

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>March 1, 2006</u>	Action Requested
UDC MEETING DATE: <u>March 22, 2006</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 2801-3101 N. Sherman Ave., 1725-1865 Northport Drive
ALDERMANIC DISTRICT: 12

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Sherman Plaza, Inc. Jeff M. Solner
Dave & Don Bruns Signs By Design

CONTACT PERSON: Don Bruns
Address: 1865 Northport Drive, Ste. B
Madison, WI 53704
Phone: 608 255 0620
Fax: 608 442 8498
E-mail address: N/A



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 50,000 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)



Northside TownCenter ♦ 1865 Northport Drive, Suite B ♦ Madison, WI 53704
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February 28, 2006

Urban Design Commission
City of Madison
Planning & Development, Suite LL100
215 Martin Luther King, Jr. Blvd.
Madison, WI 53703

Greetings:

It has been recommended that a cover letter accompany the enclosed request for a Comprehensive Design Review.

We have multiple focuses which underlie our request package:

1. **Pierce's Northside Market.** As most are aware, our shopping center and, accordingly, our neighbors, have been without a grocery store since Roundy's shuttered our nearly-new 50,000 square foot supermarket in April of 2003. Through the dedicated efforts of many, a wonderful, family-owned alternative has emerged. Pierce's Northside Market will open its doors March 27, 2006. It is imperative that this business be given the best possible chance to succeed. Effective signage will help immensely.
2. **Northside TownCenter.** To highlight the rebirth signaled by Pierce's opening and ownership's commitment to infill and neighborhood sustainability, we are changing the name of the shopping center to Northside TownCenter. The property, which was a part of our ancestors' family dairy farm, has been Sherman Plaza Shopping Center since its development in the early 1960's. We anticipate some early stage customer confusion will follow the name change. We are hopeful that the new signage will help minimize that confusion and thereby benefit our tenants, customers and neighbors.

A place to live, shop, dine and enjoy all the amenities of the city within the comfortable familiarity of a friendly neighborhood.

Urban Design Commission
February 28, 2006
Page 2

3. **Retail Tenants.** We have twenty-six (26) tenants at our shopping center. Currently only three (3) are able to take advantage of our pylon signage. Granting our request will permit several additional businesses the benefits of enhanced identification, and will educate the public to what goods and services are available at the center. It will also provide us with the flexibility to offer pylon signage to prospective tenants for the still-vacant Roundy's store.

We are mindful that granting our request will add signage mass. We are hopeful that the following advantages will outweigh this reality:

- Reduced height as to the Northport Drive pylon. The reduction from 23 feet to 18 feet will bring the pylon within the "size limit" for our situation.
- Aesthetic benefits of refurbishing the existing Sherman Avenue pylon, replacement of the aging Northport Drive pylon and additional landscaping at the Northport Drive site.
- Benefits to our retailers and the public of enhanced identification.

We thank you for your consideration and appreciate any suggestions you might have.

Best regards,



Donald B. Bruns
Secretary/Treasurer

Enc.

Explanation of Variance Requested

1. Sherman Avenue Pylon

The change is exclusively to the face of the existing pylon sign, color renderings of which are included with this submission. The new sign would have one larger ("Pierce's Northside Market") panel and five (5) smaller panels. The existing sign has one large and two (2) smaller. The actual sign area would not change.

2. Northport Drive Pylon

We propose to replace the existing pylon with a new, shorter, longer pylon. The existing pylon is 23 feet high, 5 feet over the current "size limit." The new pylon would be 18 feet high, which would be "size limit" compliant.

The existing sign area is approximately 200 square feet, inclusive of the frame/structure. The new sign would be approximately 337 square feet, also inclusive of structure.

