

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

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_

DATE SUBMITTED: <u>08/20/07</u>	<b>Action Requested</b>
UDC MEETING DATE _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 4801 TRADEWINDS PKWY  
ALDERMANIC DISTRICT: \_\_\_\_\_

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
BAUER & RAETHER BUILDERS GRANT SIGNS

CONTACT PERSON: MICHAEL OLKWITZ / GRANT SIGNS  
Address: 5119 TERMINAL DR.  
McFARLAND WI 53558  
Phone: 608-838-7794  
Fax: 608-838-7798  
E-mail address: \_\_\_\_\_

**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) SIGNAGE PACKAGE CONTINUATION
- 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 \_\_\_\_\_

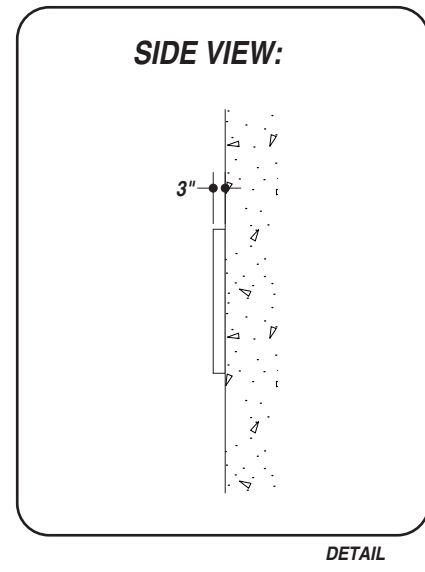
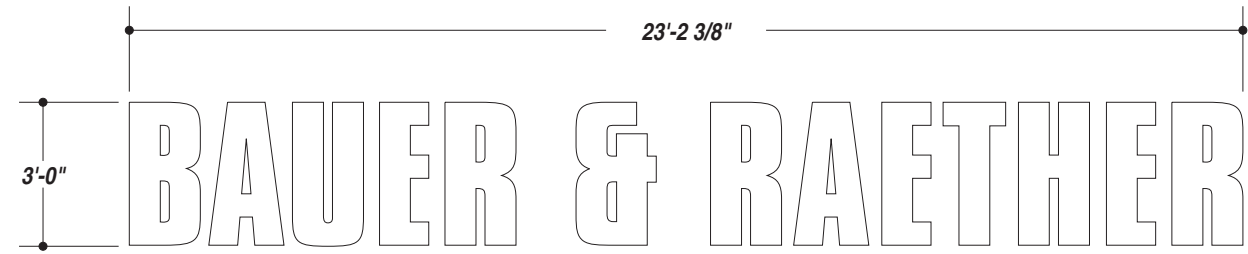
\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

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

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT

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# EXHIBIT D



**JOB DESCRIPTION**  
 S/F NON-ILLUMINATED EXTERIOR DIMENSIONAL LETTERS:

FABRICATE CHANNEL LETTERS USING:  
 .125 ALUMINUM FACES - PAINT IN COLOR AS PER PRINT  
 3" DEEP .063 ALUMINUM RETURNS - PAINT IN COLOR  
 STUD-MOUNT FLUSH TO WALL.

FIELD SURVEY REQUIRED PRIOR TO FABRICATION

R1: 05.09.07 • JER • CHANGED TO WHITE NON-LIT 3" CHANNEL LETTERS FLUSH MOUNTED TO WALL

FILE NAME 14975-09-1 DATE 04.23.07 SCALE 1/4" = 1'  
 JOB NAME BAUER & RAETHER BUILDERS  
 LOCATION 4801 TRADEWINDS PARKWAY, MADISON, WI  
 DRAWN BY CJH SALESMAN MICHAEL OLKWITZ

DESIGN APPROVED BY: \_\_\_\_\_  
 AUTHORIZED SIGNATURE \_\_\_\_\_  
 DATE \_\_\_\_\_

AKZO NOBEL FLNA4027 WHITE

UNLESS OTHERWISE SPECIFIED:  
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120 PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

