

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

**AGENDA ITEM # _____
Project # _____
Legistar # _____**

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2118 W Beltline Highway

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) <u>Northern Tool + Equipment</u>	ARCHITECT/DESIGNER/OR AGENT: <u>ARCHNET, Inc.</u>
<u>Duane Boris - Real Estate Dev. Mgr.</u>	<u>Michael Diem - Architect</u>

CONTACT PERSON: Duane Boris

Address: 2800 Southcross Drive W
Burnsville, MN 55306

Phone: 952-895-6809

Fax: 952-641-2503

E-mail address: Duane.Boris@northerntool.com

TYPE OF PROJECT:
(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- 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.

July 2, 2012

Re: Brief Narrative Description of Project
2118 West Beltline Highway
Madison, Wisconsin

Northern Tool and Equipment is a national retailer specializing in tools, various machinery such as log splitters, snow blowers and trailers, and many other items. Northern Tool and Equipment seeks to occupy 16,820 square feet of currently vacant space in the former Home Concept building located at 2118 West Beltline Highway. Our submittal includes a proposal of a storefront remodel and sign package.

The proposal included in our package is a result of earlier studies and a pre-application conference call meeting with Matt Tucker from the City of Madison, Kacie Berends from SignArt, Duane Boris of NT+E, and Mike Diem from ARCHNET. Exhibits include a color photo of existing conditions, a scaled drawing of existing elevations, our design proposal showing signage data, and an architectural rendering reflecting proposed color and materials.

Our design solution to meet the intent of the code is to utilize the existing columns (pilasters) and colors. We have centered our entrance on the middle of three bays and created an architectural feature to denote the entrance. The proposed 'signable area' would be a field of corrugated aluminum panels with individually illuminated letters. These letters will meet the night requirements of the signage code. Other features of the elevation include an architectural wall extension (parapet) over the entrance. The cornice of steel channel terminates the corrugated aluminum field. A steel architecturally-detailed canopy is also proposed. Building colors will remain as existing. Other accent colors, such as the awning, are called out in the elevations.

Our solution has struck a balance between other 'Prototype' Northern Tool stores and the unique conditions of the existing palette. Any future use of this store can be easily returned to a base shell by removing the corrugated sign field or painting accent colors, etc.



PROPOSED NORTHERN TOOL + EQUIPMENT
MADISON, WI

7-2-12

ARCHNET





NOTE: ALL COLORS EXIST. U.N.O.