3. Southern Entrance Sign

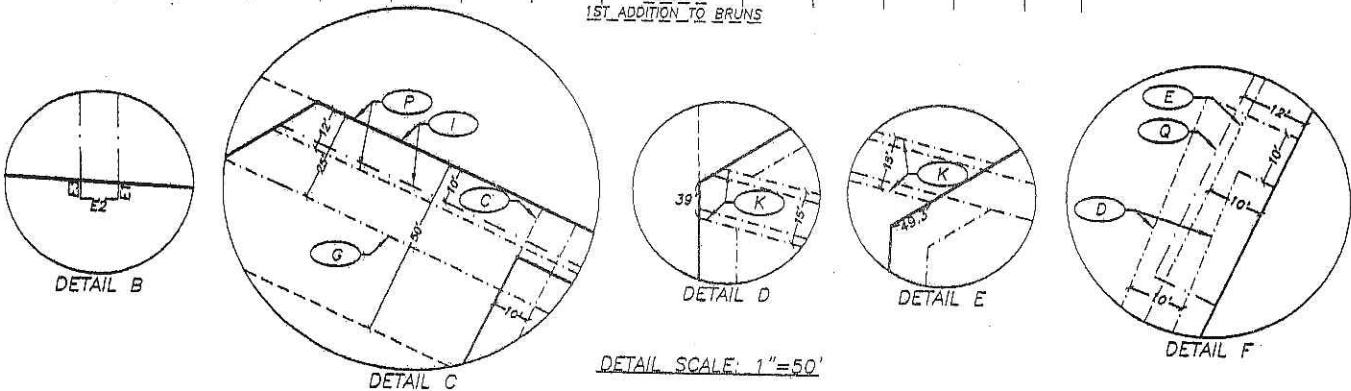
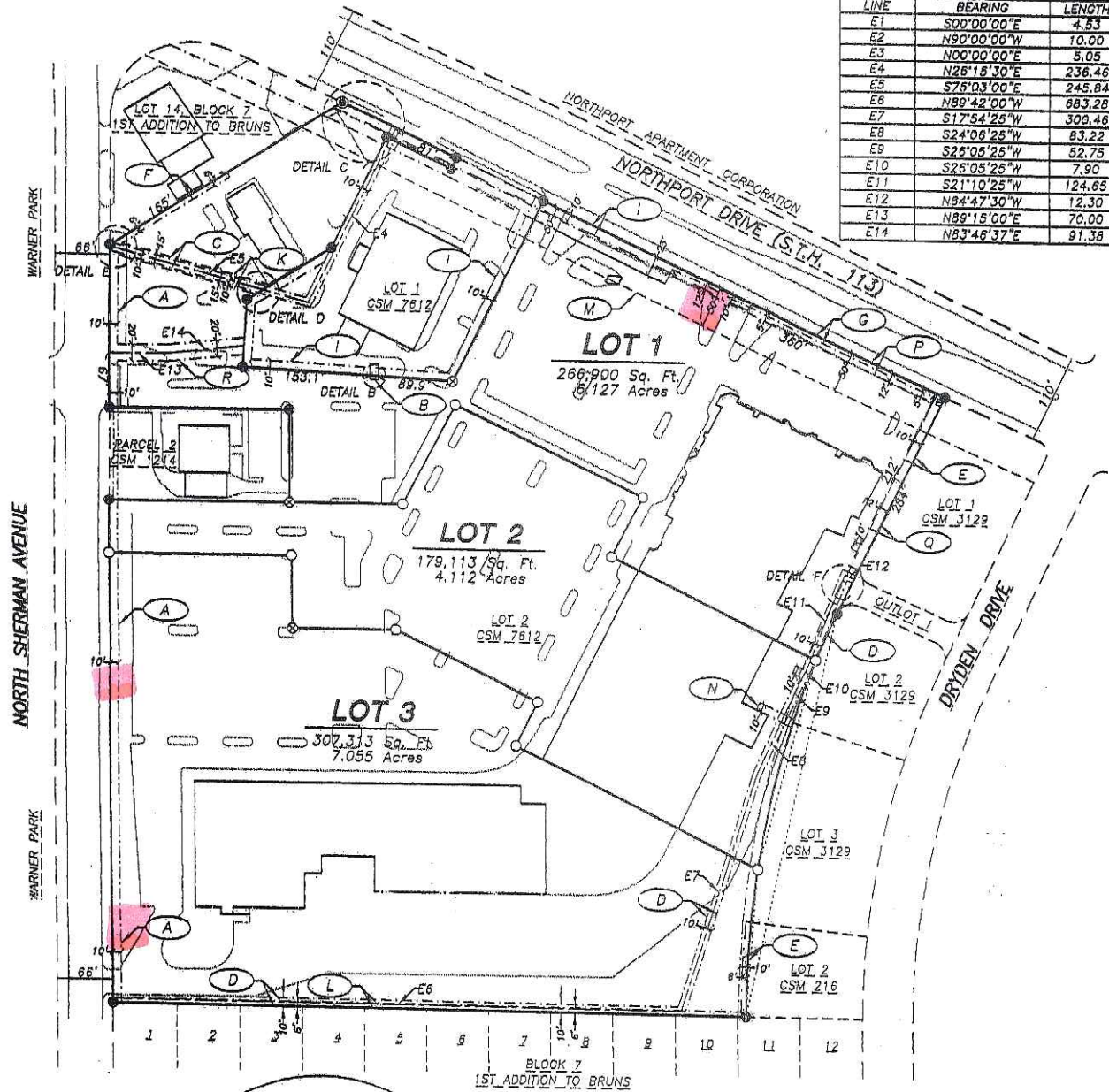
As our request would result in there being no identification along Sherman Avenue of the name of the shopping center, we request permission to put a 5-foot high sign at that entrance. It would be double-sided, sandblasted sign foam faces, aluminum-framed, mounted to treated posts. The sign area would be less than 20 square feet.

