

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

AGENDA ITEM # _____
Project # 19965

DATE SUBMITTED: <u>9-15-10</u>	<input checked="" type="checkbox"/> Action Requested
UDC MEETING DATE: <u>10-5-10</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: ~~535~~ 525, JUNCTION ROAD, MADISON, WI 53717
ALDERMANIC DISTRICT: #9 PAUL SKIPMORE aka City Center West

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
JEFF LEE / TERRENCE WALL KIRK KELLER / BOB BOURIL
T. WALL PROPERTIES BOURIL DESIGN STUDIOS, L.L.C.

CONTACT PERSON: KIRK KELLER
Address: 1 POINT PLACE, SUITE 100
MADISON, WI 53719-2809
Phone: (608) 833-3400
Fax: (608) 833-3408
E-mail address: KIRK@BOURILDESIGN.COM



- TYPE OF PROJECT:
(See Section A for:)
- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP) Alteration
 - 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.

Application to Urban Design Commission

City Center West
525 & 535 Junction Road
Madison, WI

September 15, 2010



T. Wall Properties®

September 15, 2010

Urban Design Commission
210 Martin Luther King Jr. Boulevard
Suite LL100
Madison, WI 53703

Re: Proposed Alteration to an Existing PUD-SIP at 525-535 Junction Road

Dear Commissioners:

Attached, please find an application for an alteration to the City Center West PUD-SIP for your review. This application is being submitted to allow for tenant signage to be placed on the City Center West parking ramp. T. Wall Properties ("TWP") proposes locating signage on the parking deck rather than the building in an effort to preserve the architectural integrity of the towers and keep them free of interruption from signage. TWP will forgo additional building signage that would traditionally be permitted on each of the multi-story, multi-tenant office towers under Chapter 31 of the Madison General Ordinances.

The proposed signage approvals relate to two adjoining multi-tenant office towers located at 525 and 535 Junction Road, and a parking ramp located on the same lot that serves the development. Both the 525 and 535 Junction Road towers have an above roof signs, one for TDS and the other for Johnson Bank. These signs will remain in place. In addition, up to three tenant signs are proposed to be permitted along the eastern façade of the parking ramp and one on both the north and south elevations of the parking ramp. Additional detail is included in the attached maps and renderings.

T. Wall Properties has worked with Bouril Design Studio to prepare this application. Please feel free to contact me in advance of the meeting with any questions at jlee@twallproperties.com or (608) 830-6304. We appreciate your time in reviewing the proposed amendment.

Thank you,

Jeffrey Lee
Director of Development Operations
T. Wall Properties

Creating Places Where People Interact®

P.O. Box 7700 Madison, WI 53707-7700 608-830-6300 Fax: 608-662-0500 www.twallproperties.com

Alteration to an Approved and Recorded Specific Implementation Plan
City Center West, Madison, WI
Ramp Signage

Intent:

This Alteration relates to two adjoining eight-story, multi-tenant office towers and one multi-story parking ramp fronting to the Beltline Highway at City Center West, located at 525 and 535 Junction Road on Madison's far west side. Signage will be permitted to be placed on the City Center West parking ramp, and in exchange for this parking ramp signage, T. Wall Properties will forgo additional building signage that would traditionally be permitted on each of the multi-story multi-tenant office towers under Chapter 31 of the Madison General Ordinances.

Approach:

The proposed signage included in this package has been designed to conform to the City of Madison Sign Control Ordinance. Relevant sections are outlined below.

- Section 31.07(2)(a)(2): Multi-story buildings with more than one vertical occupancy, there may be up to two (2) additional signable areas per façade displayed above the first story, with no limitation on the height of placement, but a total of only (1) sign per occupant, per façade, will be allowed.
 - Signage under this section will be exchanged for signage along the North, East and South elevations of the parking structure.
- Section 31.07(2)(b)(1): How to Select and Measure Signable Area – Wall Signs – The signable area for wall signs is determined by the area of the façade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a façade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.
- 31.07(4): The permitted net area of wall, roof and above-roof signs shall be no more than forty (40%) of the signable area or two (2) square feet of signage for each lineal square foot of building frontage.
 - Signable area at the City Center West parking ramp was measured using the method outlined above and multiplying that number by 30% as outlined in the City of Madison Comprehensive Sign Ordinance Section 31.07(4).

