

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

DATE: 8-27-2008

SUBJECT: Northgate Shopping Center

## Narrative Description of Proposed Alterations for Comprehensive Design Review

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.

### 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.

Two competing concepts are presented for the entrance onto Aberg Avenue. Concept 'A' uses the existing curb cut across from Crowley Avenue. Concept 'B' describes the preferred layout for the northeast corner of the site, which requires relocating the existing entrance to the east. Concept 'B' better activates the east building façade of the "Annex" (1291 North Sherman Avenue).

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, while 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 replaced with new monument signs. 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. Existing building mounted signs shall meet current ordinances and further be regulated by the Landlord to maintain consistency of design.

While not strictly adhering 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.

# TIE SHOPPING CNTS FOR THE SHOPPING CNTR.

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

Company

**19** MADISON, WI

**DRAWING INDEX** 

P1 PANORAMIC PHOTO OF MALL, 1127 N. SHERMAN AVE. P2 PHOTOGRAPHS OF ANNEX, 1291 N. SHERMAN AVE P3 PHOTOGRAPHS OF ANNEX, 1291 N. SHERMAN AVE P4 PHOTOGRAPHS OF PYLON SIGNS  1 of 2 ALTA/ACSM LAND TITLE SURVEY 2 of 2 ALTA/ACSM LAND TITLE SURVEY C1-B SITE IMPROVEMENTS, CONCEPT 'A' C1-B SITE IMPROVEMENTS, CONCEPT 'B' C2 