Note: The last Two (2) pages of the diagram presentation are ideas we are considering for some wall-mounted signage for some currently "dead" spaces. It is our thought that these concepts would not be appropriately included in this variance request. The pages are included in case our impression is incorrect and in the interests of presenting a "full picture."

PRELIMINARY CERTIFIED SURVEY MAP

A REDIVISION OF LOT 2 OF CERTIFIED SURVEY MAP NO. 7612, RECORDED IN VOLUME 39 OF CERTIFIED SURVEY MAPS ON PAGES 284-287 AS DOCUMENT NO. 2635627, BEING ALSO PART OF THE SOUTHWEST 1/4 OF THE NORTHWEST 1/4 AND THE NORTHWEST 1/4 OF THE SOUTHWEST 1/4 OF SECTION 30, TOWN 8 NORTH, RANGE 10 EAST, CITY OF MADISON, DANE COUNTY, WISCONSIN.

EASEMENT TABLE		
LINE	BEARING	LENGTH
E1	S00°00'00"E	4.53
E2	N90°00'00"W	10.00
E3	N00°00'00"E	5.05
E4	N26°15'30"E	236.46
E5	S78°03'00"E	245.84
E6	N89°42'00"W	683.28
E7	S17°54'25"W	306.46
E8	S24°06'25"W	83.22
E9	S26°05'25"W	52.75
E10	S26°05'25"W	7.90
E11	S21°10'25"W	124.65
E12	N84°47'30"W	12.30
E13	N89°15'00"E	70.00
E14	N83°46'37"E	91.38



DETAIL SCALE: 1"=50'