In addition, all signage will conform to illumination standards outlined in Section 31.04 of the City of Madison Sign Control Ordinance.

City Center West, Madison, WI
Location Map & Aerials

Existing and Proposed Signage:

Each of the buildings at City Center West has existing tenant signage. This alteration will include new tenant signage on the parking structure serving the multi-story, multi-tenant office towers. The tenant signage proposed on the parking structure shall be in exchange for tenant signage that would traditionally be permitted on the multi-story, multi-tenant 525 and 535 Junction Road buildings. Exchanging the signable areas traditionally permitted on buildings for signable area on the parking structure will help retain the architectural integrity of the buildings and allows for better visibility along the Beltline Highway. Signage on the parking structure will serve tenants of 525 and 535 Junction Road based on lease negotiations with the Owner.

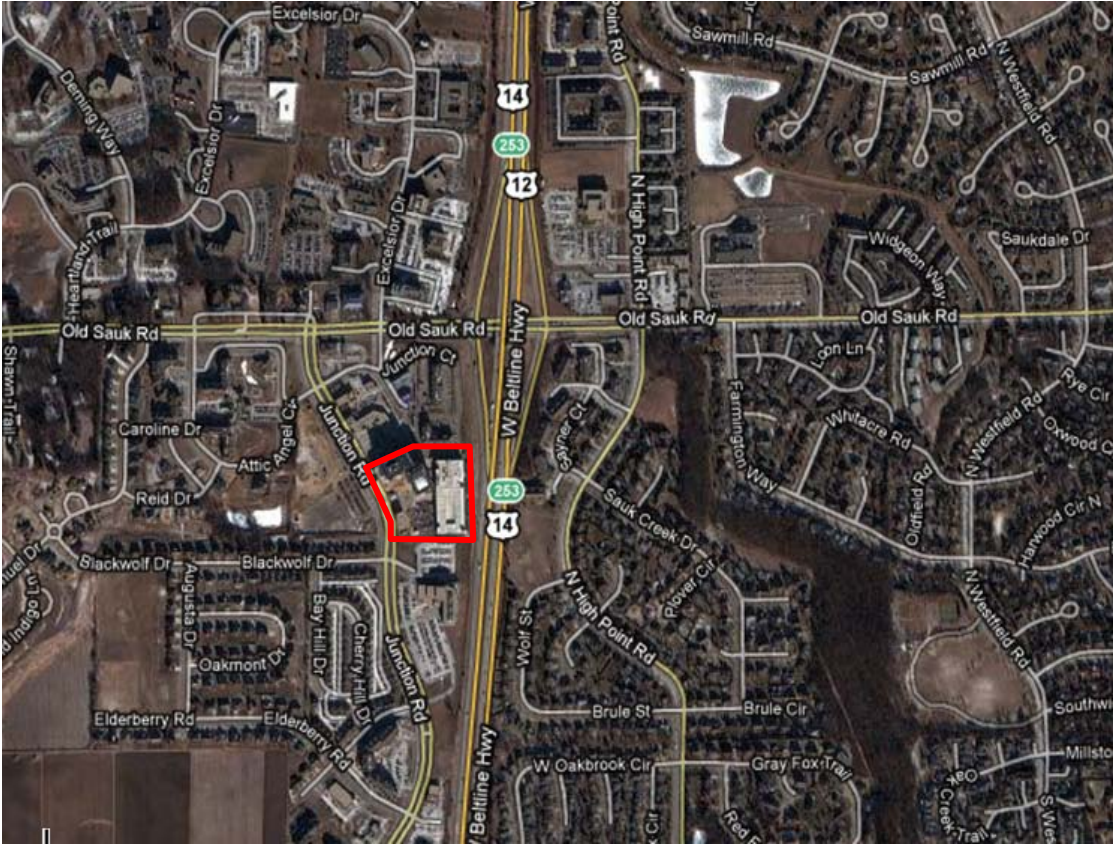
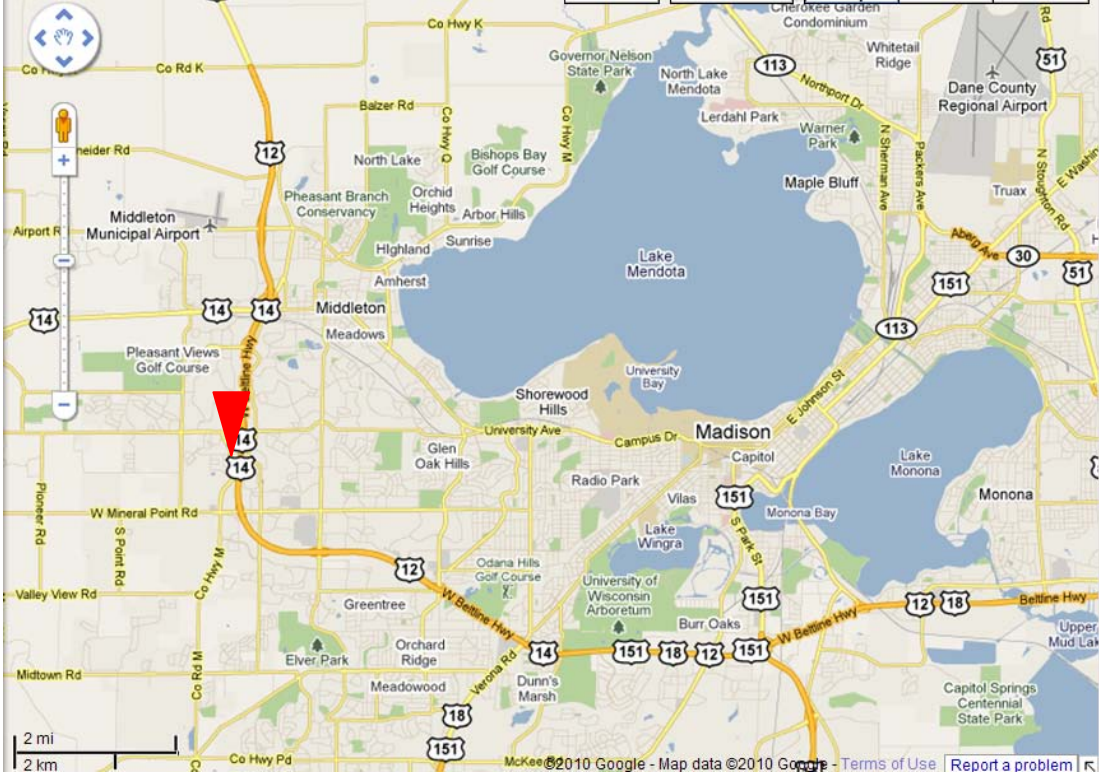
Sign Standards