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05.21.07  
JER

PRODUCTION PRINT

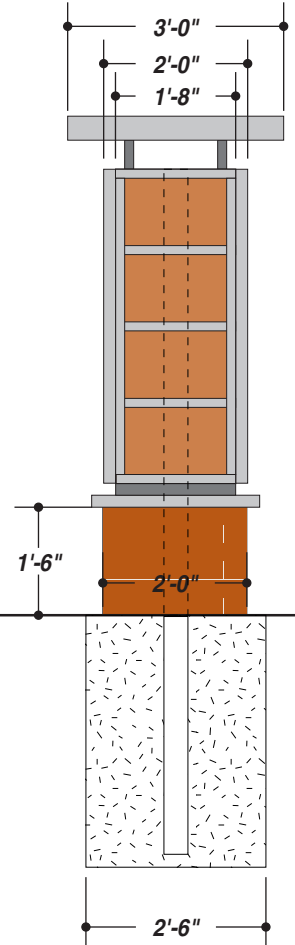
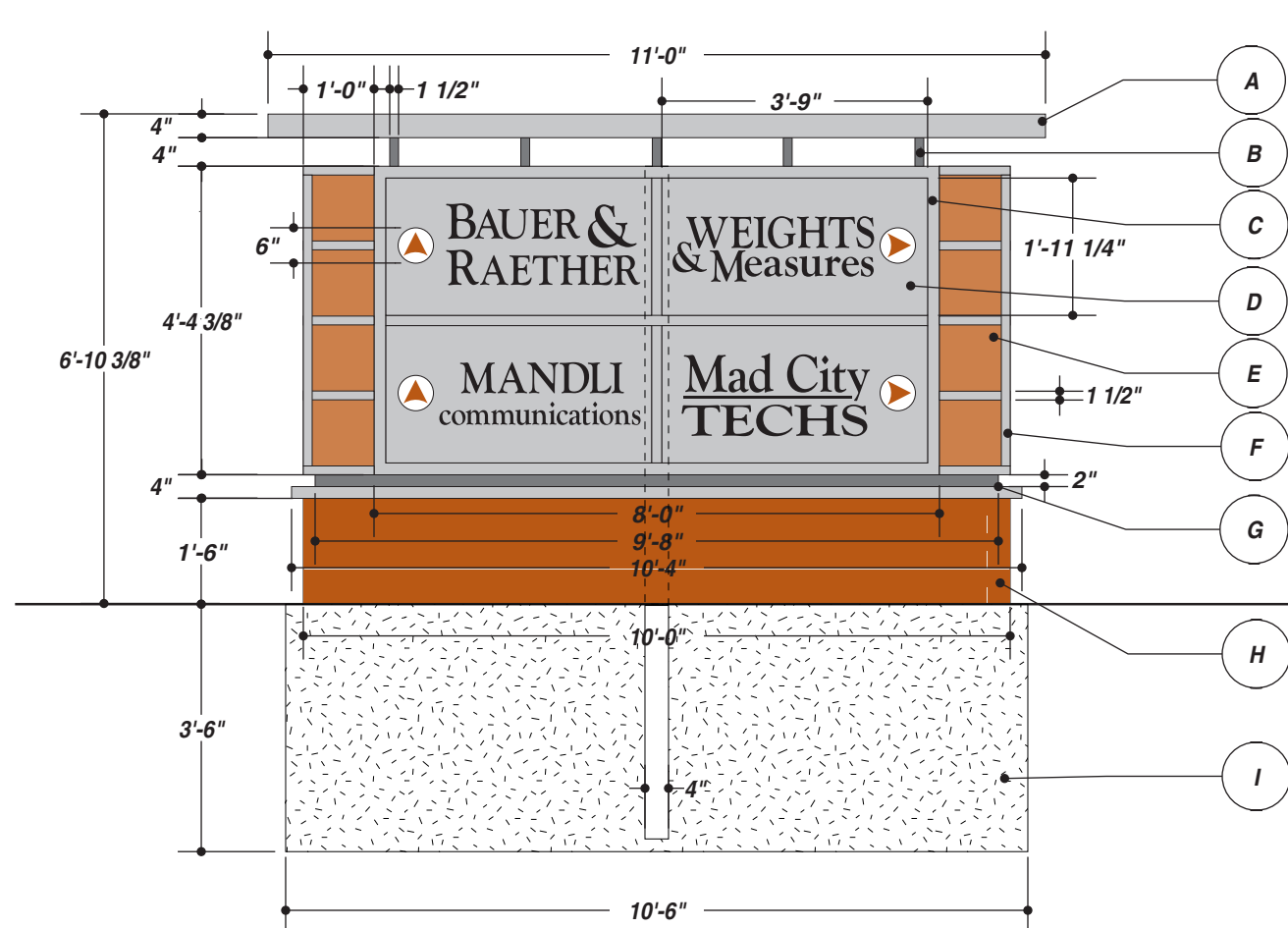


