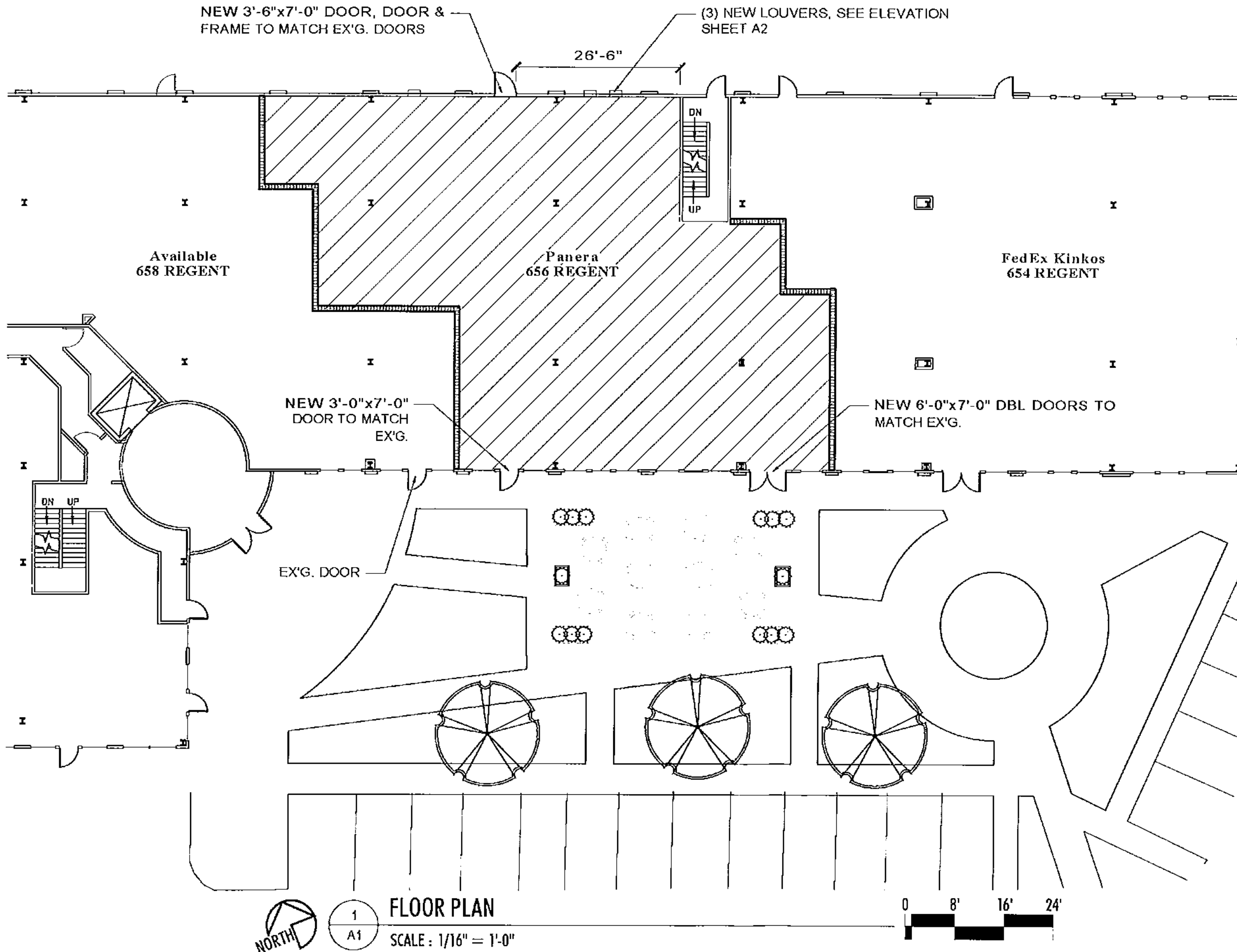
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DRAWN: DZ APPR: DNK

PANERA
CITY STATION
656 REGENT STREET
MADISON, WI

FLOOR PLAN

A1



1
A1

FLOOR PLAN

SCALE: 1/16" = 1'-0"