Signs at City Center West shall take the form of individual channel characters that are reverse lit and mounted on a raceway of similar color to the building. Fonts and sign color may vary across signs, subject to Owner approval, in order to ensure a pleasant overall appearance.

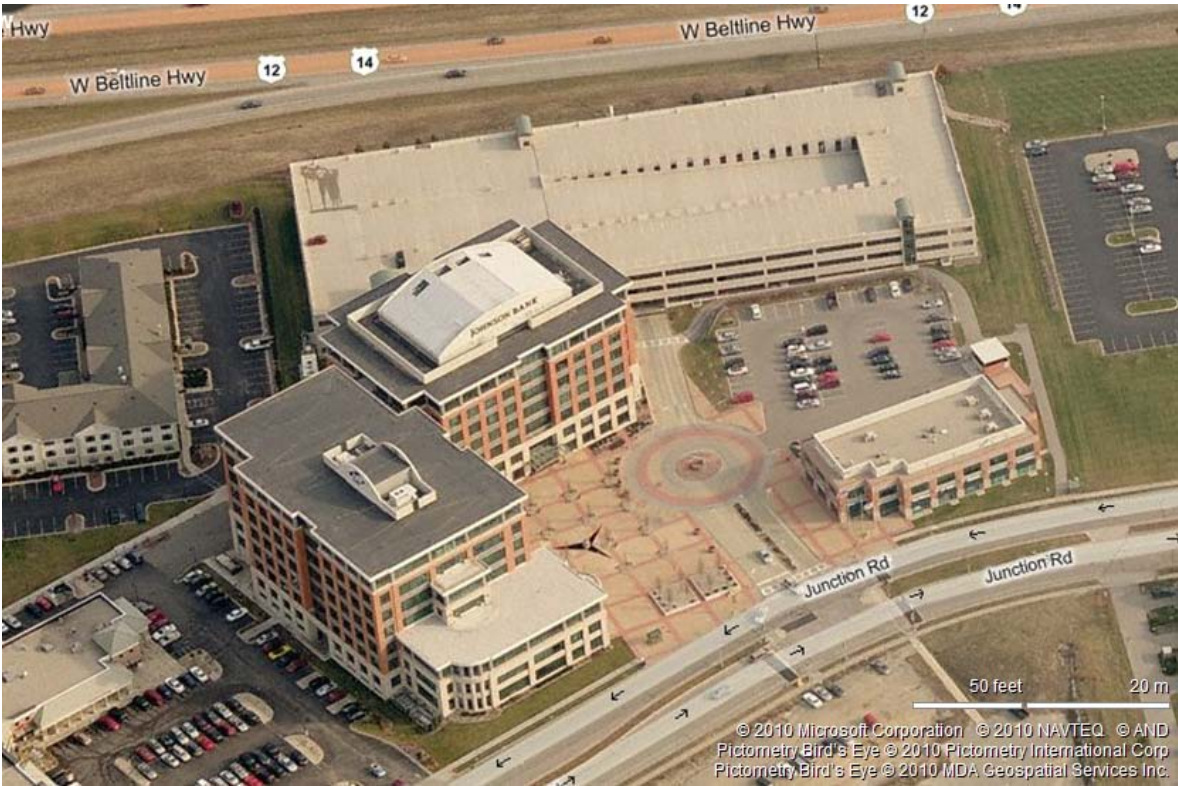
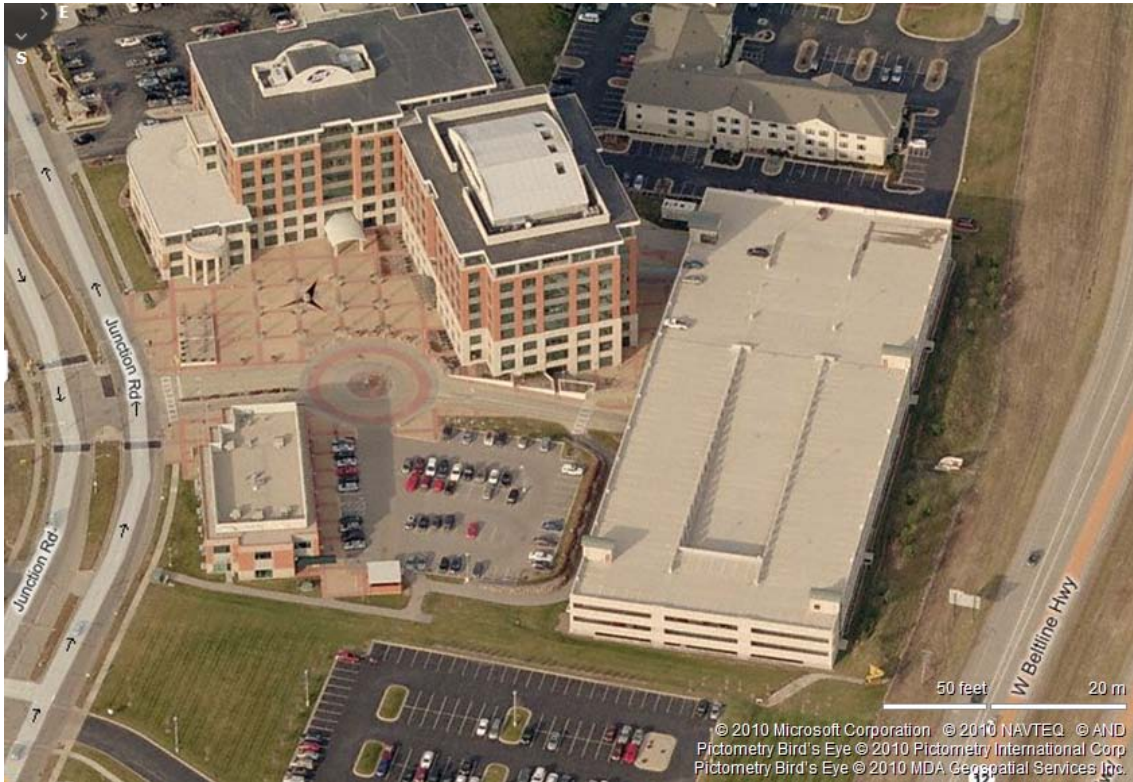
As depicted in the attached drawings, signable areas for the parking structure conform to Chapter 32 requirements for multi-tenant, multi-story office buildings in PDD districts. A maximum number of three tenant signs may be displayed along the eastern façade of the parking structure, while the north and south façades shall each be allowed a single sign. Sign placement on the parking structure may shift according to site and sign characteristics and shall be subject to landlord approval.