# EXHIBIT B



05.21.07  
JER

PRODUCTION PRINT



Centroid Height: 3.450 ft  
 Sign Area: 75.900 sq ft  
 Number of Support Columns: 1  
 Wind Pressure: 30.000 lbs/ sq ft

Section Modulus: 3.142 per column  
 Schedule 40 pipe (in inches, ROUND): 4.000 each column

Caisson type: Rectangular  
 Base Diameter/Width: 10.500 ft  
 Base Length: 2.500 ft

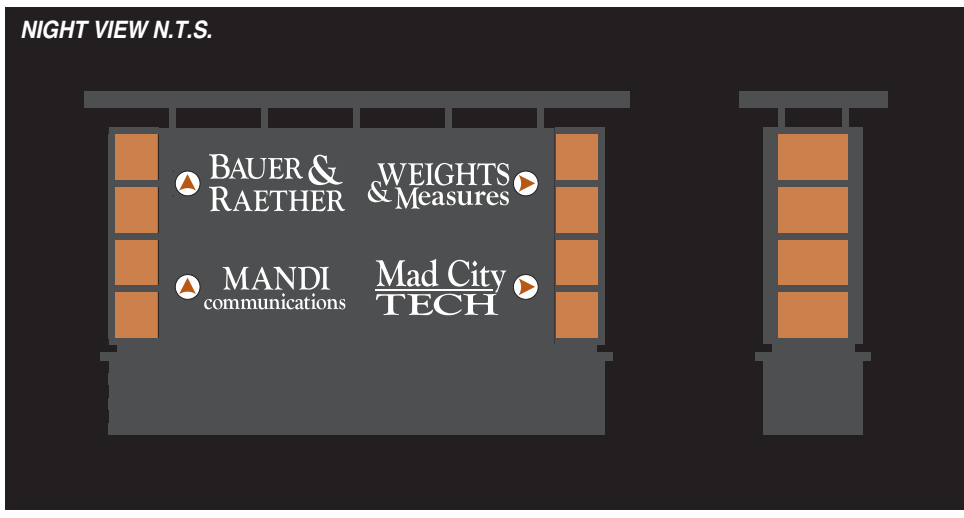
Footing Depth: 3.500 ft per column  
 Valid Footing Width: 10.500 ft per column  
 Concrete Yards: 3.393 yards total

### JOB DESCRIPTION

S/F ILLUMINATED EXTERIOR MONUMENT SIGN

- A) FABRICATE TOP CAP FROM 4"X1" ALUMINUM CHANNEL AND ALUMINUM SHEET
- B) ALUMINUM TUBE
- C) FABRICATE CABINET FROM ALUMINUM TUBE W/ 2" RETAINERS. 1-3/4" DIVIDER BARS. LAMP VERTICALLY USING FLUORESCENTS.
- D) .125 ROUTED ALUMINUM FACES BACKED W/ 3/16" WHITE ACRYLIC AND APPLY FIRST SURFACE VINYL
- E) 3/16" WHITE ACRYLIC W/ SECOND SURFACE VINYL
- F) ALUMINUM TUBE
- G) ALUMINUM REVEALS
- H) BRICK WORK DONE BY OTHERS
- I) INSTALL AS PER POLE AND BASE SPECIFICATIONS

R1: 01-31-07 • AJG • CHANGED COLORS  
 R2: 02-05-07 • AJG • CHANGED TEXT



- AKZO NOBEL SILVER FLNA9828
- AKZO NOBEL FLNA9834
- 3630-129 BRONZE
- 3635-222 DUAL COLOR BLACK

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FILE NAME 14975-04-2 DATE 01-23-07 SCALE 3/8"=1'  
 JOB NAME BAUER & RAETHER  
 LOCATION MADISON WI  
 DRAWN BY AJG SALESMAN MICHAEL OLKWITZ  
 DESIGN APPROVED BY: \_\_\_\_\_  
 AUTHORIZED SIGNATURE \_\_\_\_\_  
 DATE \_\_\_\_\_

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August 20, 2007,

Urban Design Review Committee

Tradewinds Building Signage letter of intent for **continuation to include Exhibit G.**

We are submitting a continuation for a signage package and guidelines.