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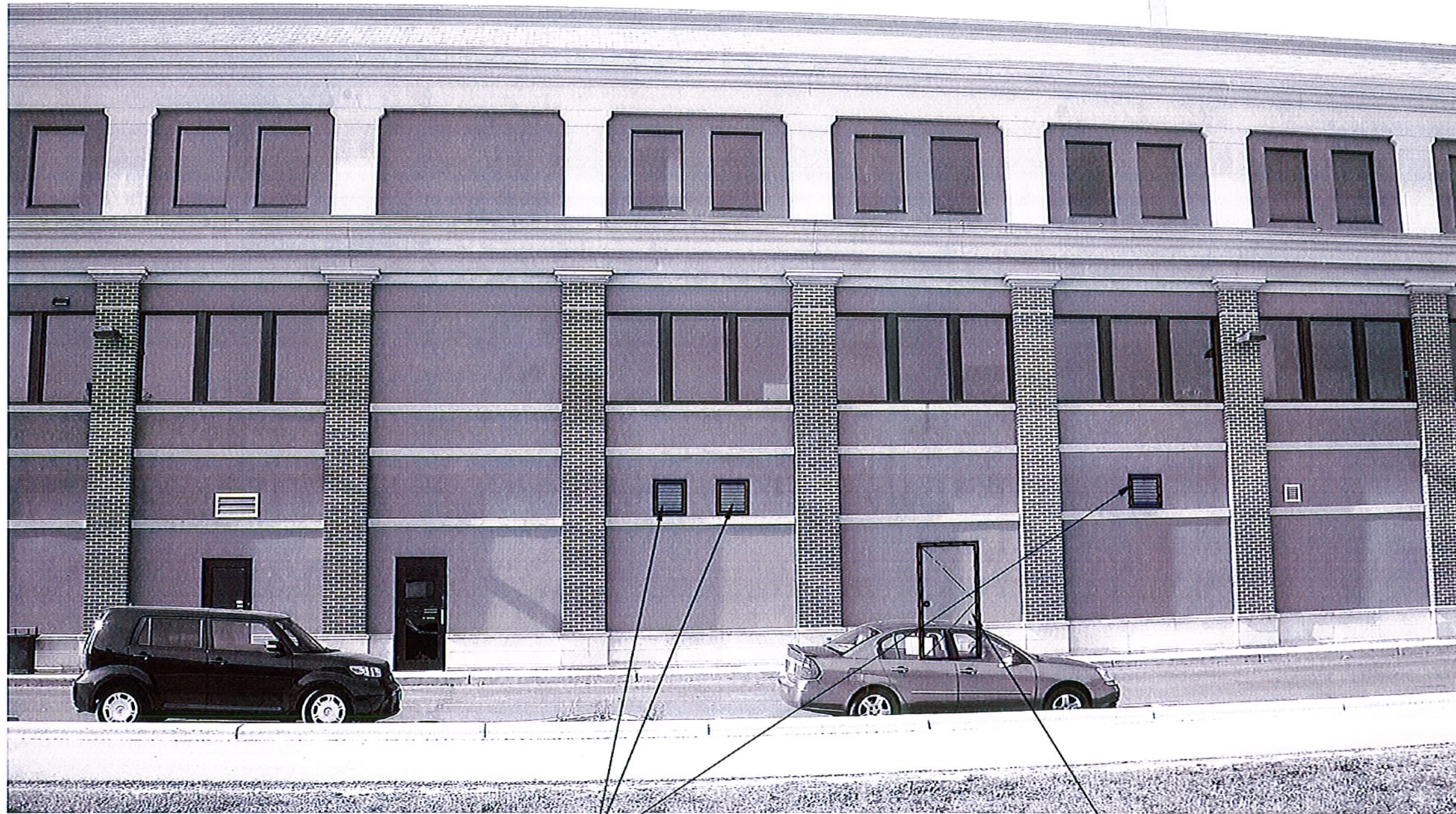
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PANERA
CITY STATION
656 REGENT STREET
MADISON, WI

NORTH ELEVATION

A2



(3) NEW VENT LOUVERS, COLOR TO
MATCH ADJACENT MATERIALS

NEW 3'-6"x7'-0" DOOR, DOOR &
FRAME TO MATCH EX'G. DOORS

1
A2

NORTH ELEVATION

Alexander Company

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Suite 200
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Fax: 608-258-5599