Detailed descriptions of the signable areas and maximum sign areas to be included on each façade are included in the enclosed plans. 100% of the designated maximum net signable area boxes may be used for signs.

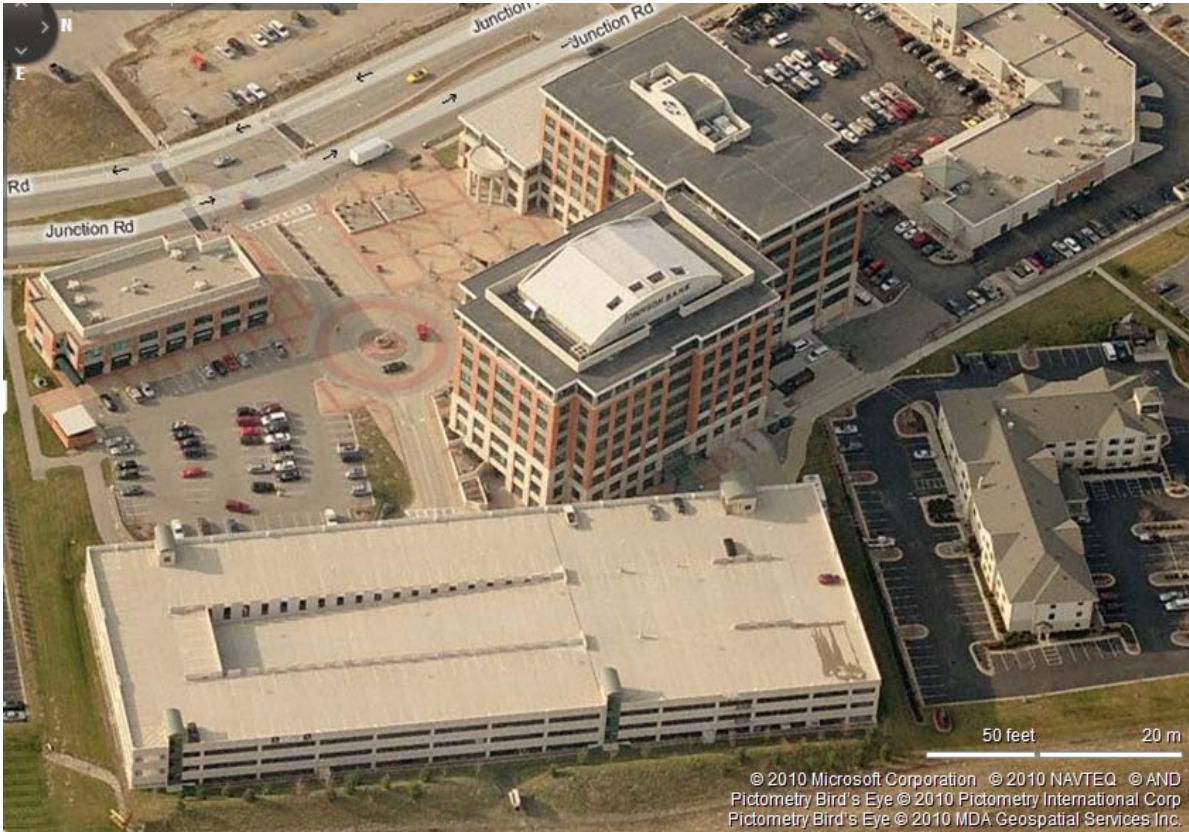
City Center West, Madison, WI Location Map & Aerials