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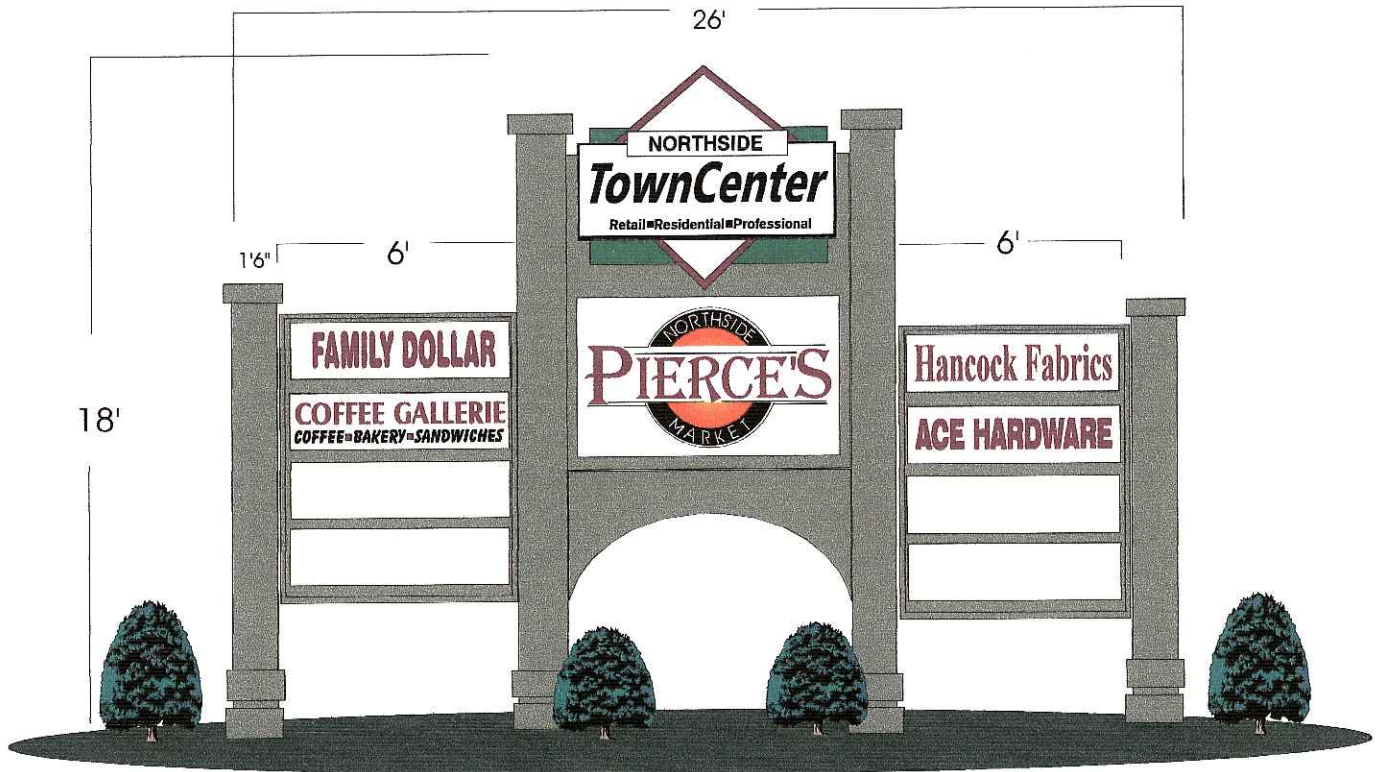






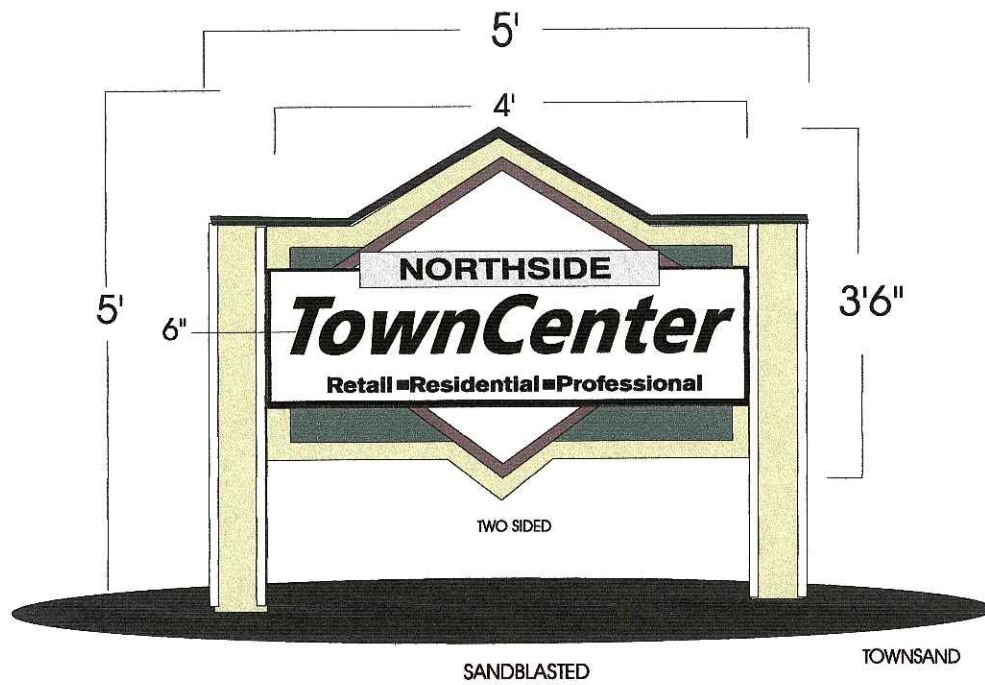


EXISTING NORTHPORT -



NEW

TOWN1



SIGNS BY DESIGN 831-2315