SITE IMPROVEMENTS, DETAILS C3-A SITE DETAIL, ABERG ENTRANCE, CONCEPT 'B' C4-A SITE CONCEPT 'B' OVERLAID ON AERIAL PHOTOGRAPH C4-B SITE CONCEPT 'B' OVERLAID ON AERIAL PHOTOGRAPH C4-B SITE CONCEPT 'B' OVERLAID ON AERIAL PHOTOGRAPH L1-A LANDSCAPE PLAN, CONCEPT 'B' L2 ENLARGED LANDSCAPE PLAN AND DETAILS L3-B ENLARGED LANDSCAPE PLAN AND DETAILS ENLARGED LANDSCAPE PLAN AND DETAILS, CONCEPT 'A' L5-B ENLARGED LANDSCAPE PLAN AND DETAILS, CONCEPT 'B' L5-B ENLARGED LANDSCAPE PLAN AND DETAILS
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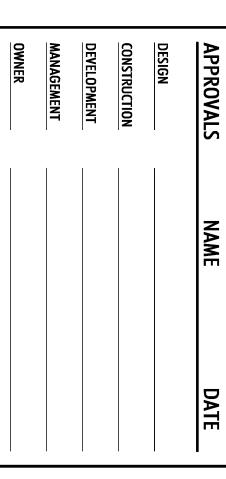
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8-27-2008

**UDC** 



LOCATION MAP



PROJECT # 08-656

NORTHGATE SHOPPING CENTER N. SHERMAN AVE MADISON, WI

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APPR.:

888

DRAWING INDEX

TITLE SHEET &

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P1

Р3

P2

## FN233 SW 6232 Misty

RO/O/25 SW 6868 P

FN235 SW 6234

Uncertain Gray

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> <u>udc</u> Submittal

> > 8-27-2008

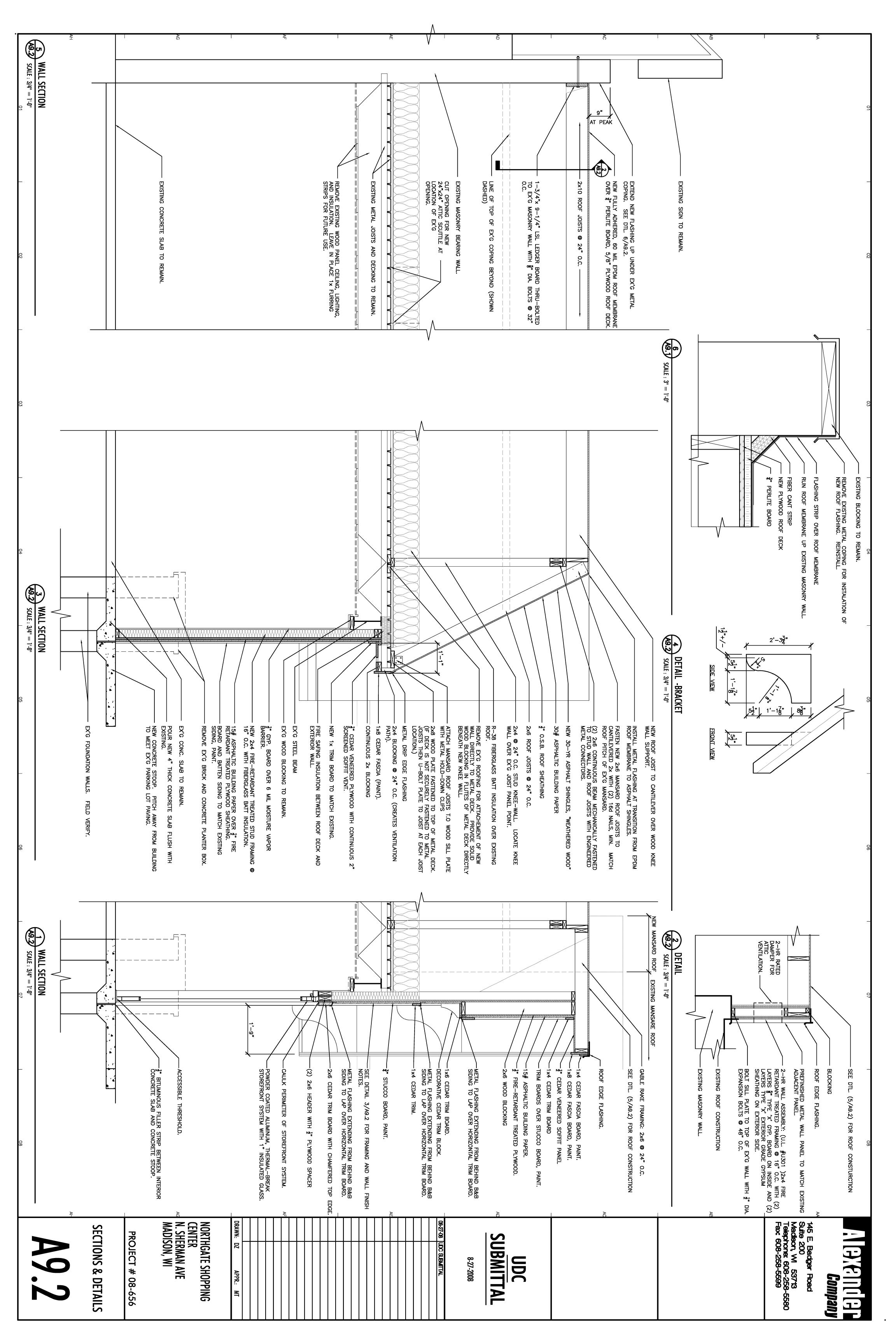
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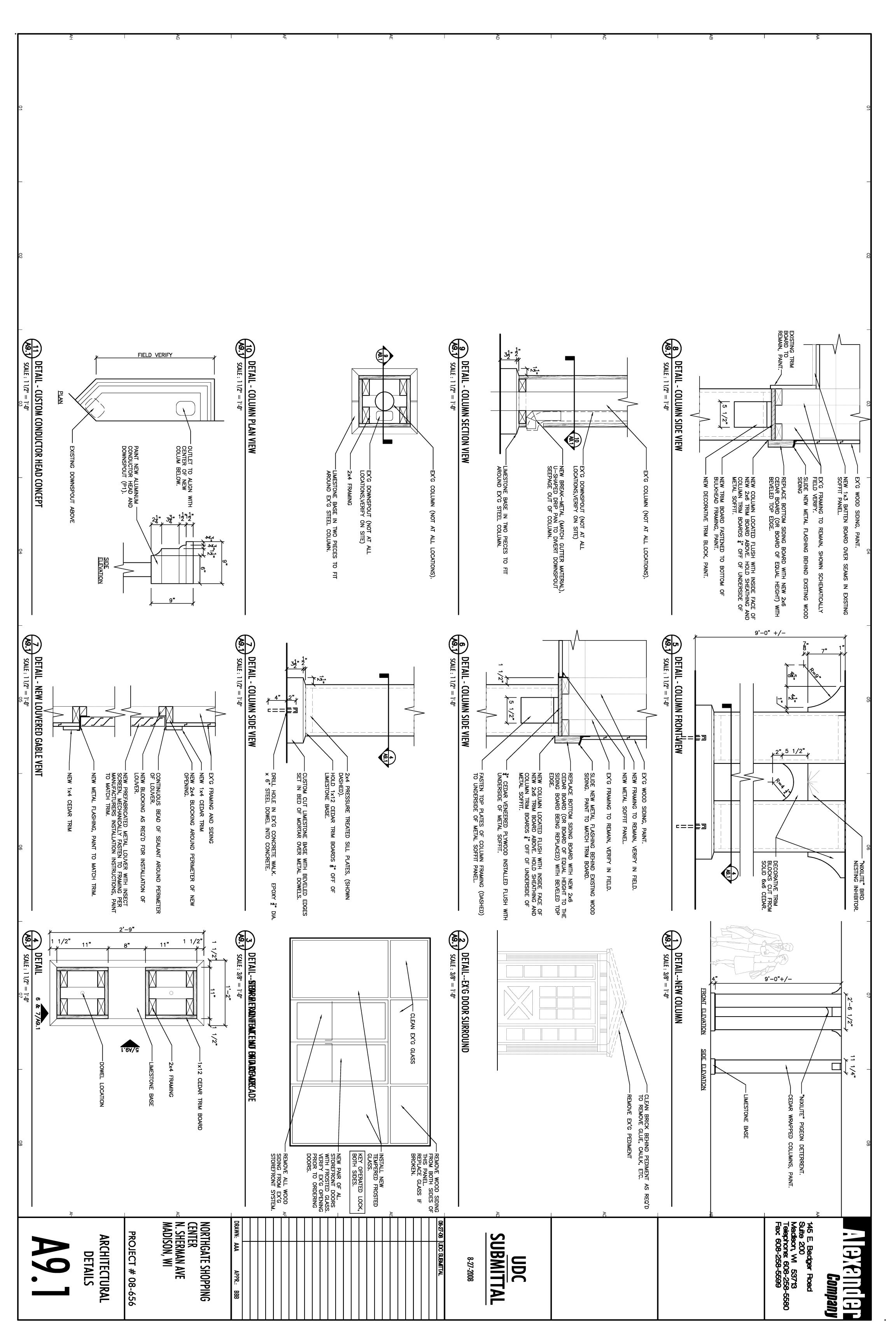
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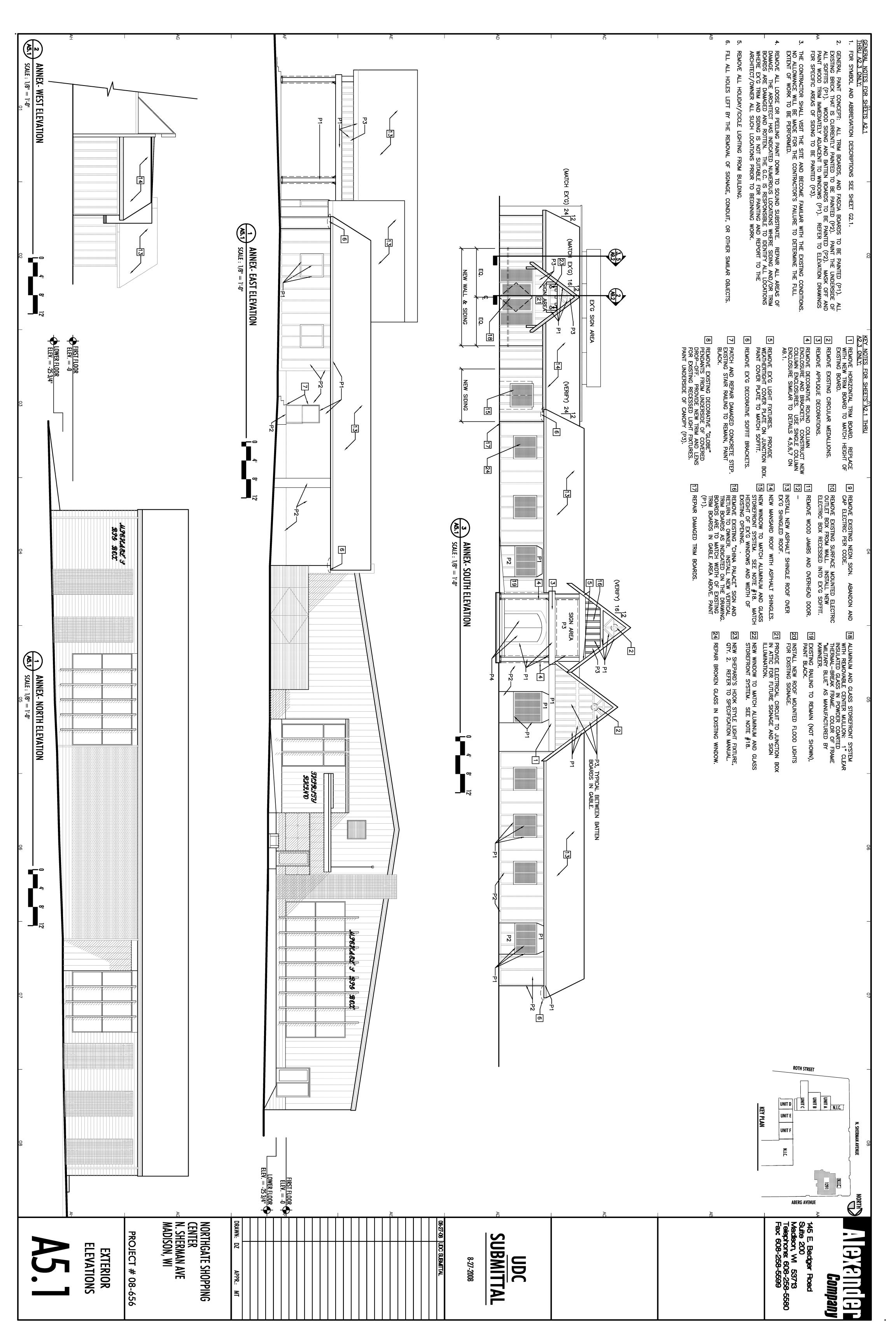
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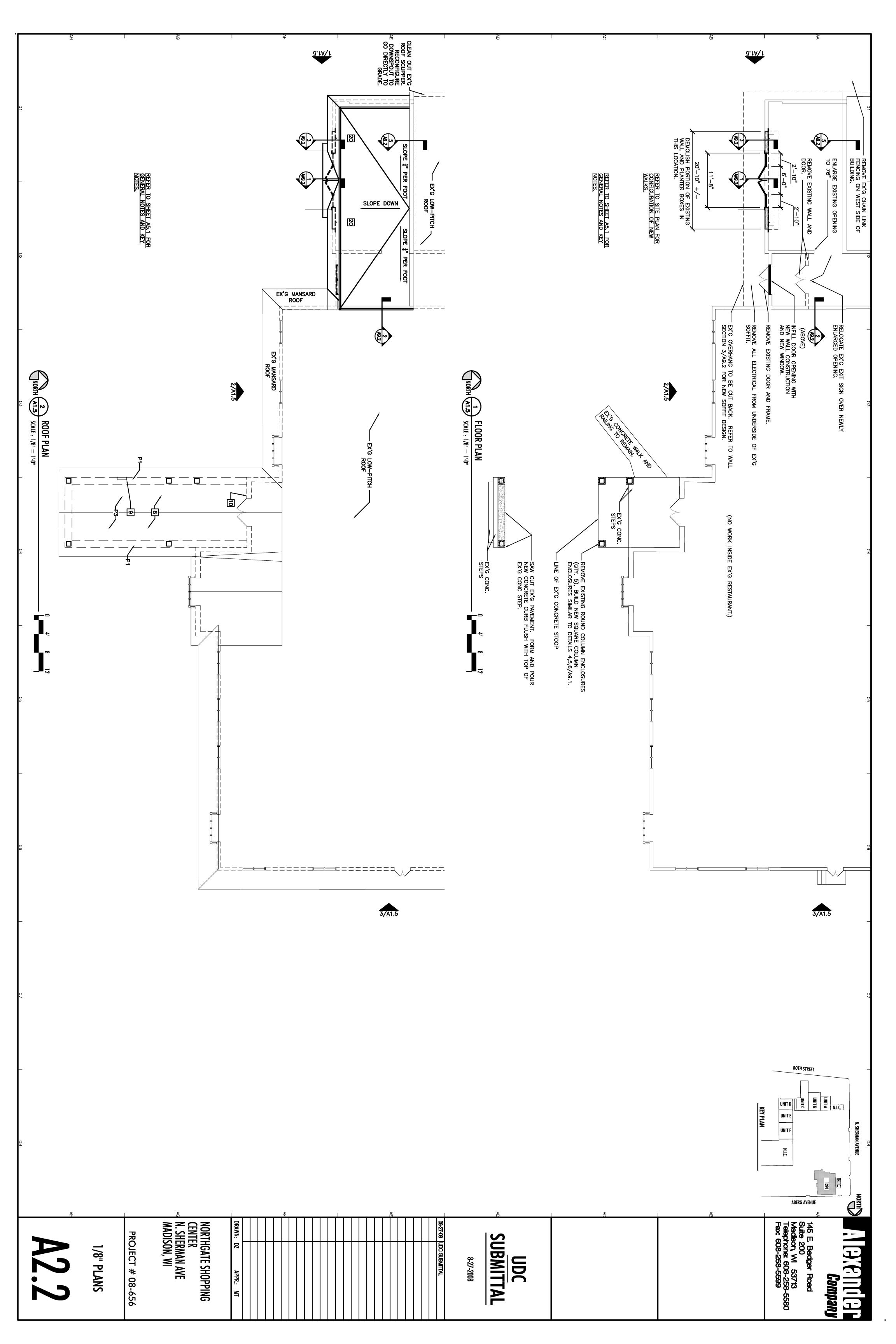
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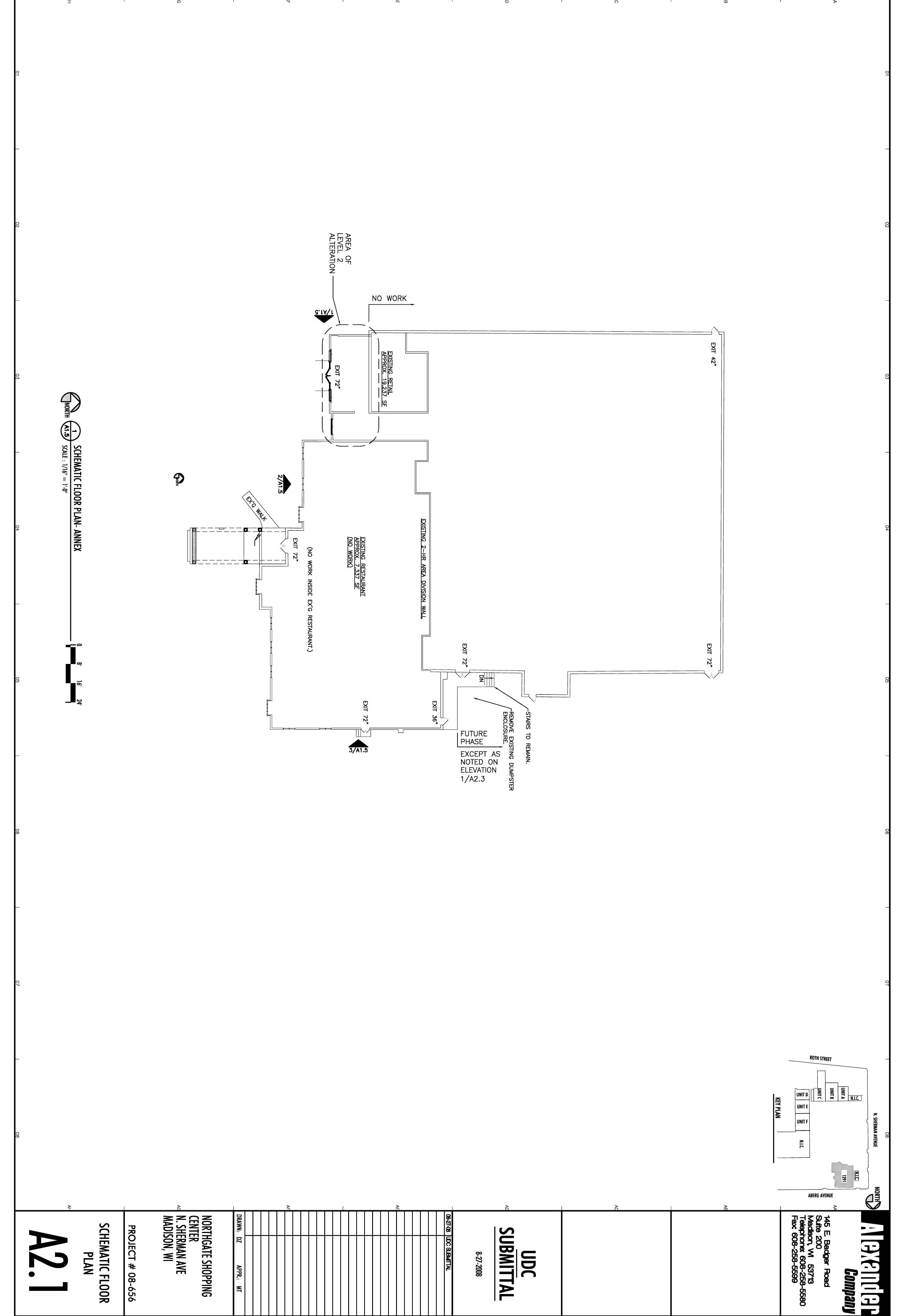
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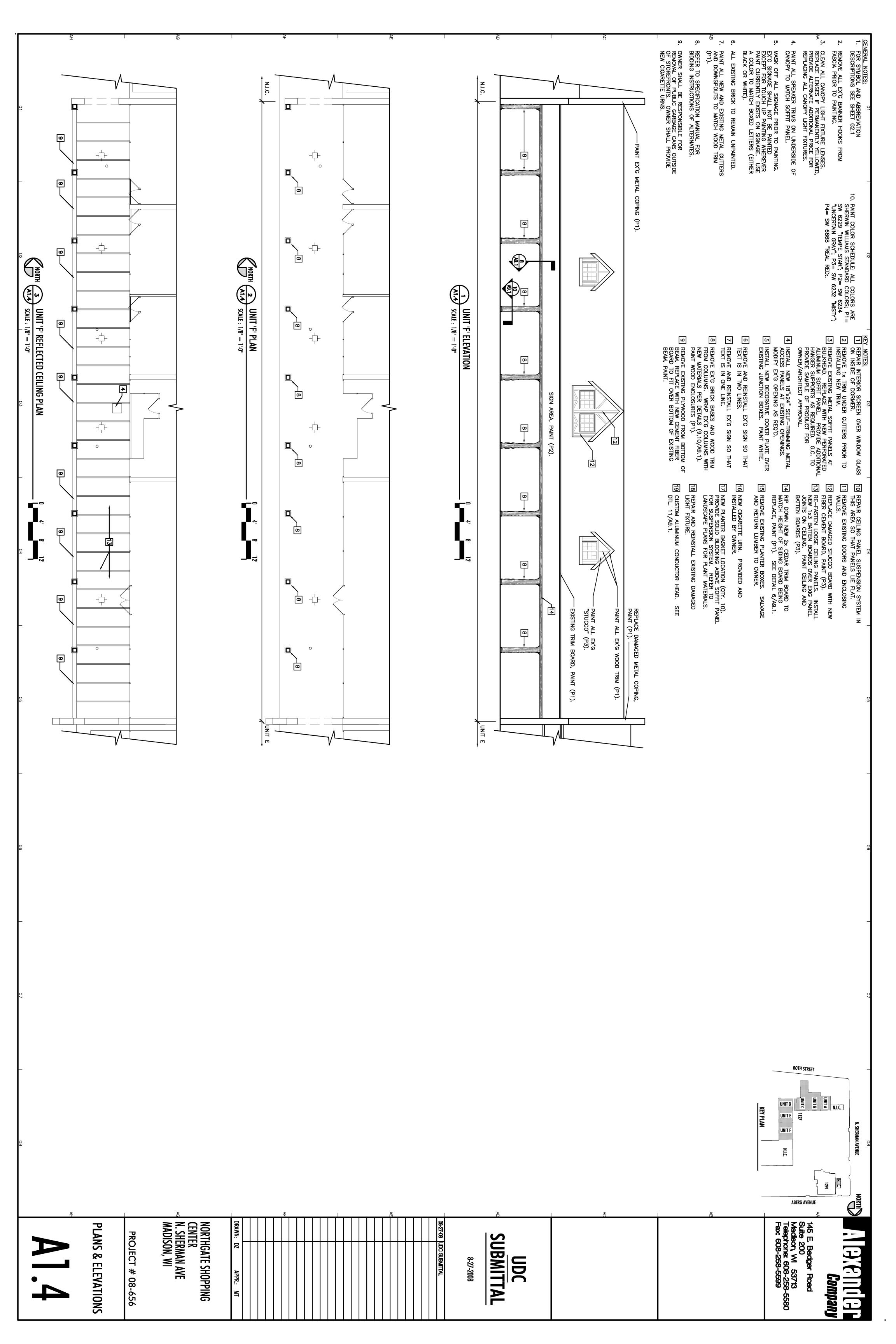