City Center West, Madison, WI
Location Map & Aerials

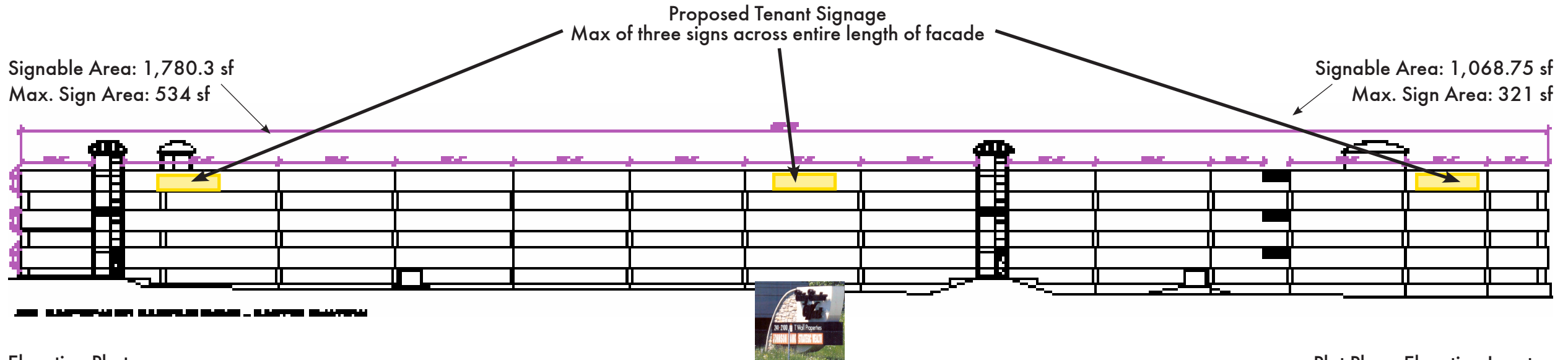


City Center West, Madison, WI Location Map & Aerials



Parking Structure East Elevation

City Center West
525 & 535 Junction Rd. Madison, WI



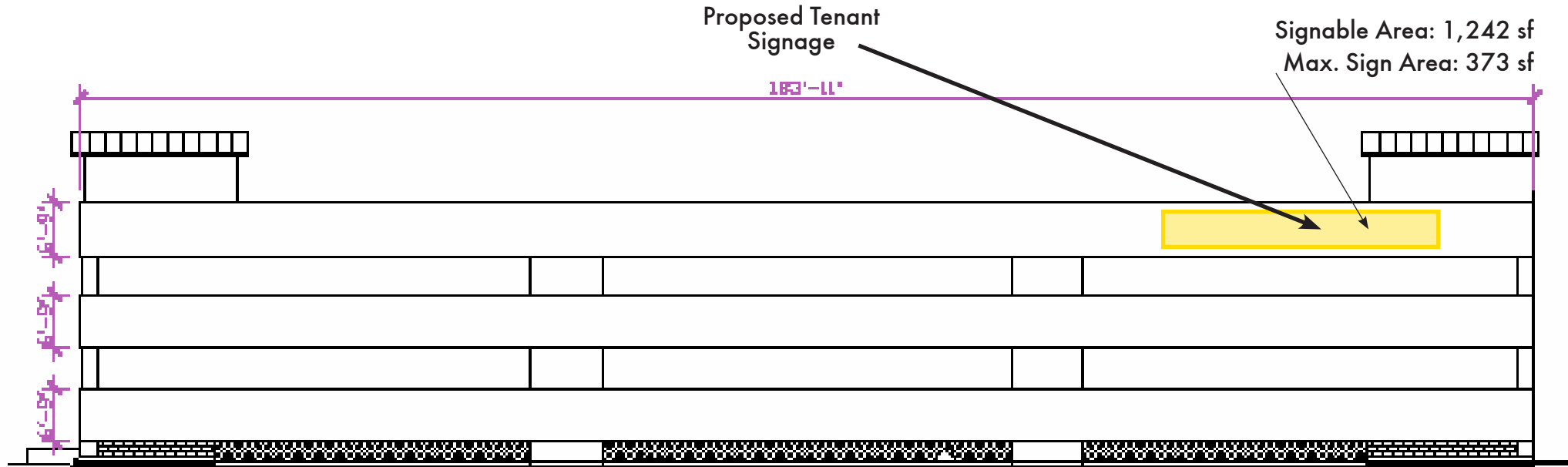
Existing Monument Signage



Parking Structure South Elevation

City Center West