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PANERA
CITY STATION
656 REGENT STREET
MADISON, WI

PHOTOS

P1

Alexander Company

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Fax: 608-258-5599



PRELIMINARY

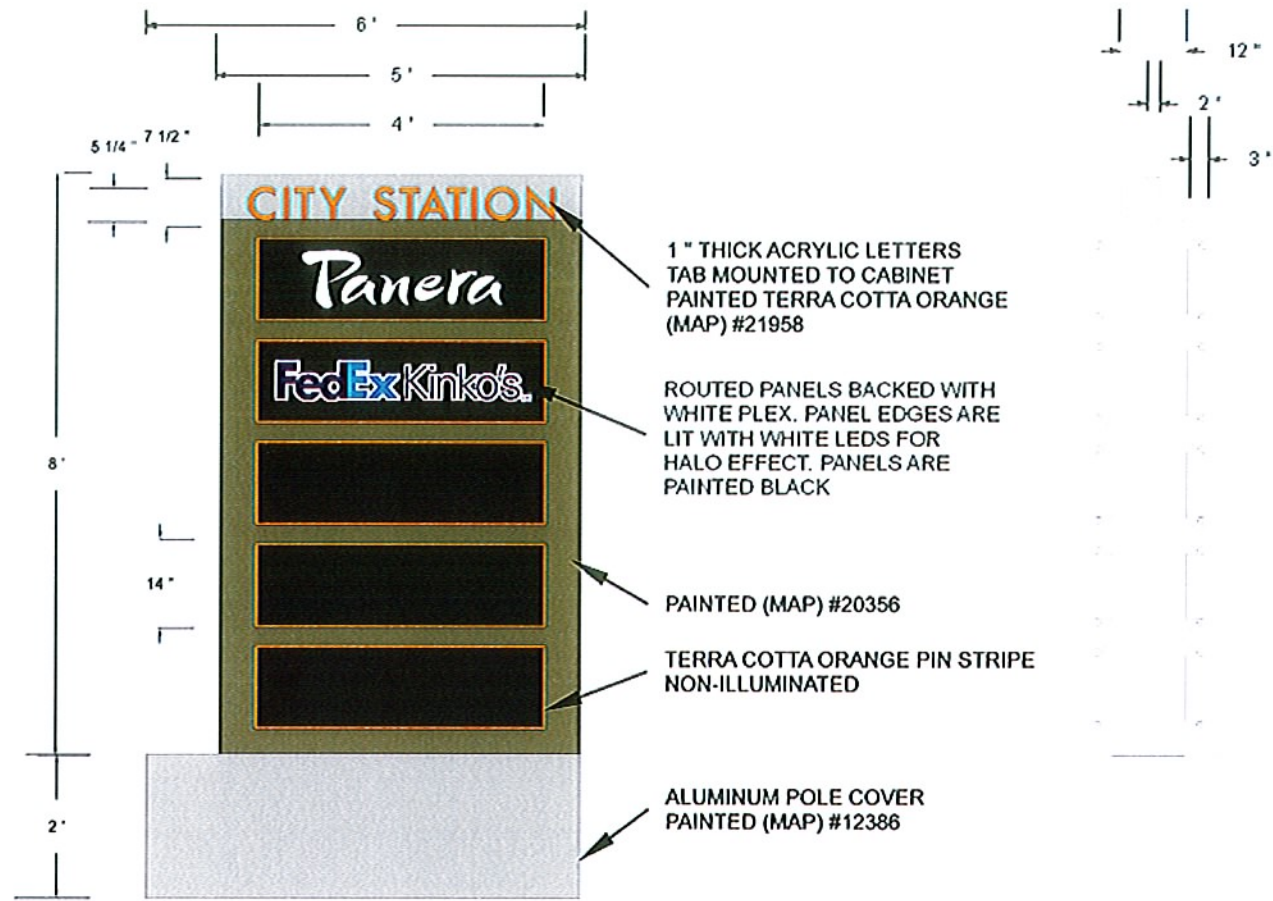
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PANERA
CITY STATION
656 REGENT STREET
MADISON, WI