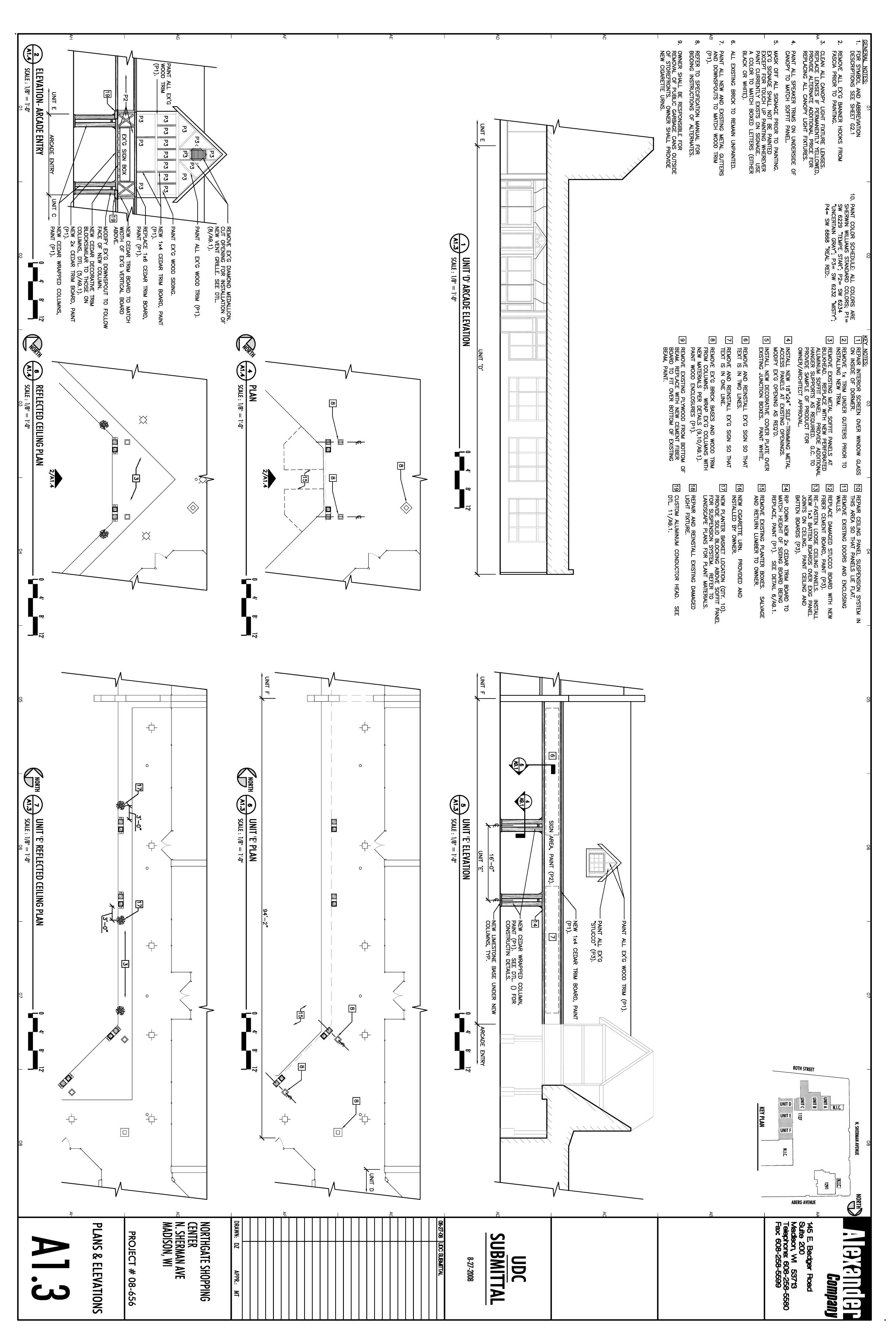


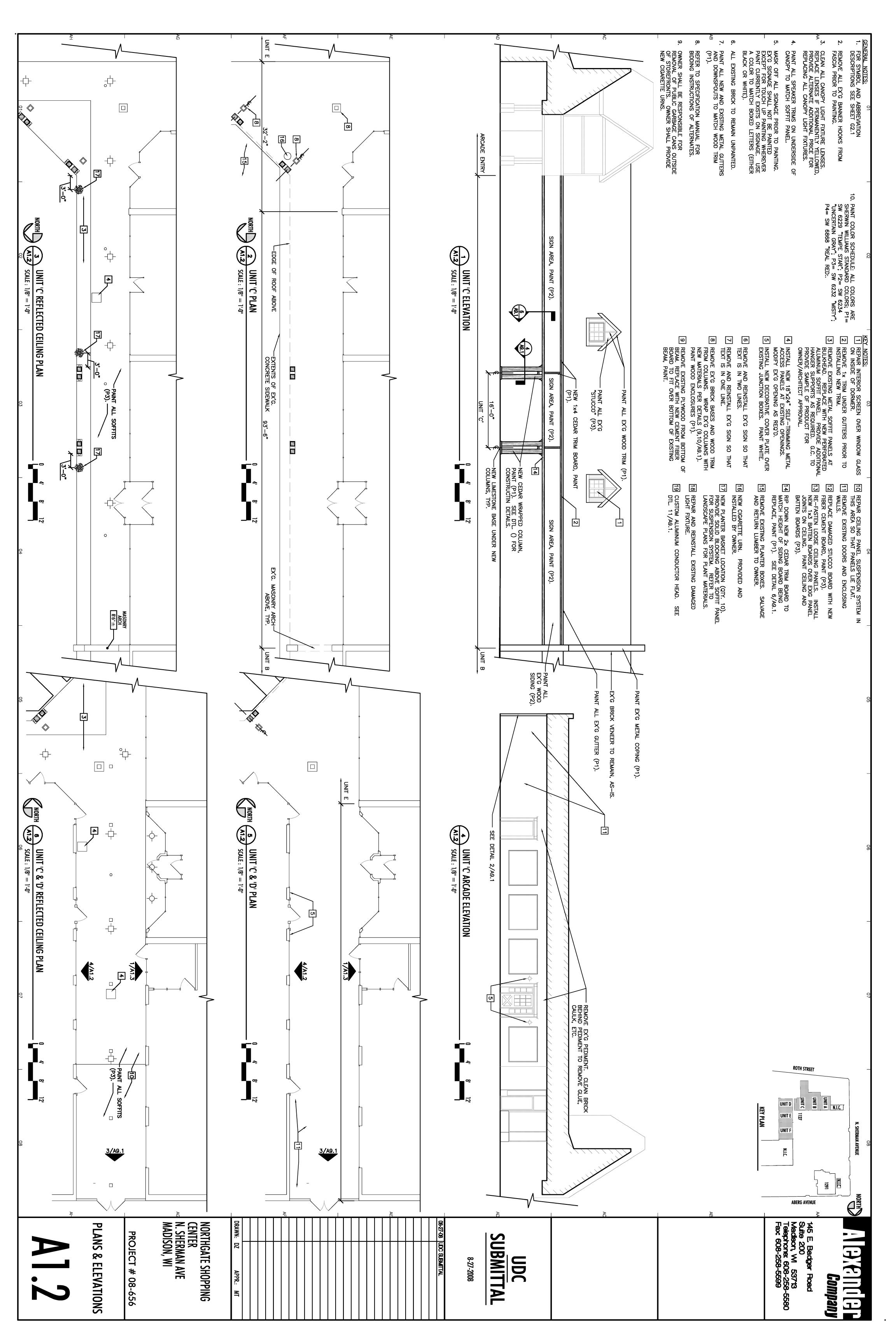


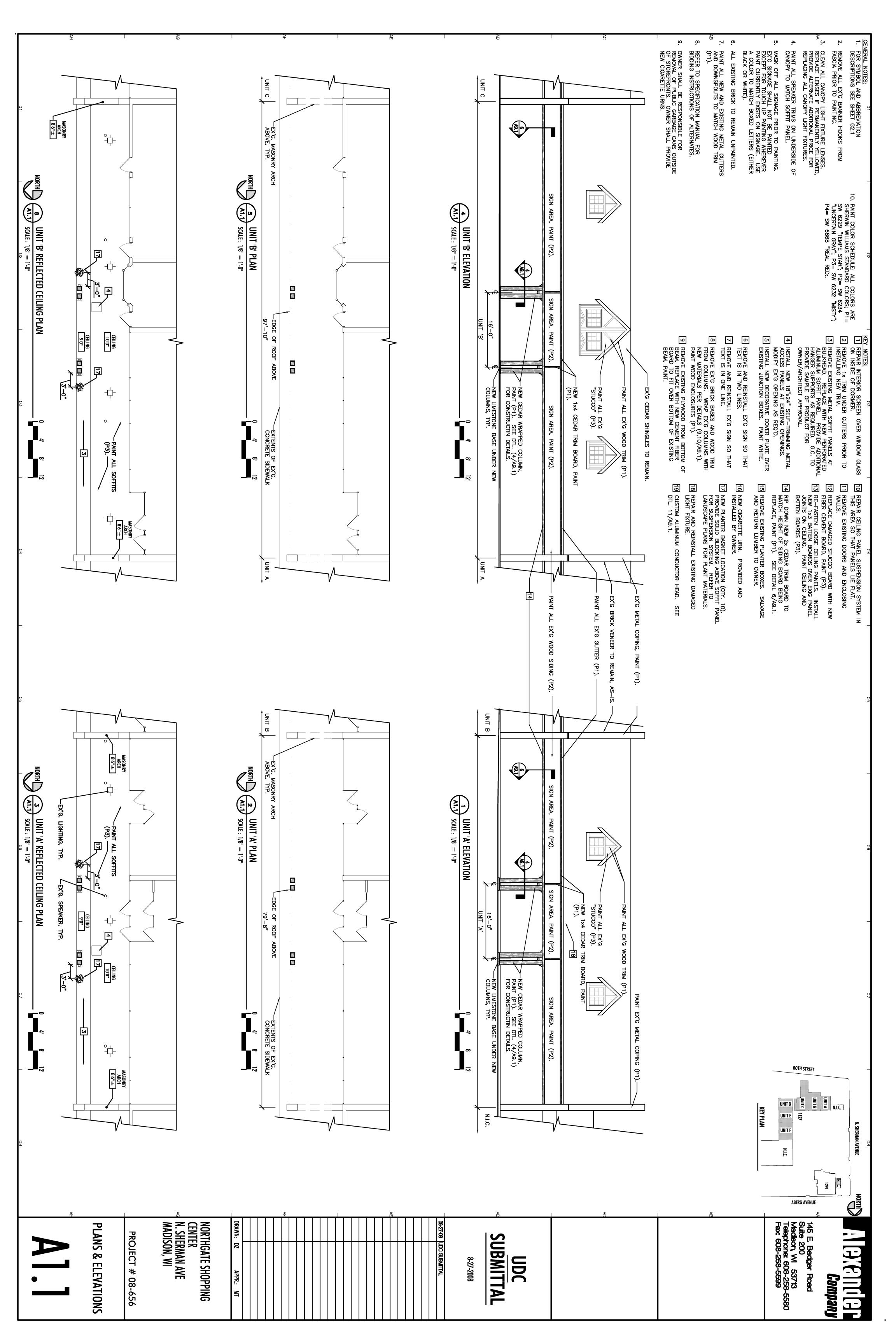
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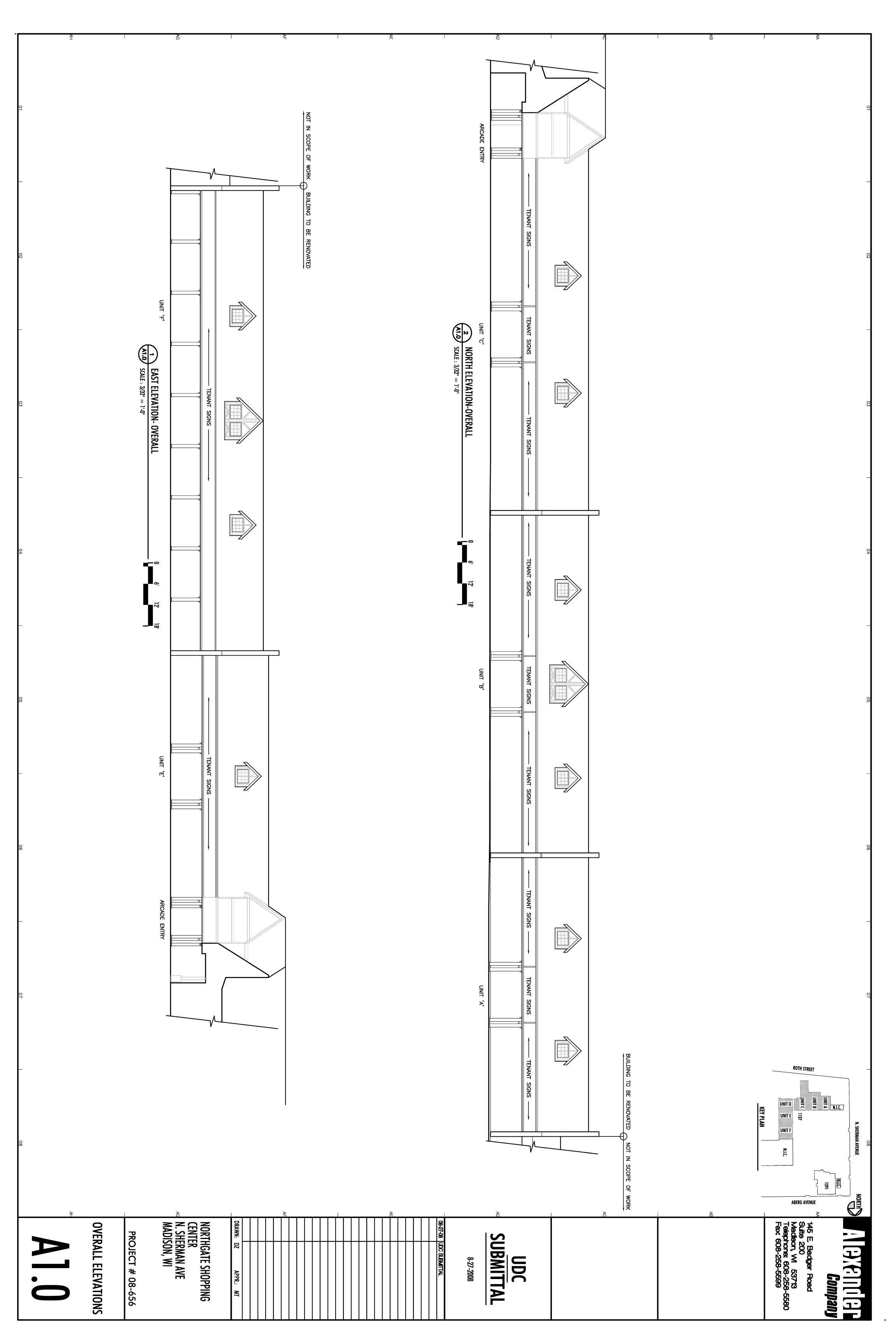
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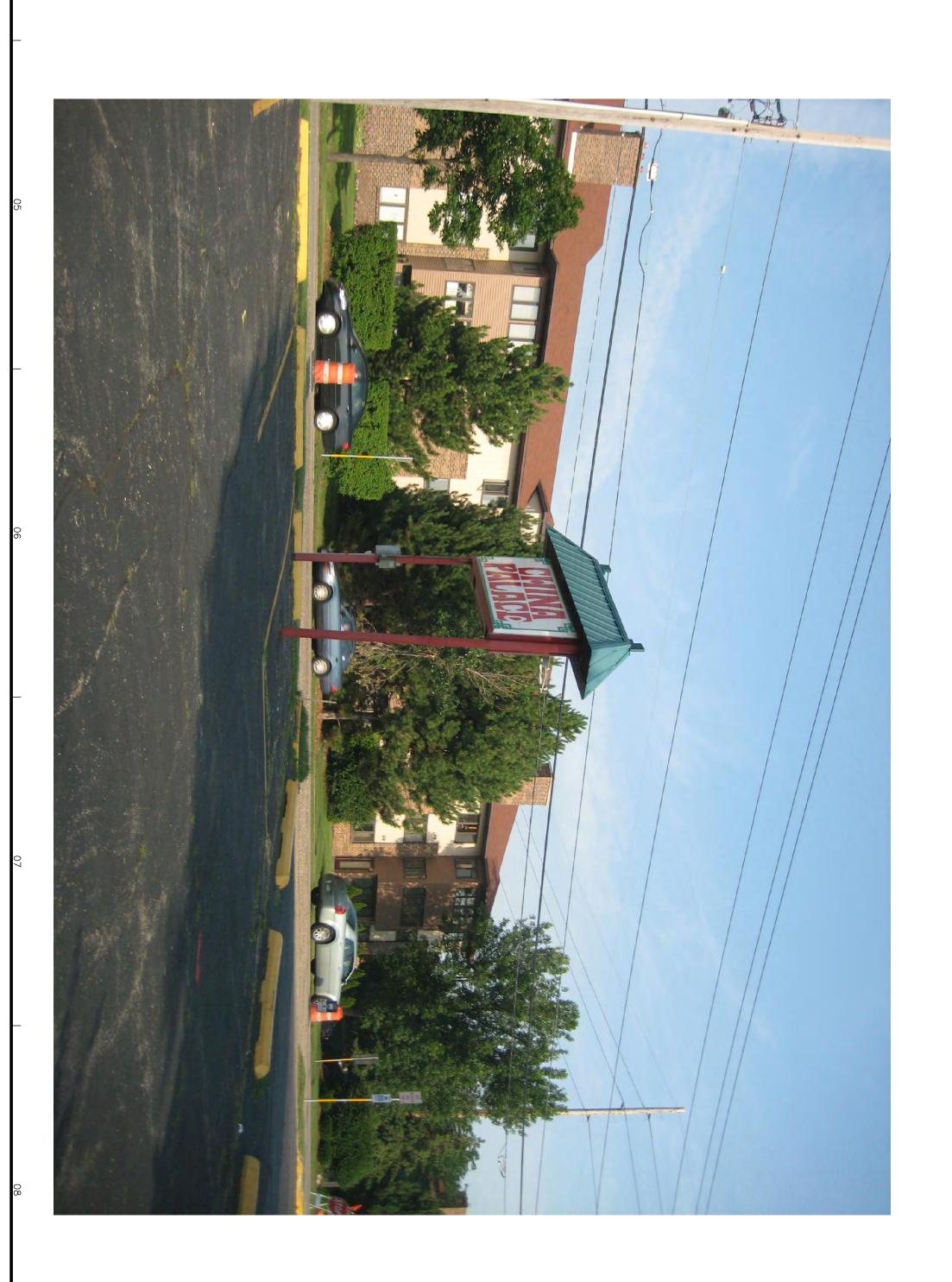