UNACLAD FASICA COLOR: COLONIAL RED

PREFIN. GALVALUME CORRUGATED MTL. SIDING

ACCENT BASE COLOR: BLACK BEAN

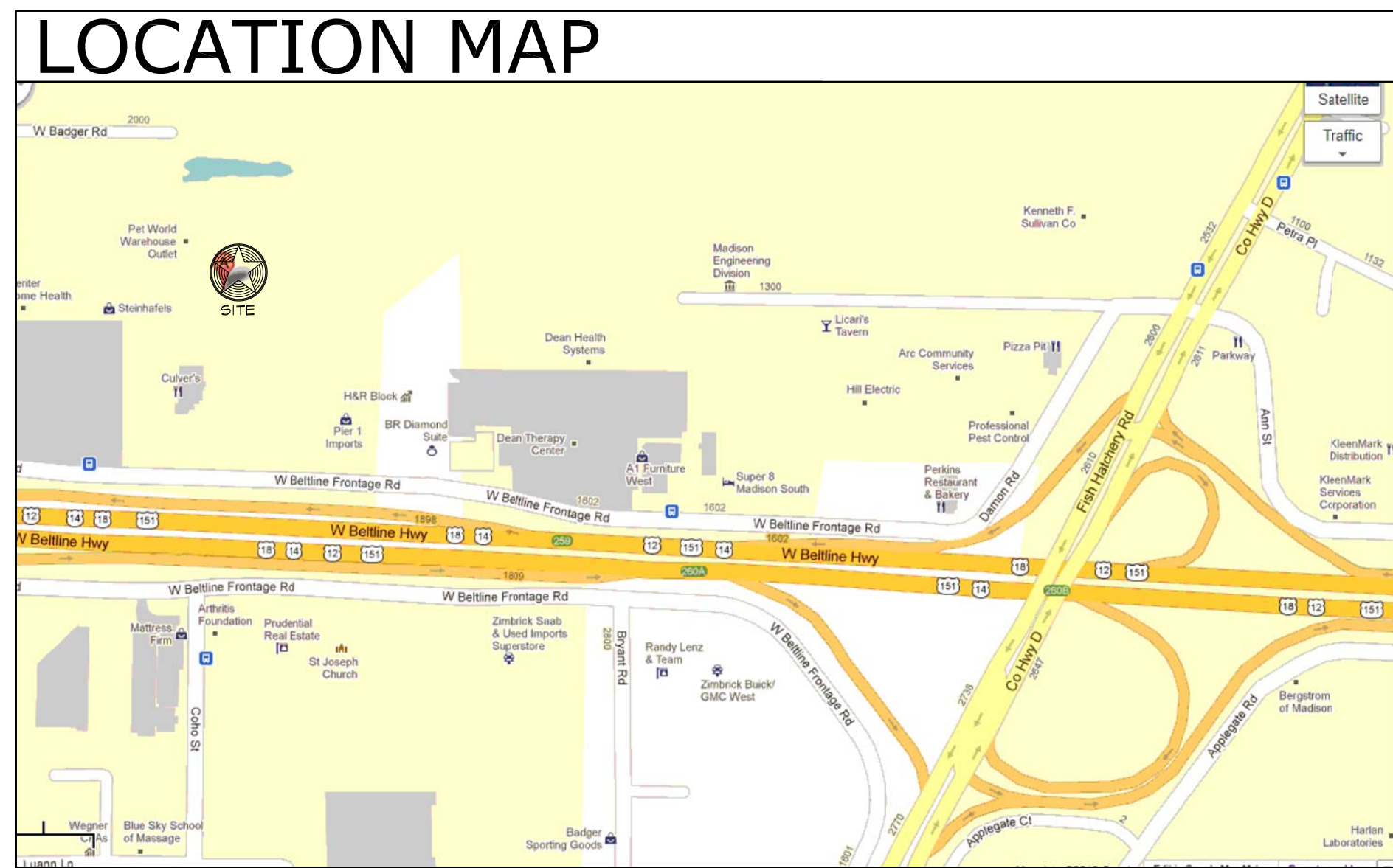
EXIST. FIELD COLOR

PROPOSED NORTHERN TOOL + EQUIPMENT
MADISON, WI

7-2-12

ARCHNET





ARCHNET
u s a
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 sustainable design
 333 N Main St. Ste. 201
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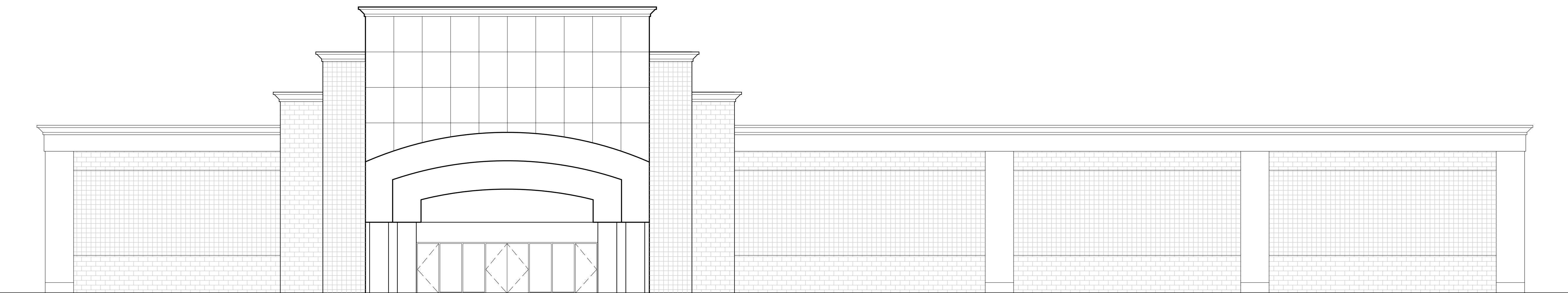
NORTHERN
TOOL + EQUIPMENT
 2118 W Beltline Hwy
 Madison, WI 53713

Revisions	
Item	Date

Registration Information
 I hereby certify that this plan, specification, or report was prepared by me or under my direct supervision, and that I am a duly Licensed Architect under the laws of the Wisconsin.

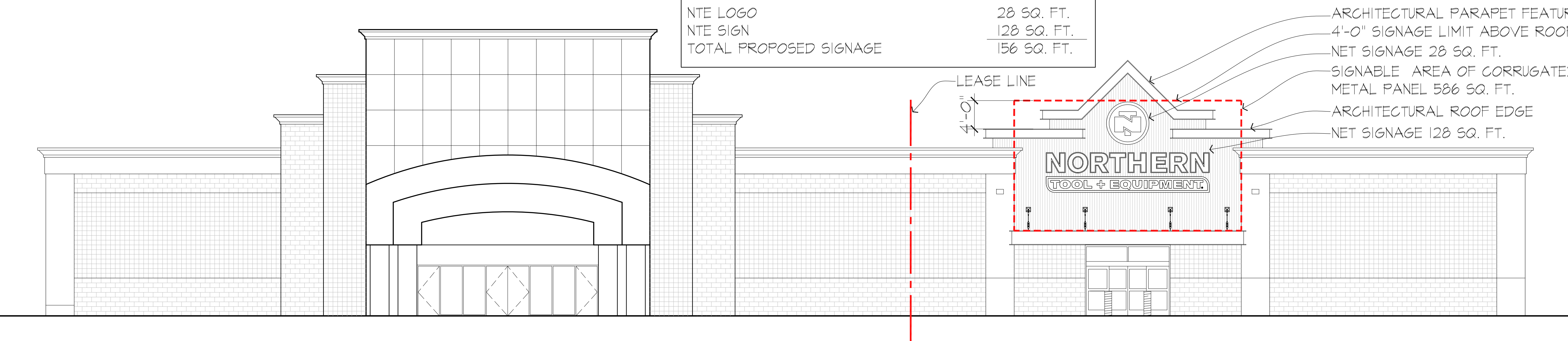
Printed Name
 MICHAEL F. DIEM
 Signature

DATE: 6-12-12 License #: 5803



1 EXISTING SOUTH ELEVATION
 1/8" = 1'-0"

SIGNABLE AREA	586 SQ. FT.
ALLOWED SIGNAGE 30%	
30% OF 586 SQ. FT. =	176 SQ. FT.
GROSS LEASE WALL AREA	2,258 SQ. FT.
TOTAL LEASE FRONTAGE	87 FT.
SIGNAGE ALLOWED (2 SQ. FT. PER FT.)	174 SQ. FT.
NTE LOGO	28 SQ. FT.
NTE SIGN	128 SQ. FT.
TOTAL PROPOSED SIGNAGE	156 SQ. FT.



2 PROPOSED SOUTH ELEVATION
 1/8" = 1'-0"

Sheet Information
 ELEVATIONS

Project No : 11-140 Drawing No :
 Drawn By : CL
 Checked By : MD
 Date : 6/12/12

A1.0