PHOTOS

P2



CITY STATION

Panera

FedExKinko's

1" THICK ACRYLIC LETTERS
TAB MOUNTED TO CABINET
PAINTED TERRA COTTA ORANGE
(MAP) #21958

ROUTED PANELS BACKED WITH
WHITE PLEX. PANEL EDGES ARE
LIT WITH WHITE LEDES FOR
HALO EFFECT. PANELS ARE
PAINTED BLACK

PAINTED (MAP) #20356

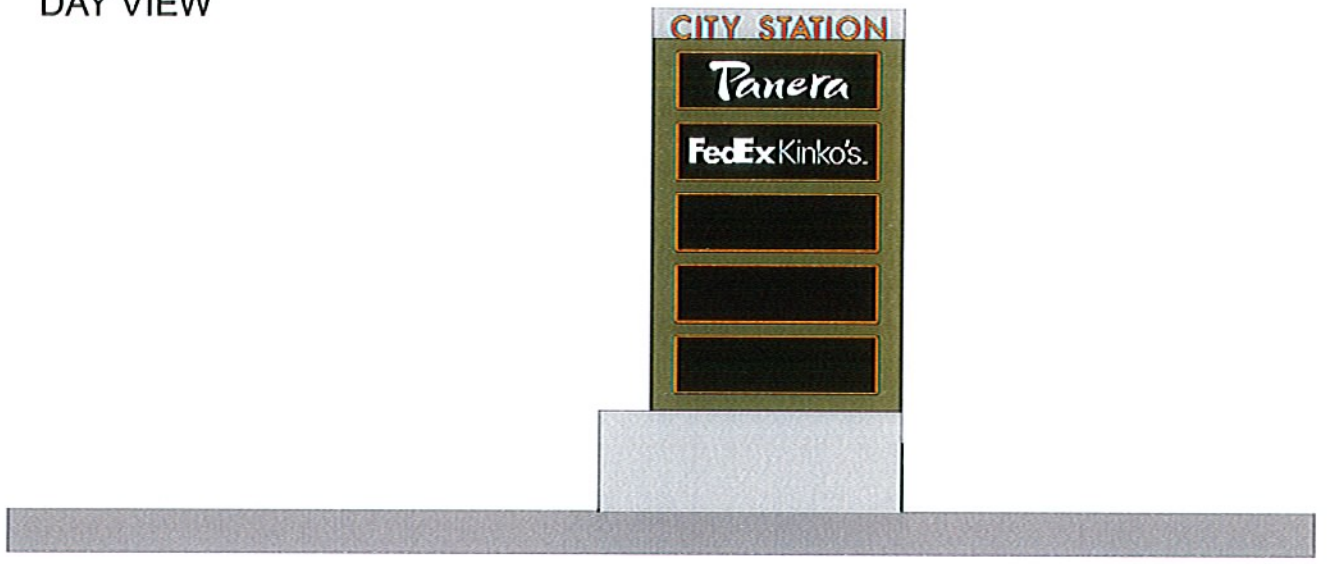
TERRA COTTA ORANGE PIN STRIPE
NON-ILLUMINATED

ALUMINUM POLE COVER
PAINTED (MAP) #12386

TOP VIEW

a PERSPECTIVE VIEW
SCALE - 3/8" = 1'

DAY VIEW



NIGHT VIEW



SPECIFICATIONS:
ILLUMINATED DOUBLE FACED GROUND SIGN.



CLIENT: ALEXANDER COMPANY

PROJECT: GROUND SIGN

LOCATION: 660 WEST WASHINGTON AVENUE

CITY/STATE: MADISON, WI

SPELLING VERIFICATION BOX

2242 MUSTANG WAY
MADISON, WI 53718

CLIENT APPROVAL
SIGNED: _____
DATE: _____

ACCT. REP.: DAVE REMITZ

DATE: 3/11/2010

DRAWN BY: MICHAEL V JOLIN

FILE NAME: AleComCitCenGro

COLOR VERIFICATION BOX

TEL: 222-5353 FAX: 222-6363