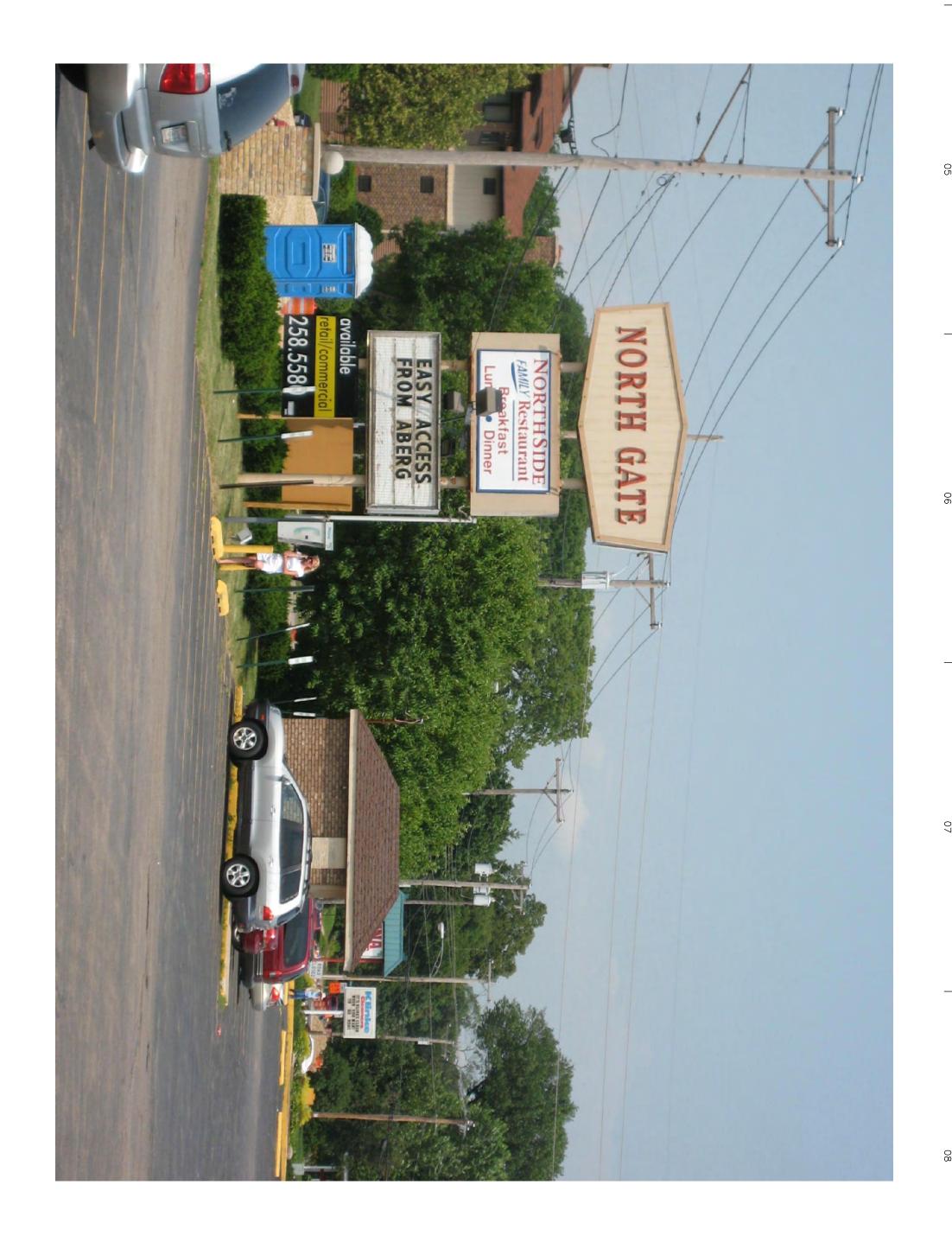












NORTHGATE SHOPPING CENTER
N. SHERMAN AVE
MADISON, WI PANORAMIC PHOTO ELEVATIONS PROJECT # 08-656

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ELEVATION, 1291 Z SHERMAN AVE.





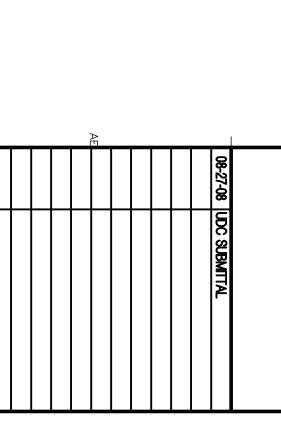
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DETAIL,

ELEVATION,

1291

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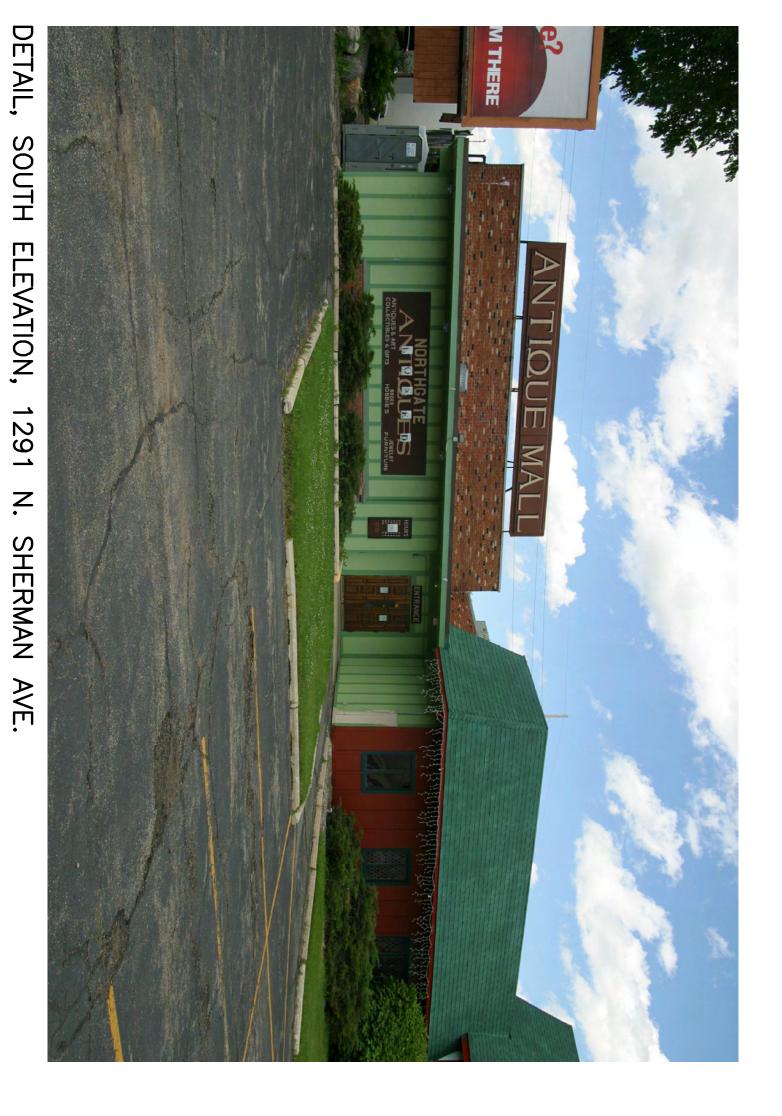
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PANORAMIC PHOTO ELEVATIONS

NORTHGATE SHOPPING CENTER
N. SHERMAN AVE
MADISON, WI

PROJECT # 08-656

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SOUTH ELEVATION, 1291 Z SHERMAN AVE.



SOUTH ELEVATION, SHERMAN AVE.

8-27-2008	SUBMITTAL
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NORTHGATE SHOPPING CENTER
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PANORAMIC PHOTO ELEVATIONS