The continuation is to have more elements approved for the Northern elevation signage.

1. The freestanding sign (Exhibit B) for the complex has been approved by Urban design in a prior meeting.
2. The tenant wall signs (Exhibit C) were also previously approved.
3. **We are submitting the Northern (Beltline facing) signage (Exhibit G) for two possible tenants. The signage matches the same "Goudy Oldstyle" font as the other two pre-approved exhibits and the color matches the window mullions. Neither sign can exceed more than 40% of the signable area. There is also more than 33' of parking lot at that elevation.**

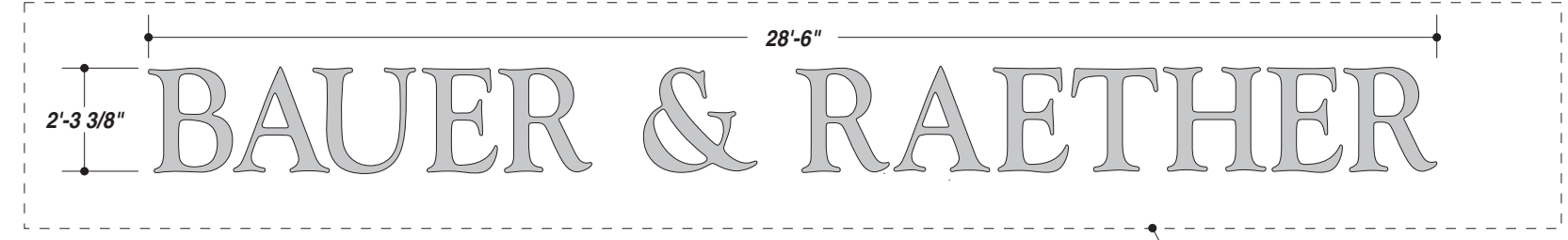
Thank you in advance for your consideration.



Michael Olkowitz

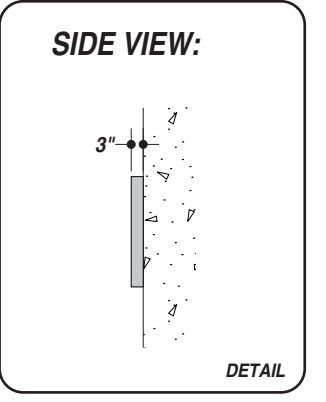
Grant signs

# EXHIBIT G



FASCIA AREA APPROX. 170 SQ. FT.  
SIGNAGE AREA: 65 SQ. FT.  
1,214 FT. VIEWING DISTANCE

FASCIA AREA



CONCEPTUAL RENDERING (\*NOT TO SCALE)



**JOB DESCRIPTION**  
S/F NON-ILLUMINATED EXTERIOR LETTERS

FABRICATE NON-ILLUMINATED LETTERS WITH 3" RETURNS PAINTED PER PRINT. MOUNT FLUSH TO BUILDING WALL PER PRINT.

FIELD SURVEY REQUIRED PRIOR TO FABRICATION

AKZO NOBEL FLNA7041 WHISPER GRAY



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FILE NAME 17174-02-0 DATE 07.25.07 SCALE 1/4" = 1'  
 JOB NAME BAUER & RAETHER BUILDERS  
 LOCATION 4801 TRADEWINDS PARKWAY, MADISON, WI  
 DRAWN BY JER SALESMAN MICHAEL OLKWITZ  
 DESIGN APPROVED BY: \_\_\_\_\_  
 AUTHORIZED SIGNATURE \_\_\_\_\_  
 DATE \_\_\_\_\_