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N. Sherman Avenue Panorama



Aberg Avenue Panorama

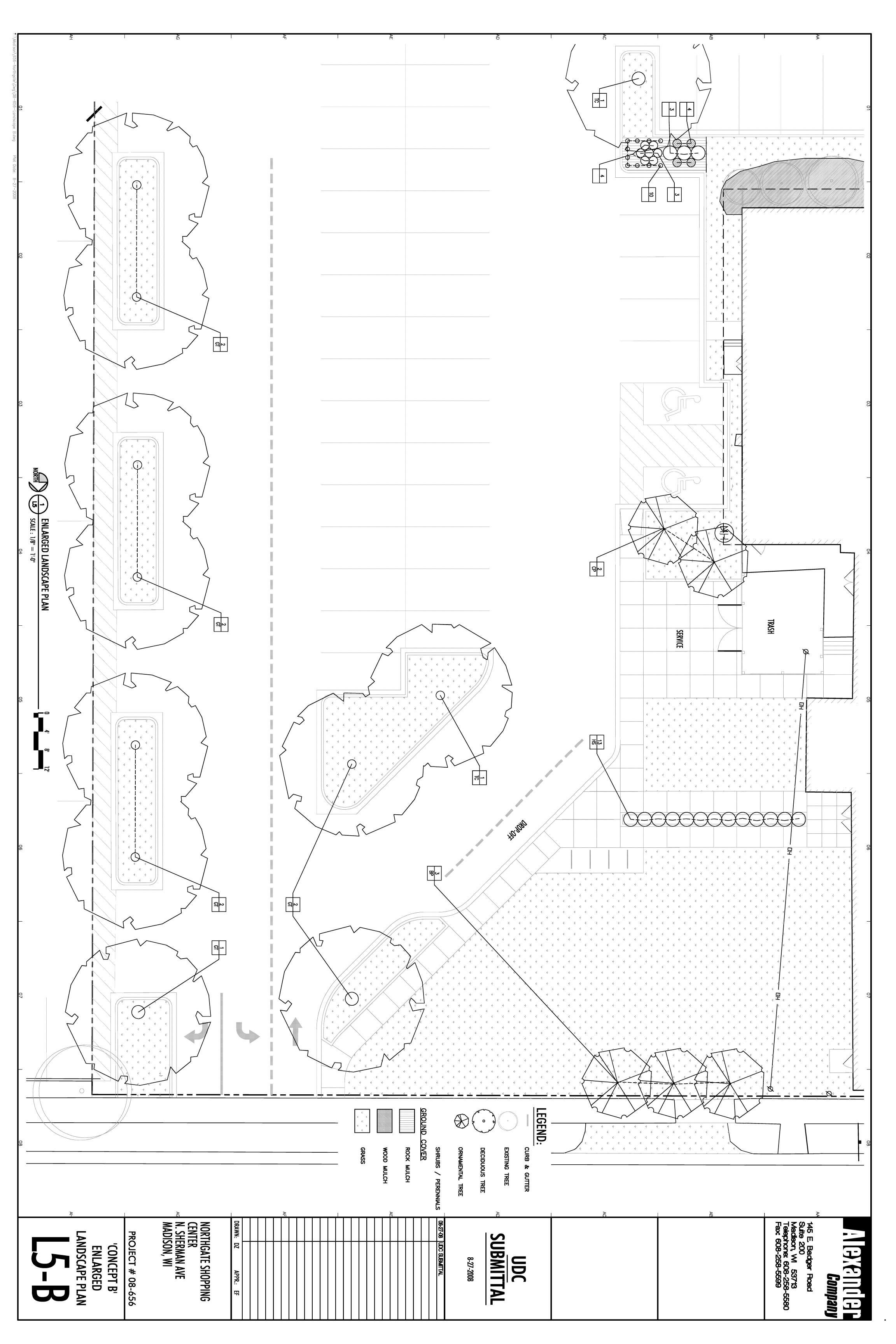
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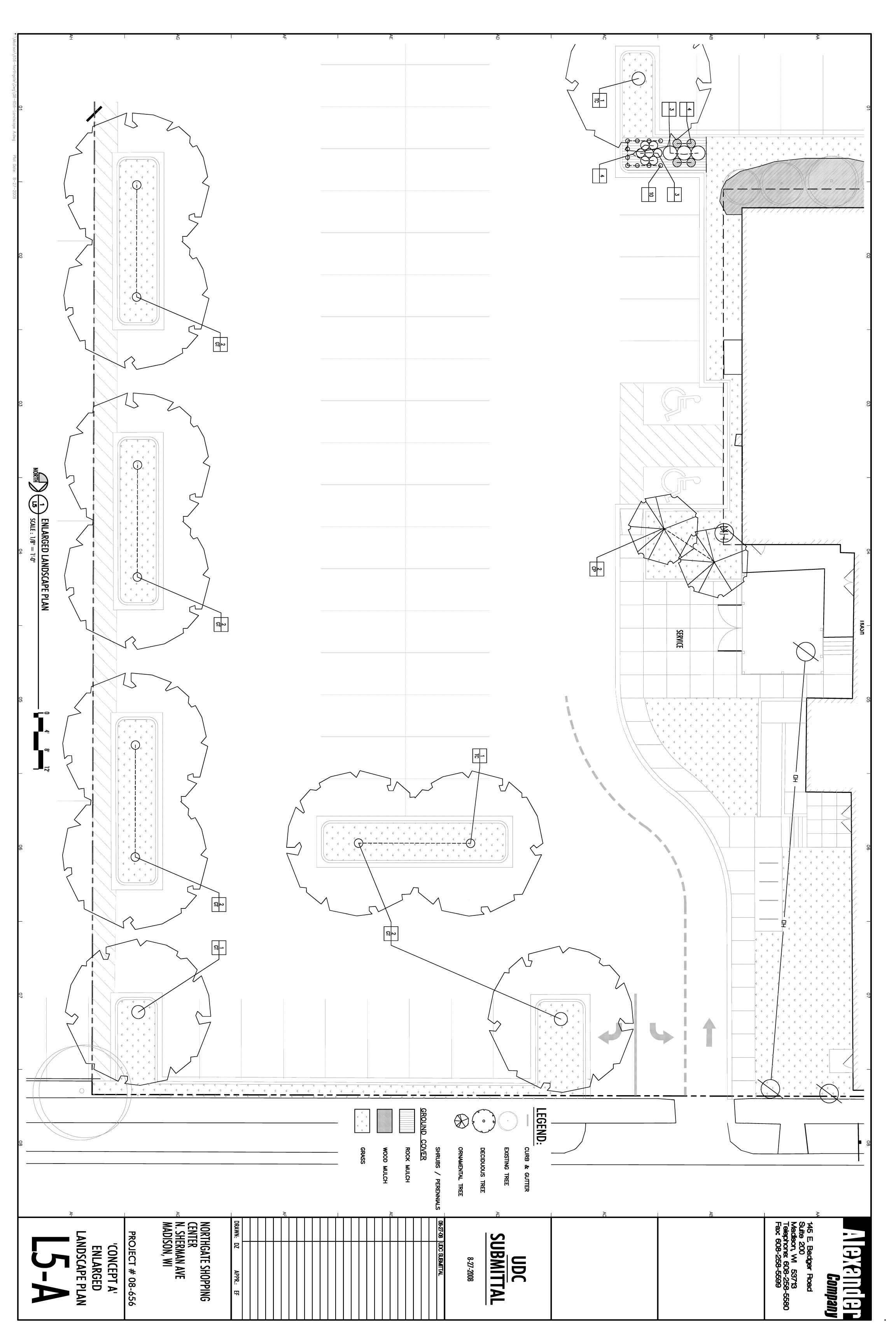
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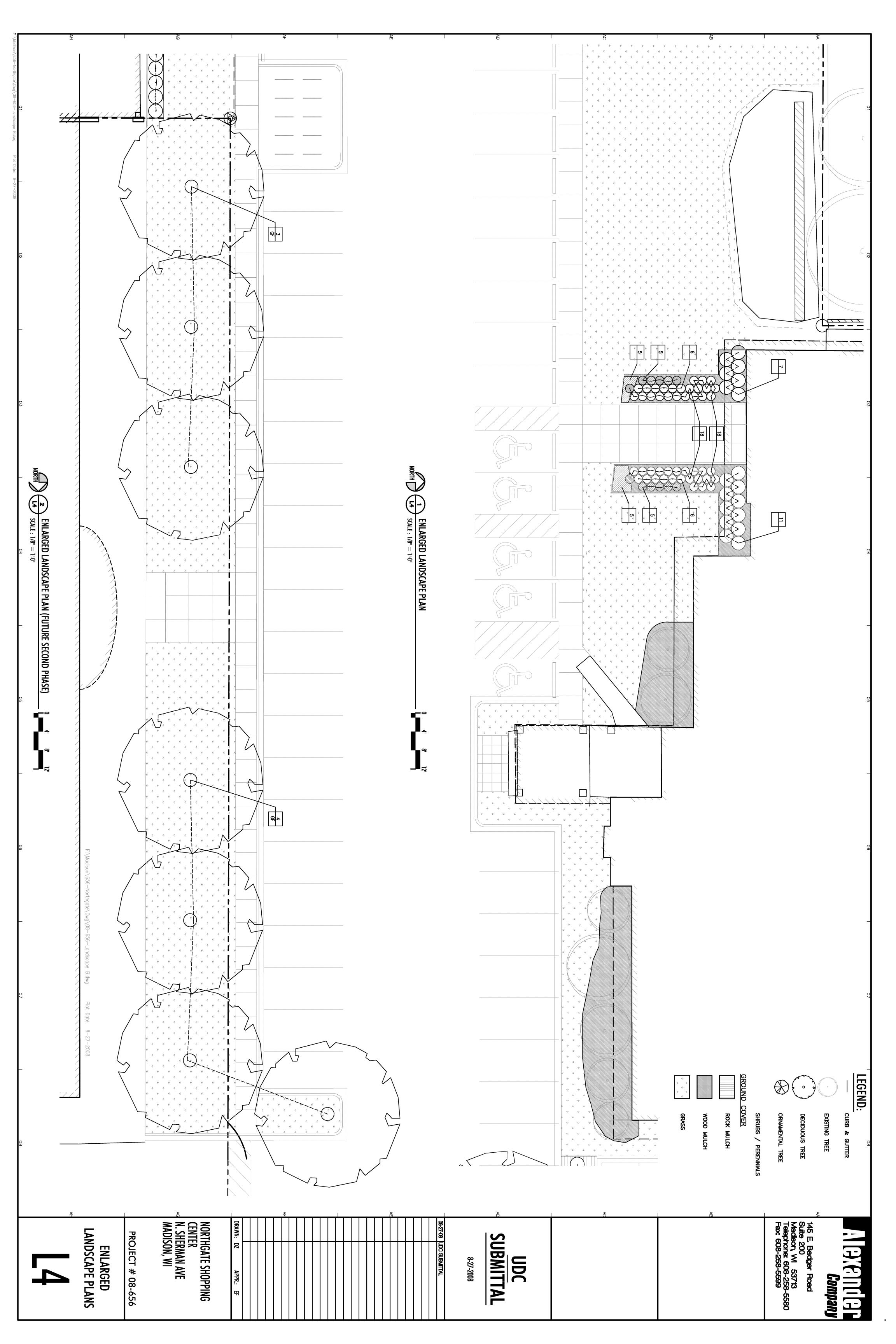
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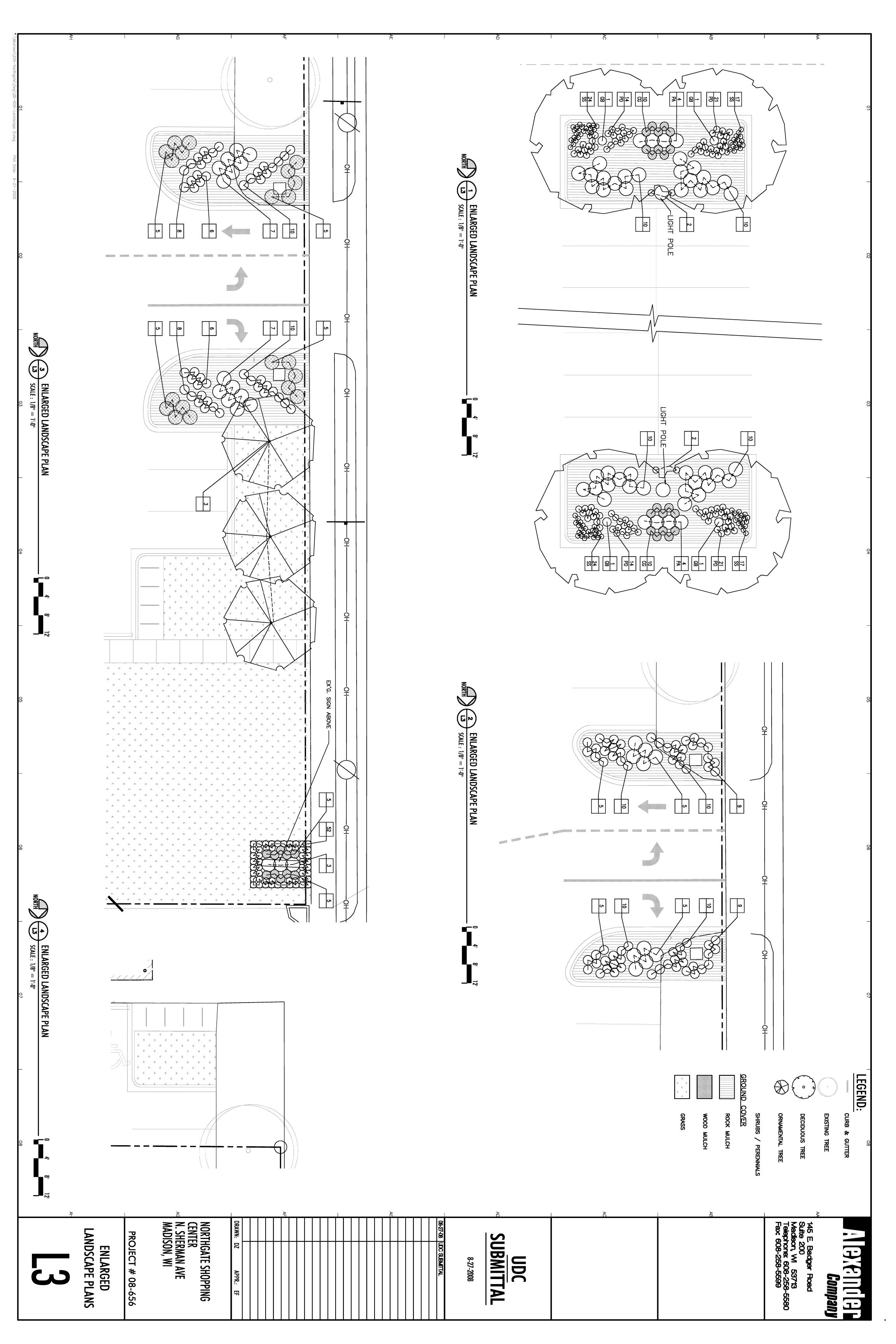
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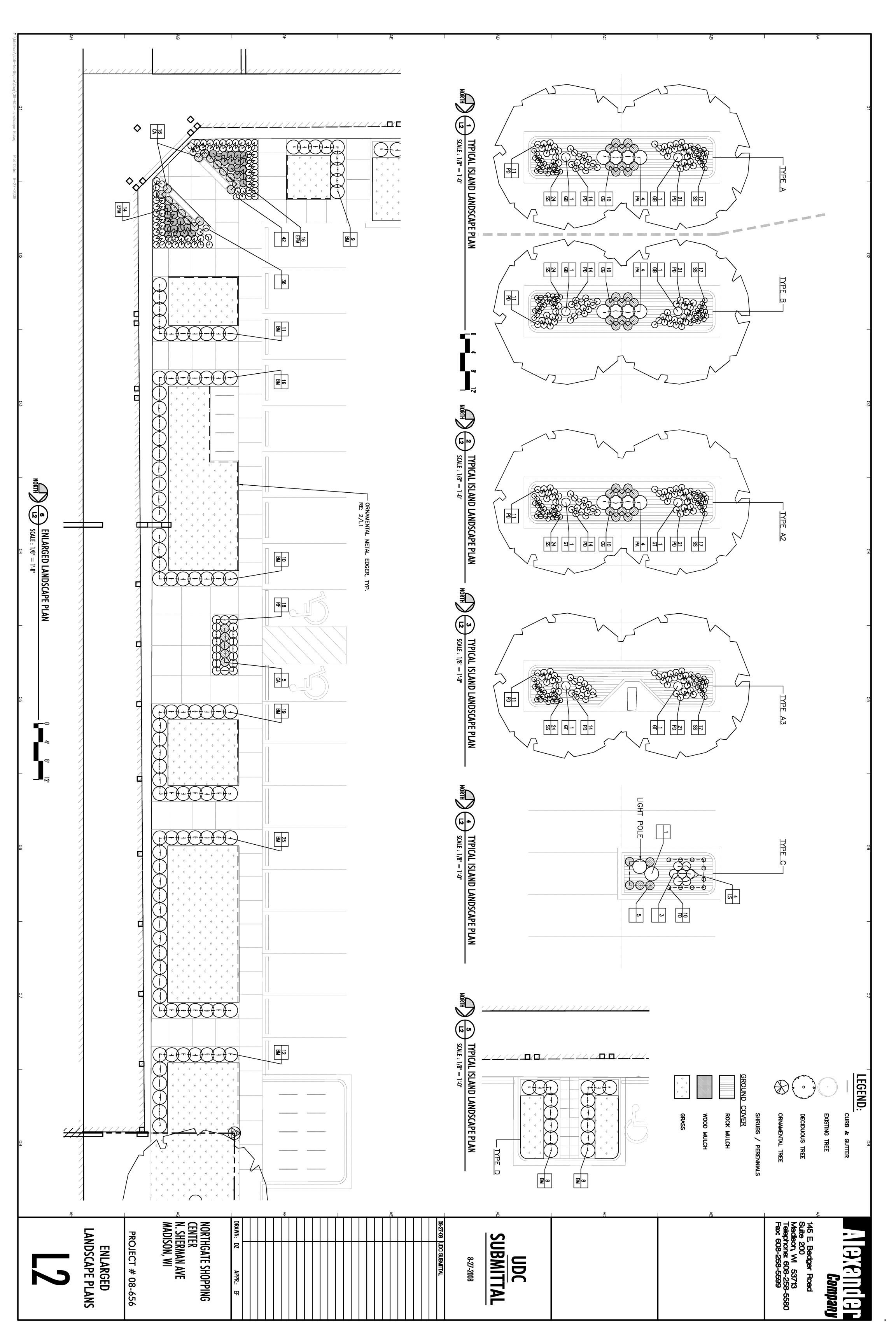
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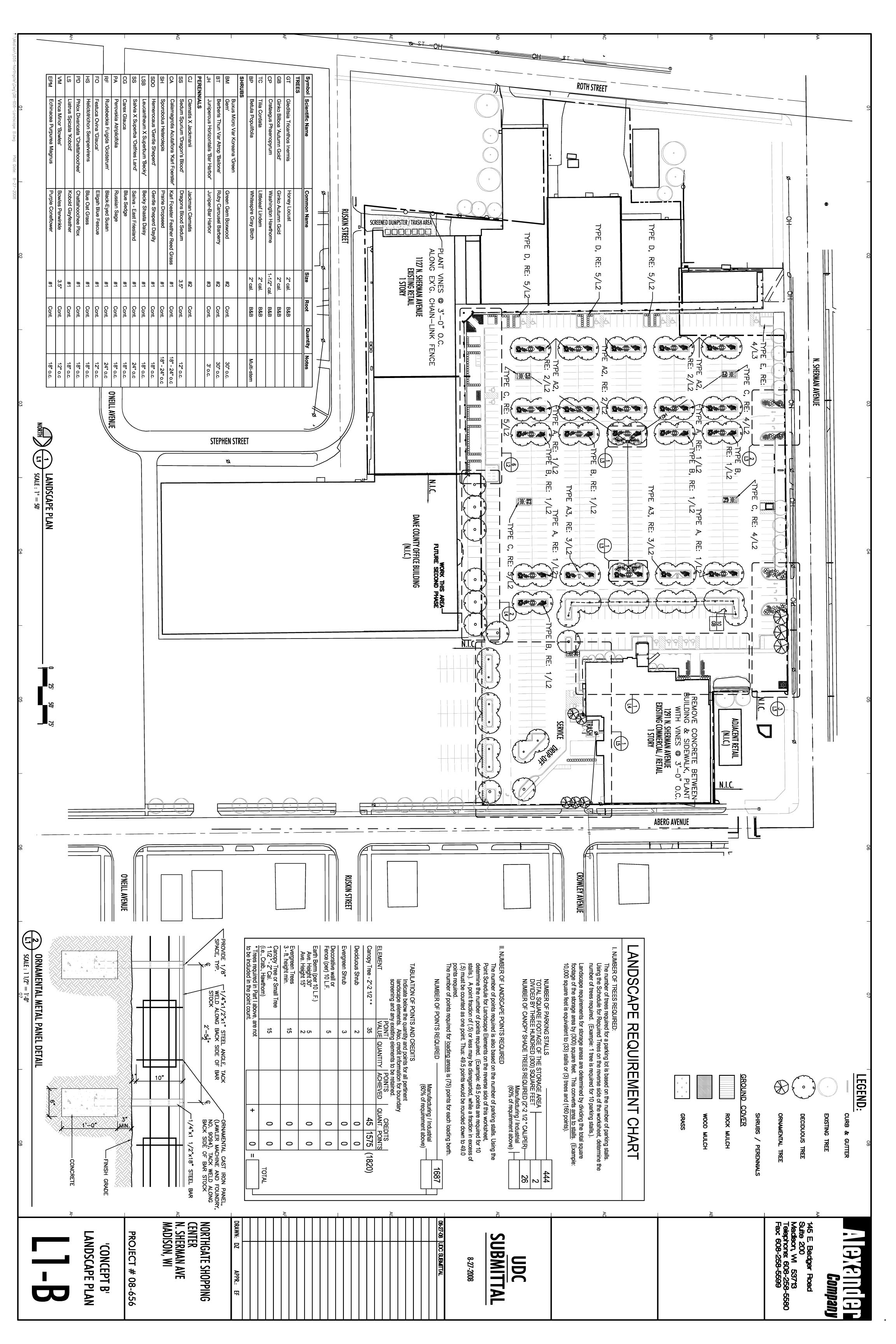


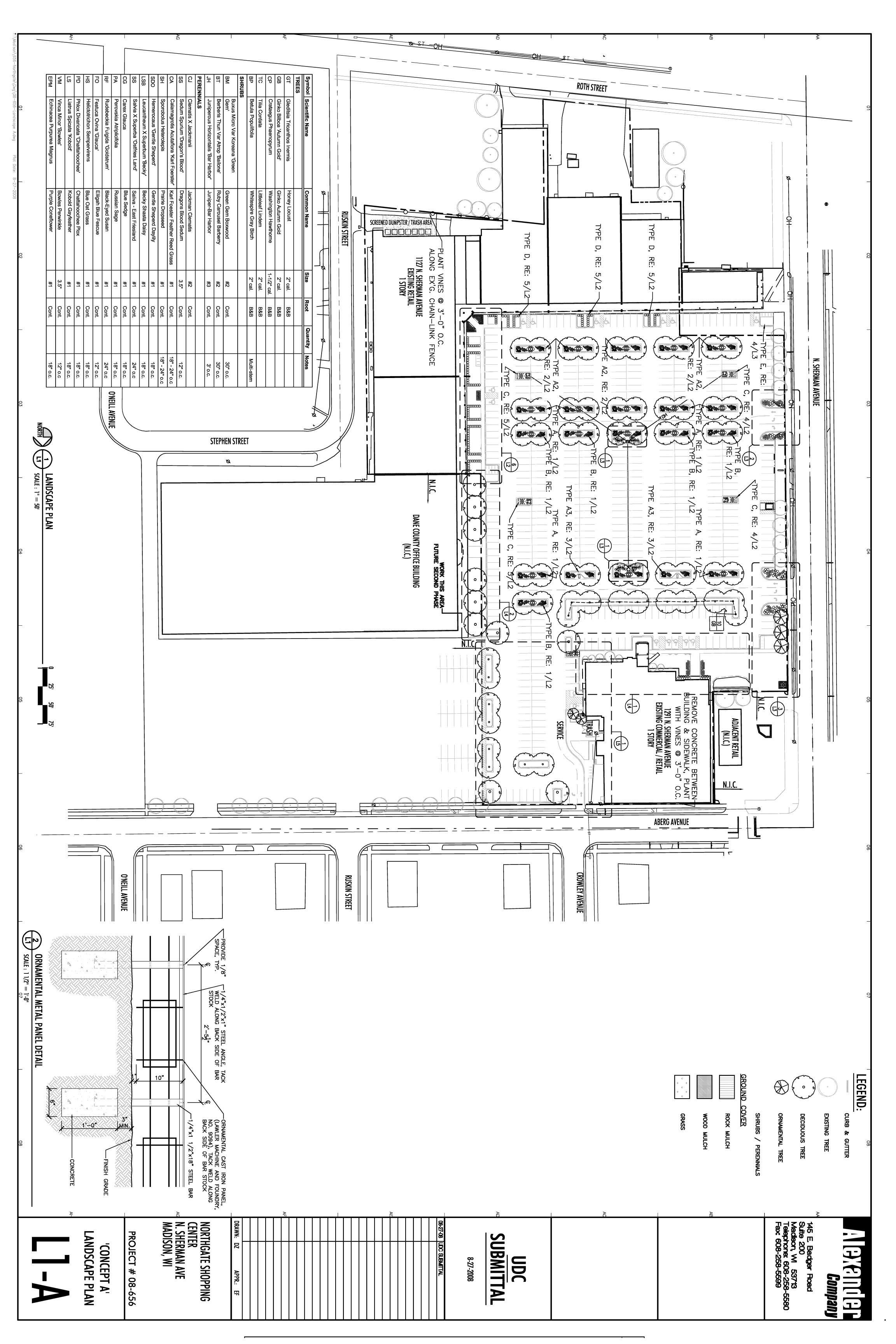


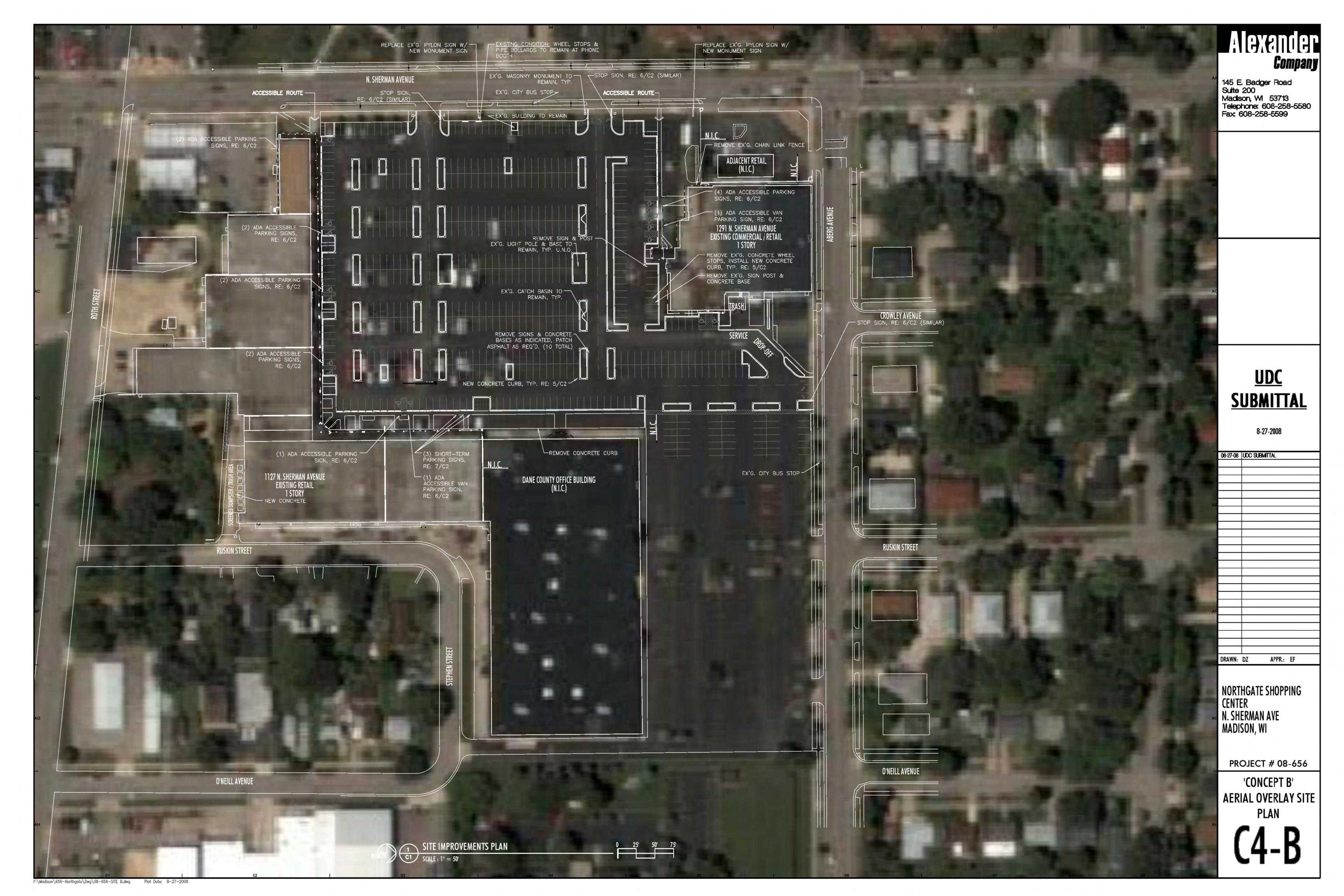


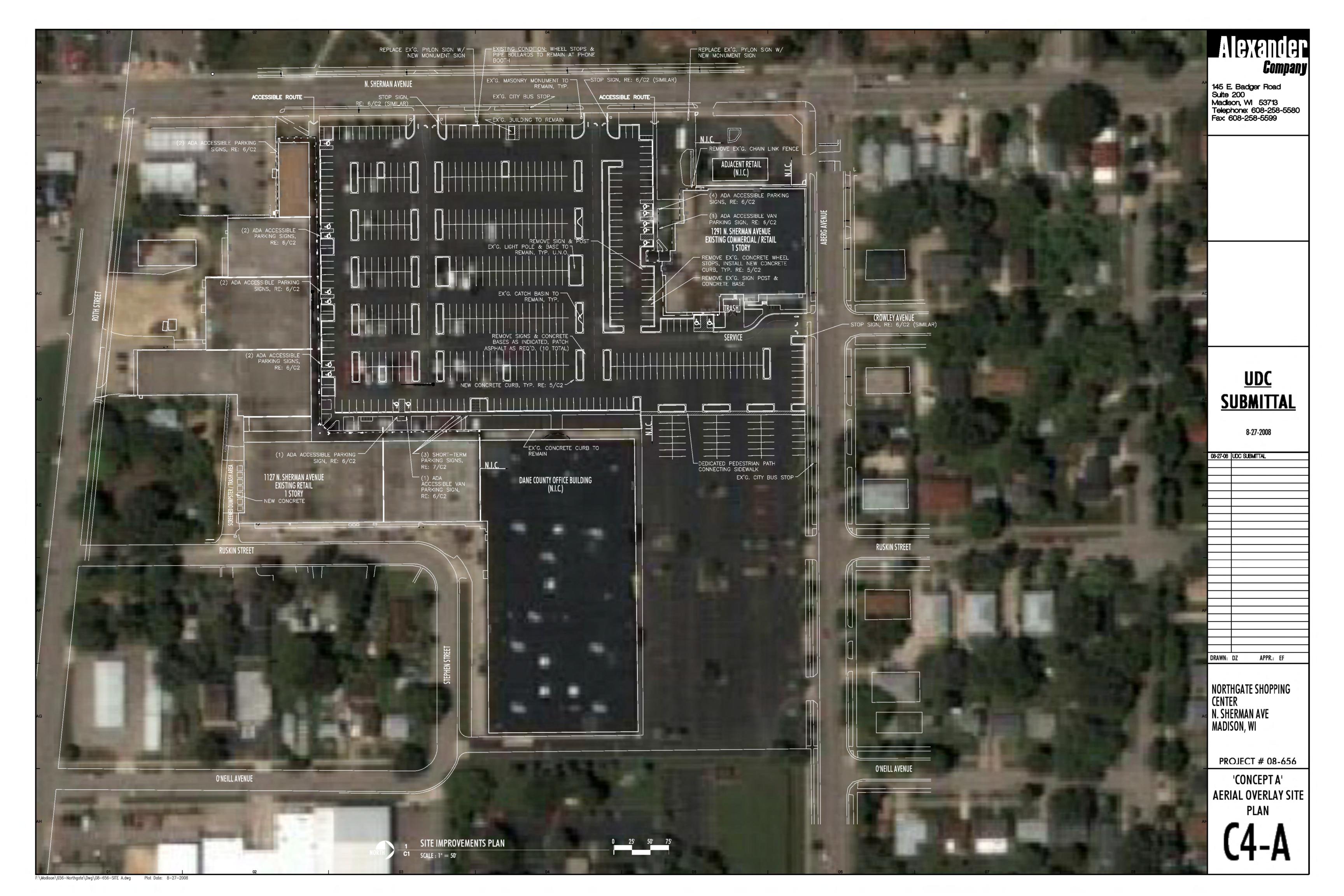


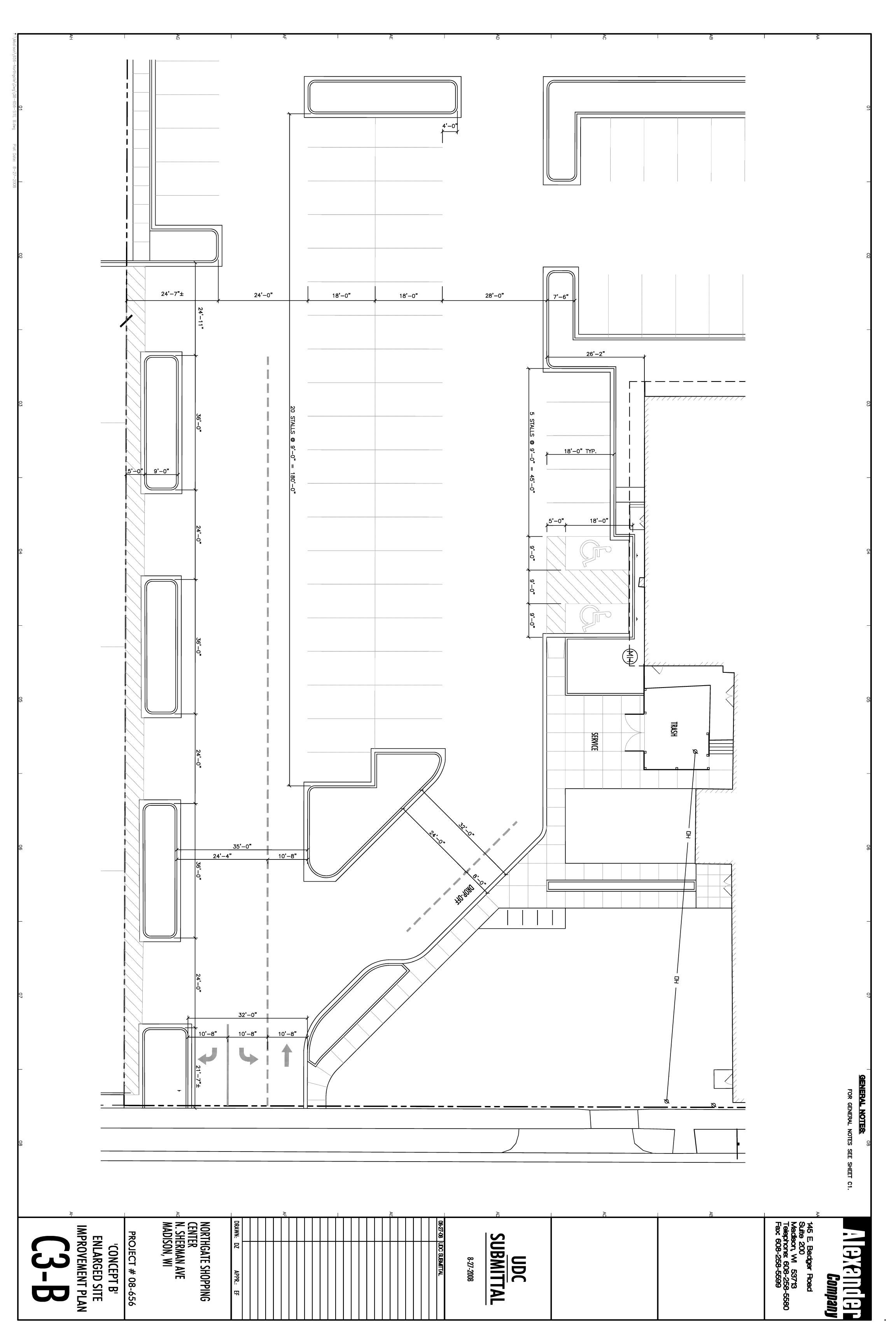


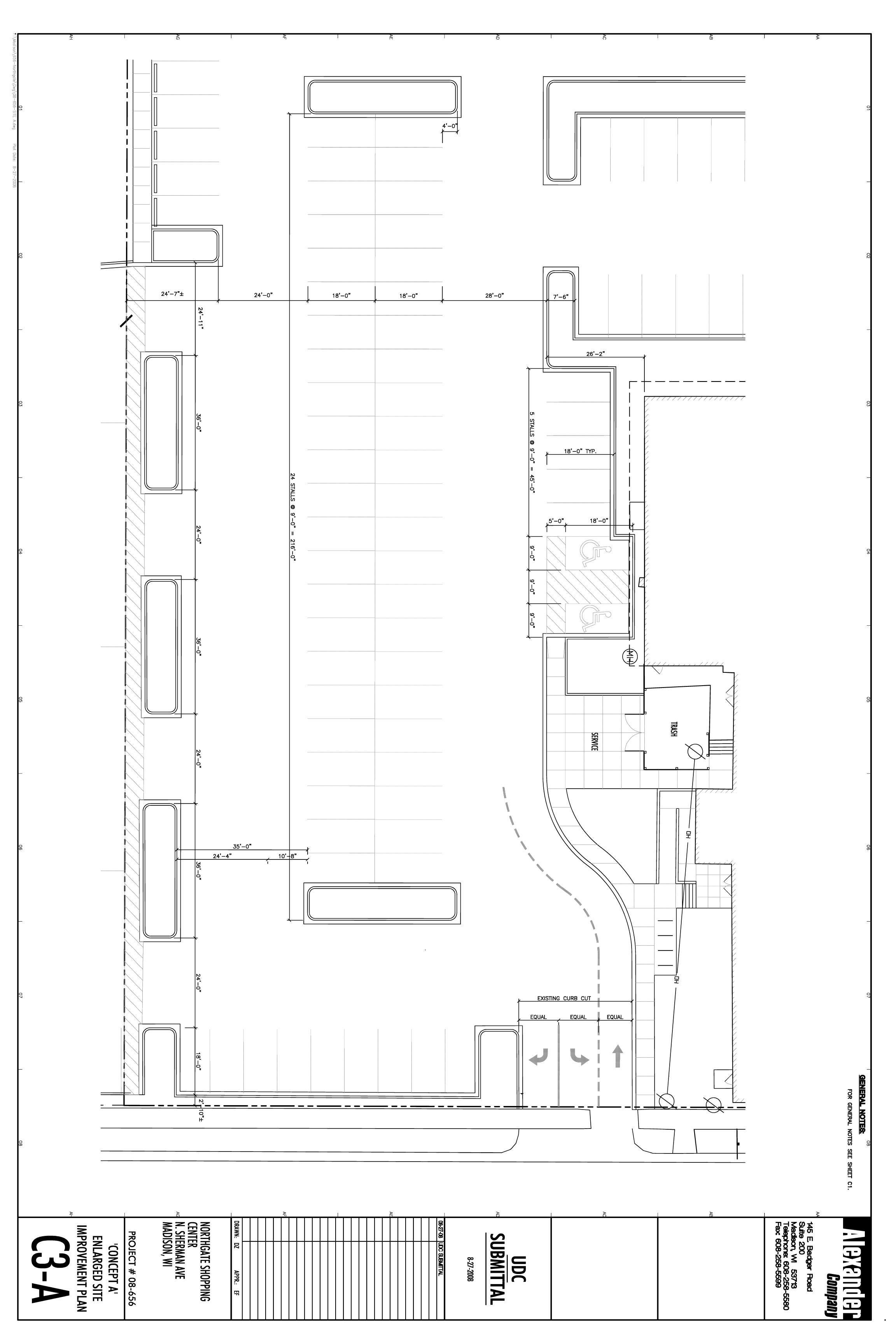


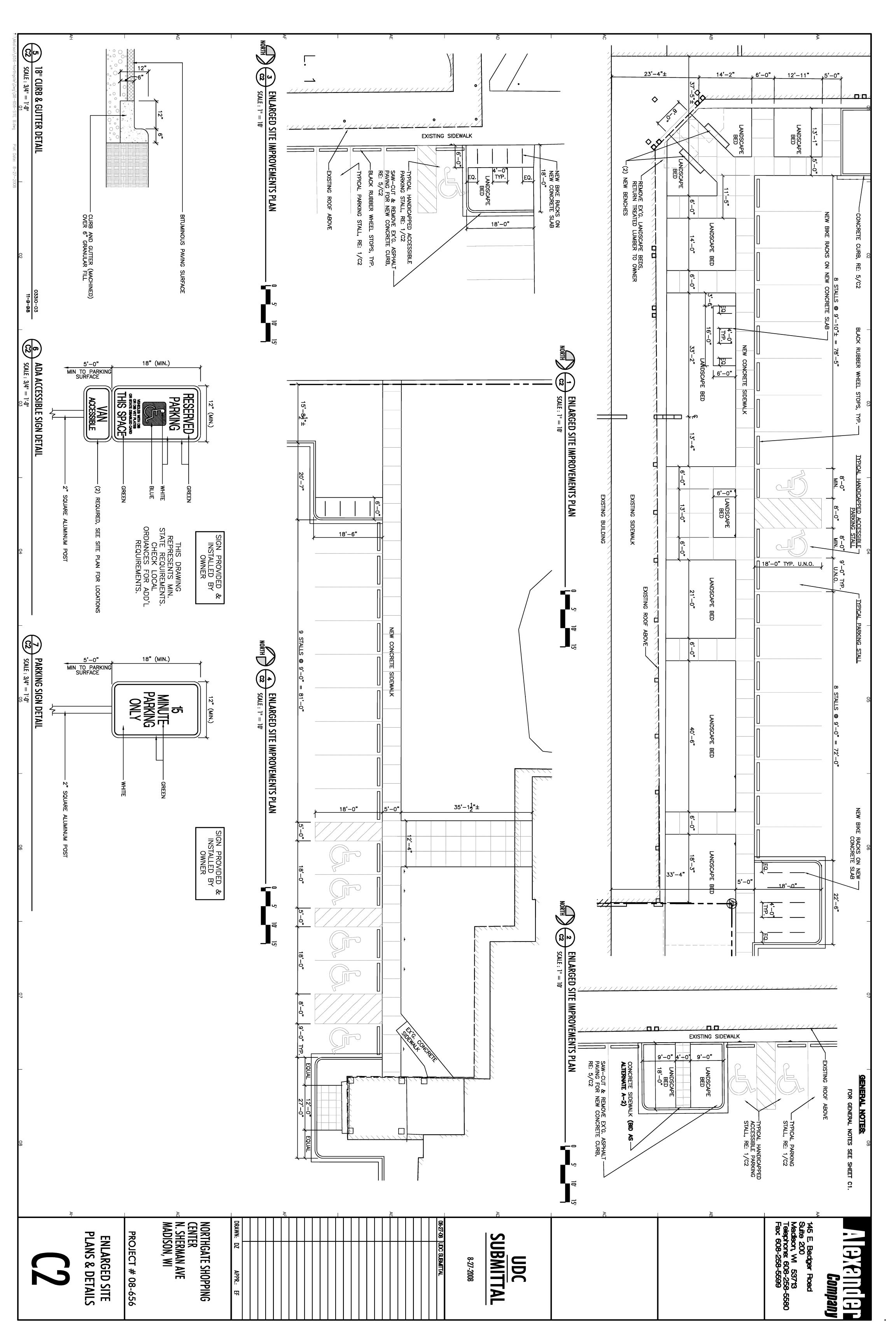


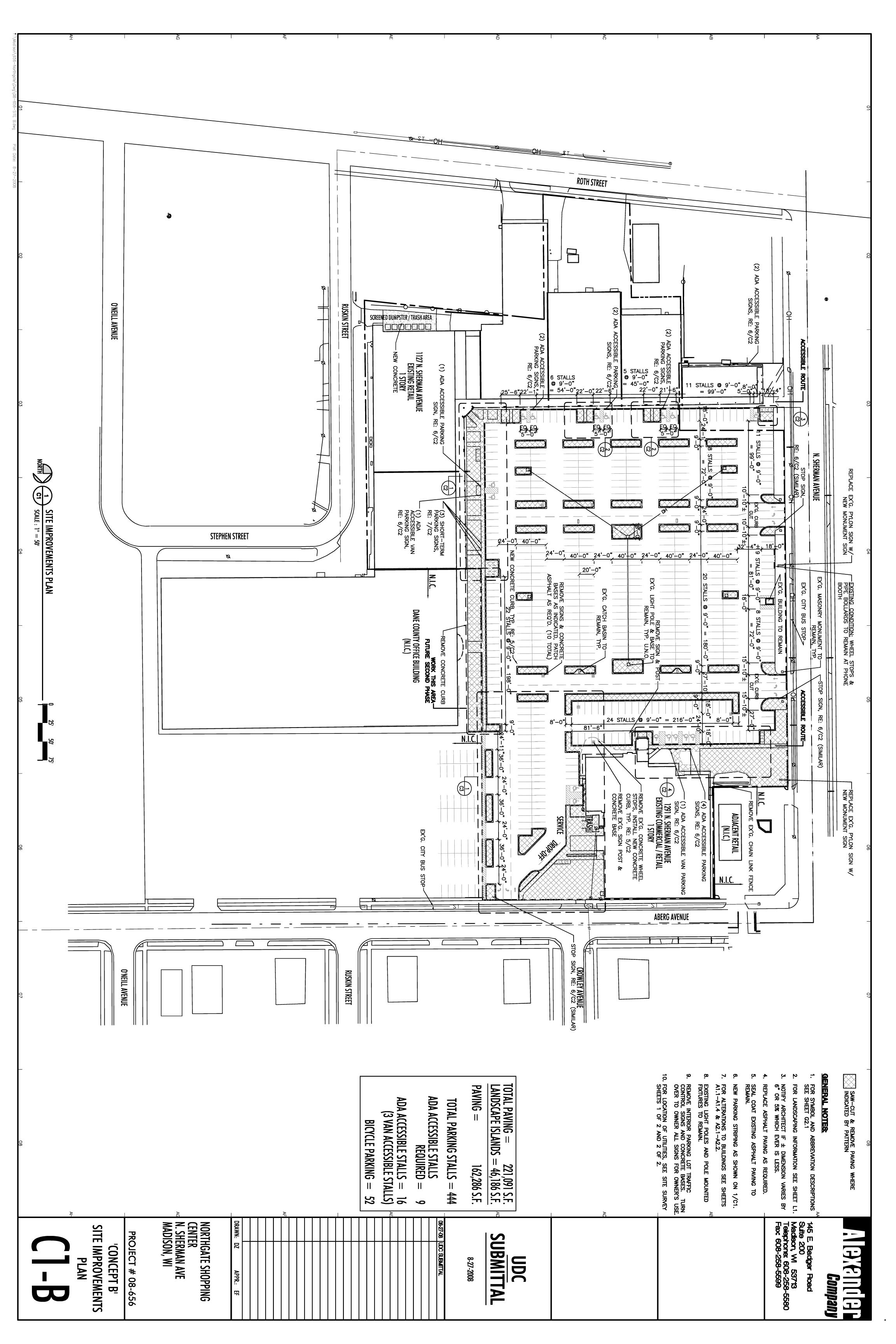


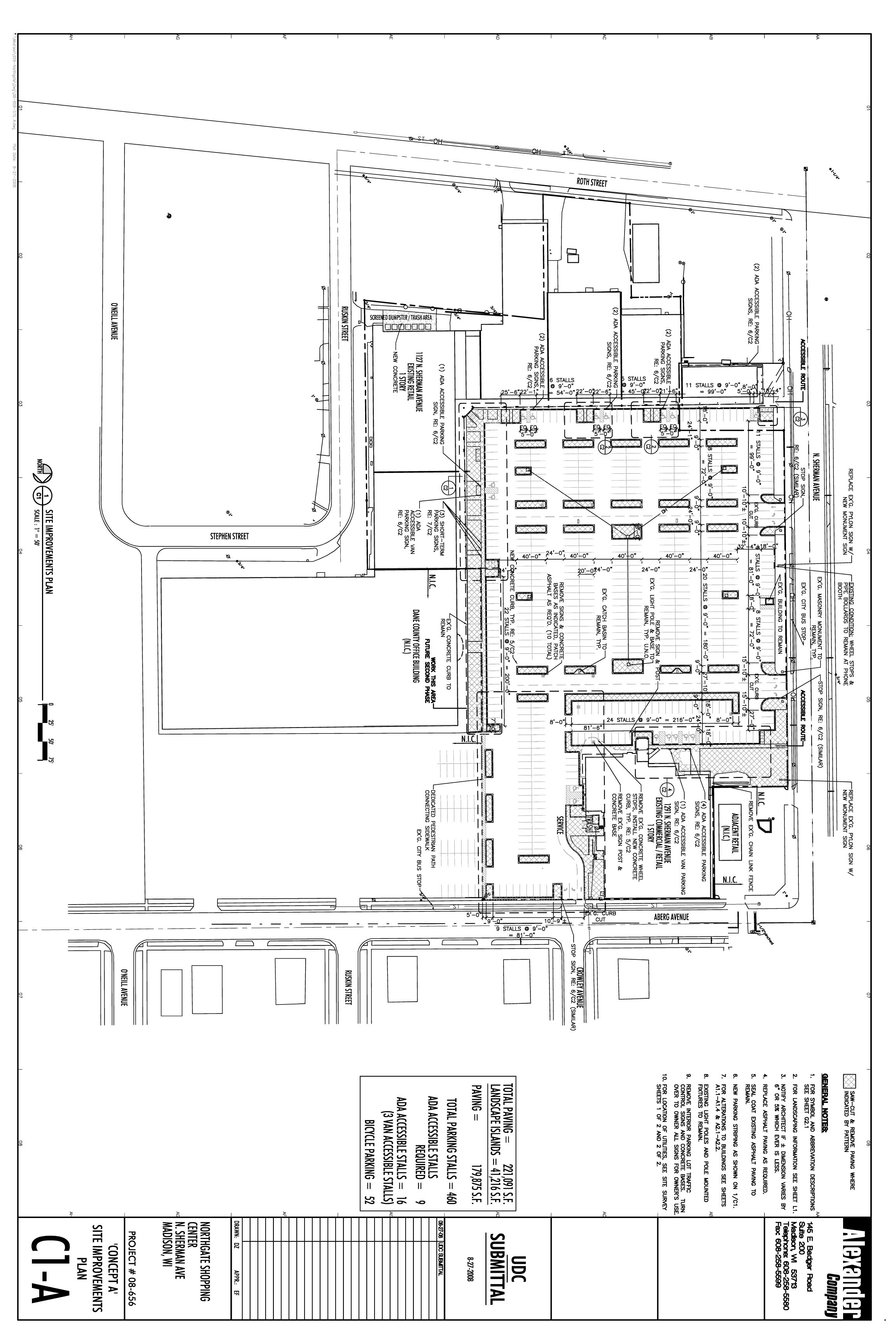














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## A examter Company

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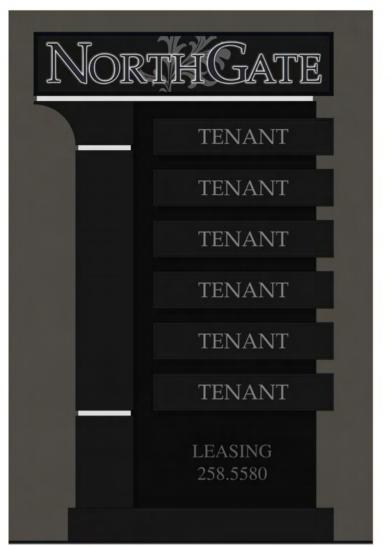
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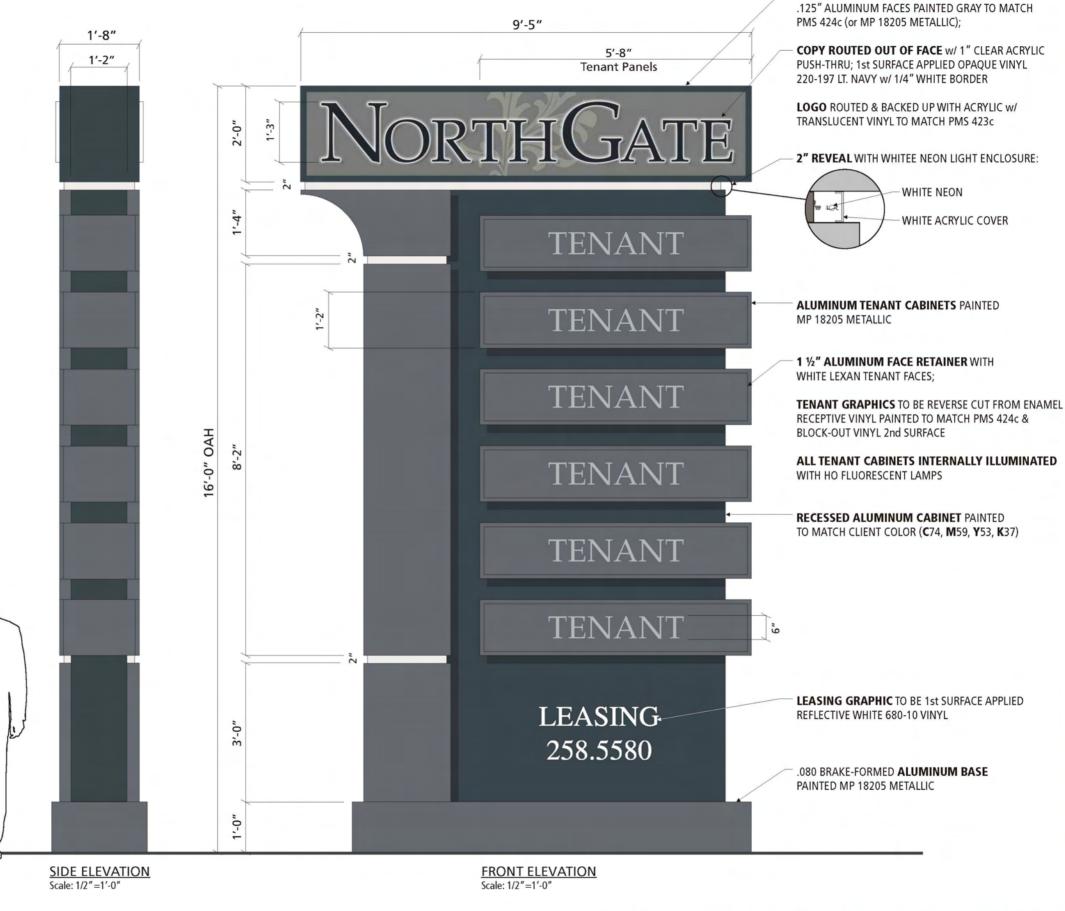
NORTHGATE SHOPPING CENTER N. SHERMAN AVE MADISON, WI

PROJECT # 08-656

**EXISTING AERIAL** 



**NIGHT VIEW - NTS** 



D/F INTERNALLY ILLUMINATED PRIMARY MONUMENT SIGN

FABRICATED ALUMINUM CABINET WITH

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Strategic Identity design/consulting

1711 Scheuring Road De Pere, WI 54115 920.604.0999

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Project

NORTHGATE

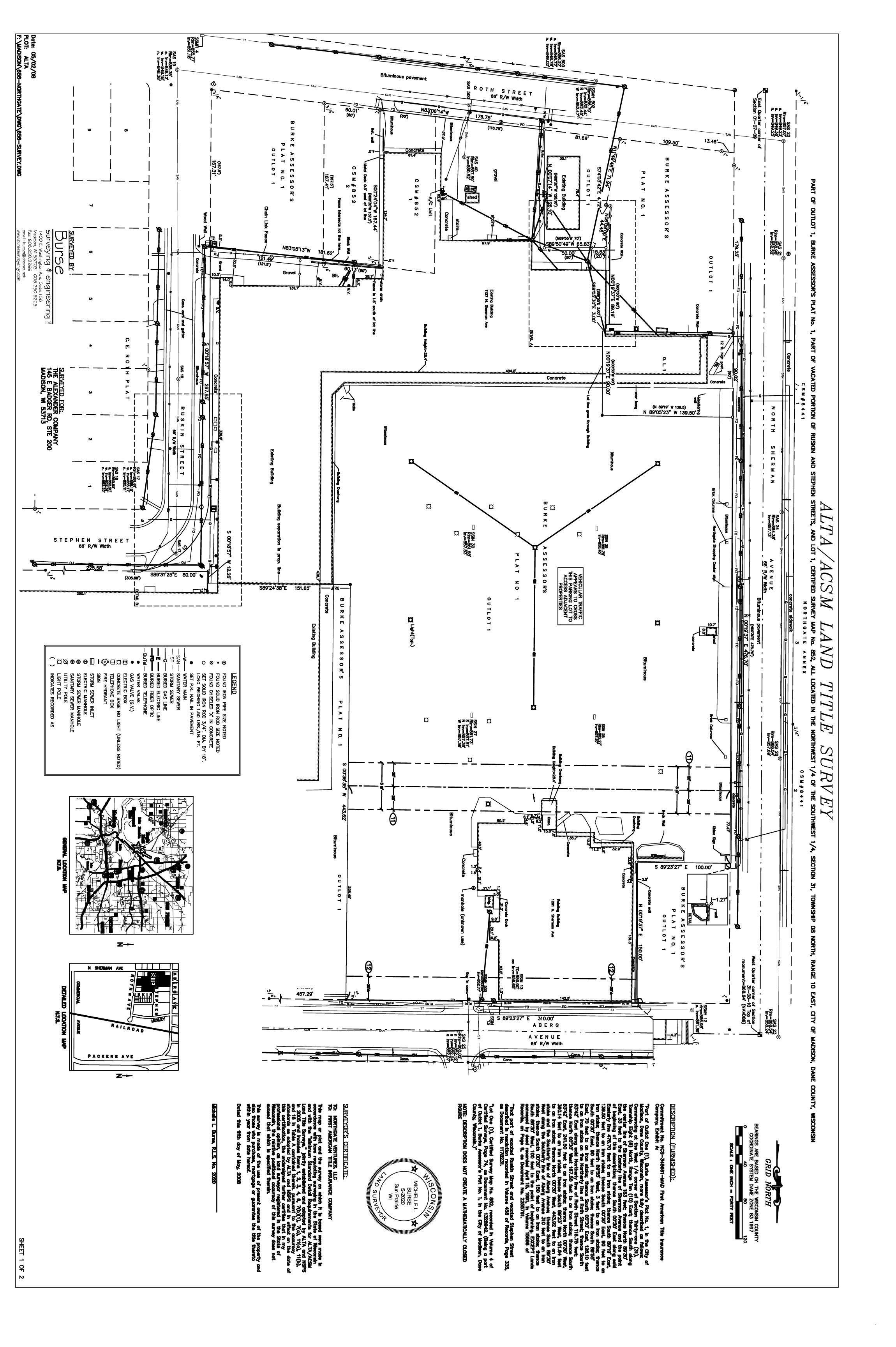
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Date Revised

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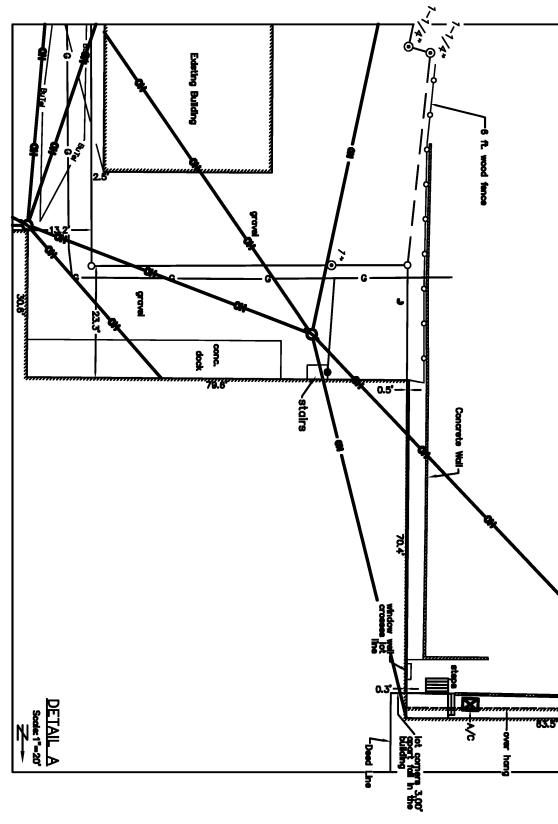
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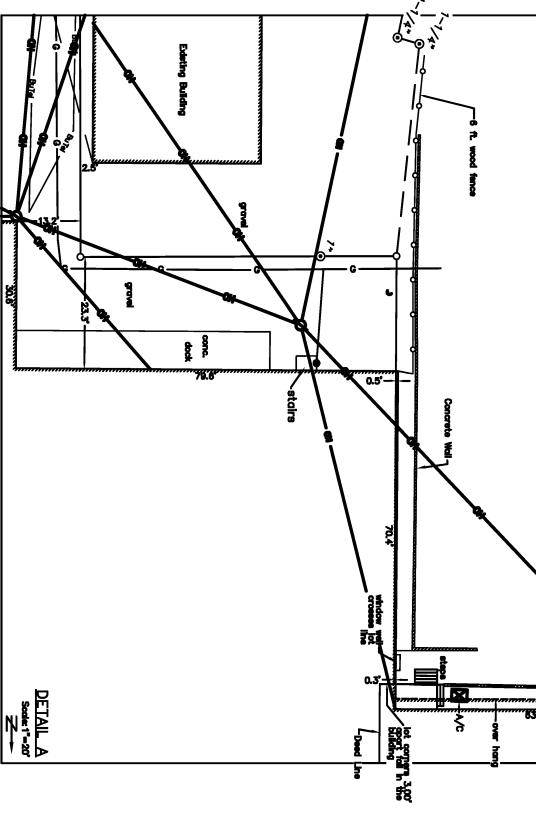
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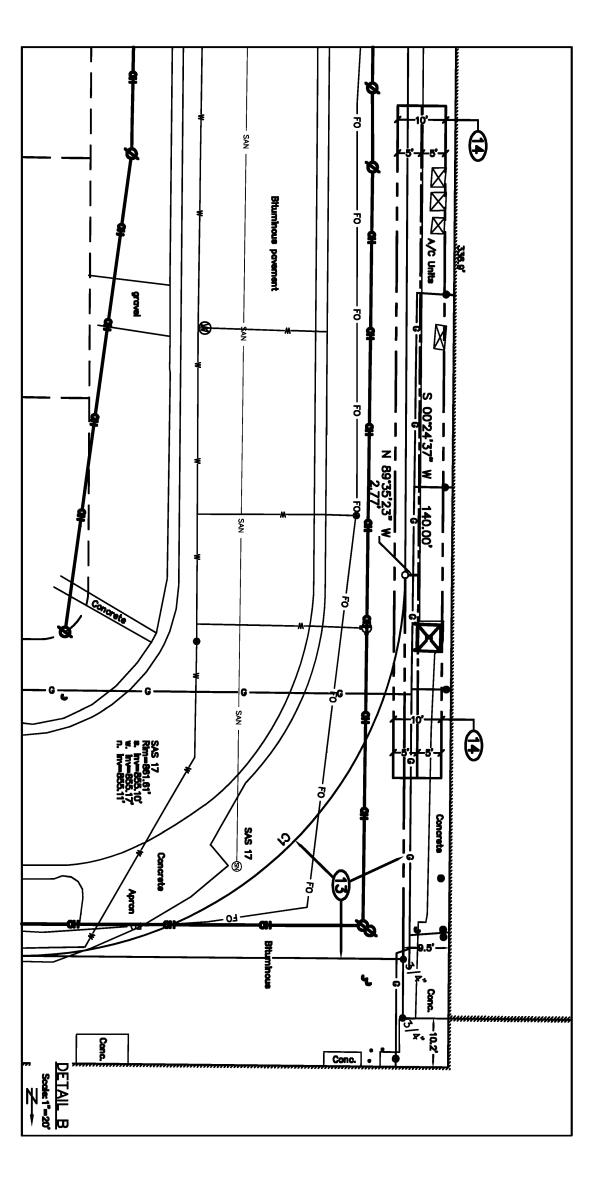


# H RVEY

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

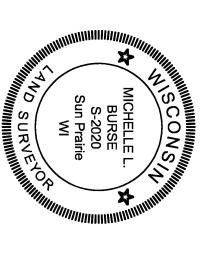
9. Except as specifically stated or shown on this map, this survey does not purport to reflect any of the following which may be applicable to the subject real estate: easements; building setback lines; restrictive covenants; subdivision restrictions; zoning or other land use regulations; and any other 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. ded Febr 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



FOUND IRON PIPE SIZE NOTED
FOUND SOLID IRON ROD SIZE NOTED
SET SOLID IRON ROD 3/4". DIA. BY 18".
LONG WEIGHING 1.50 LBS./LN. FT.
WATER MAIN
— SANITARY SEWER
— STORM SEWER
— BURIED GAS LINE
— BURIED FIBER OPTIC
— BURIED FIBER OPTIC
— BURIED TELEPHONE
WATER VALVE (G.V.)
ELECTRIC BOX
CONCRETE BASE NO LIGHT (UNLESS NOTED)
TELEPHONE BOX
FIRE HYDRANT
SIGN STORM SEWER INLET
ELECTRIC MANHOLE
STORM SEWER MANHOLE
SANITARY SEWER MANHOLE
UTILITY POLE
LIGHT POLE
INDICATES RECORDED AS