525 & 535 Junction Rd. Madison, WI

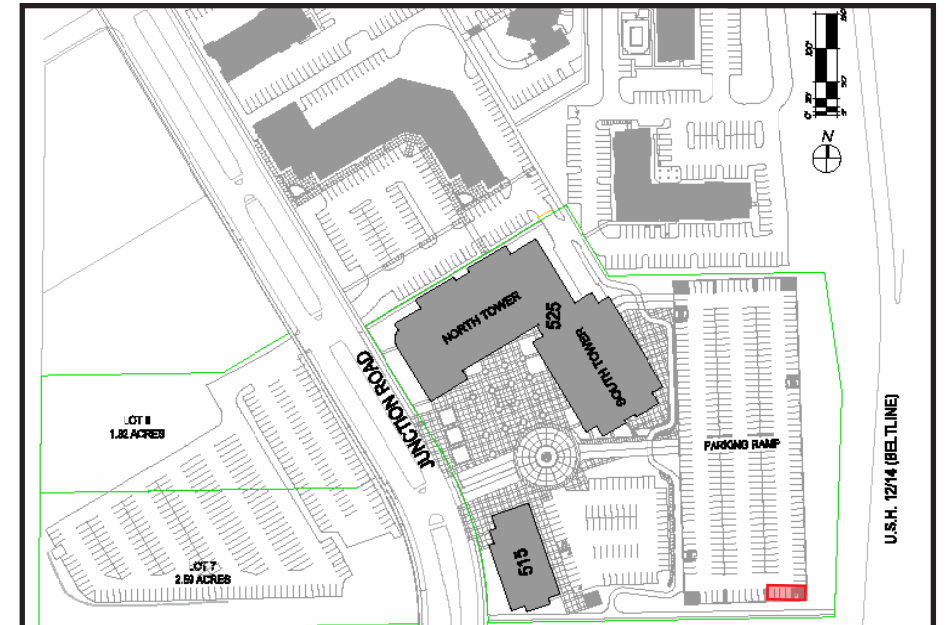
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Elevation Photo



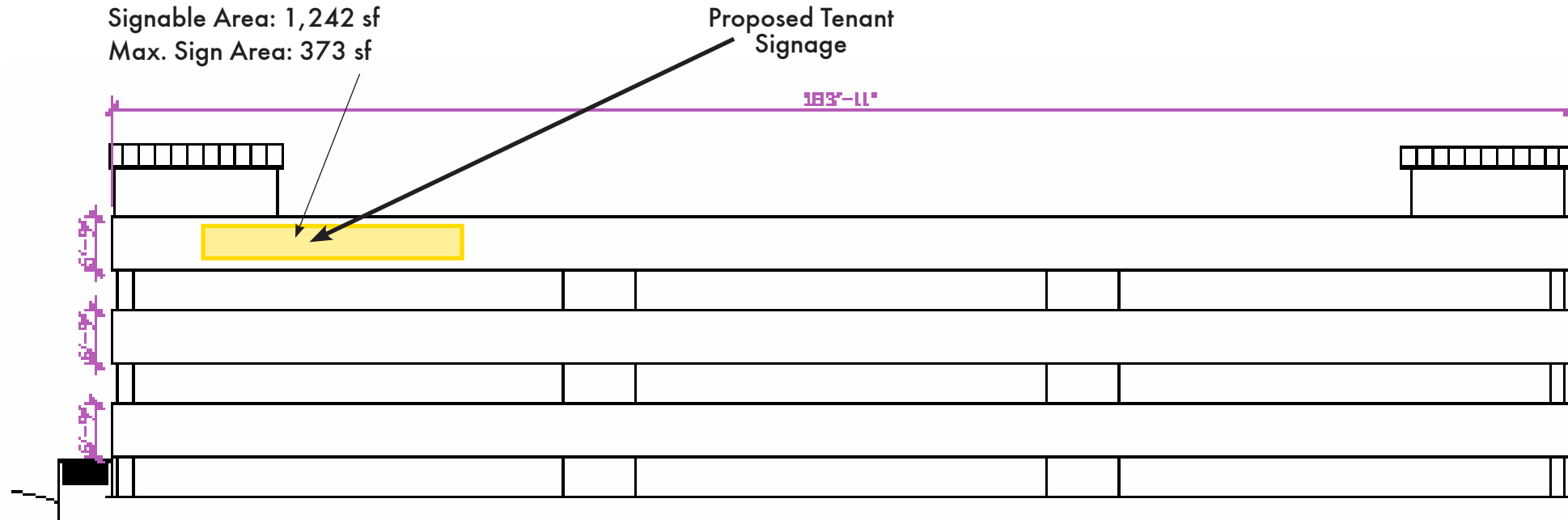
Plot Plan - Elevation Locator



Parking Structure North Elevation

City Center West
525 & 535 Junction Rd. Madison, WI

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Elevation Photo



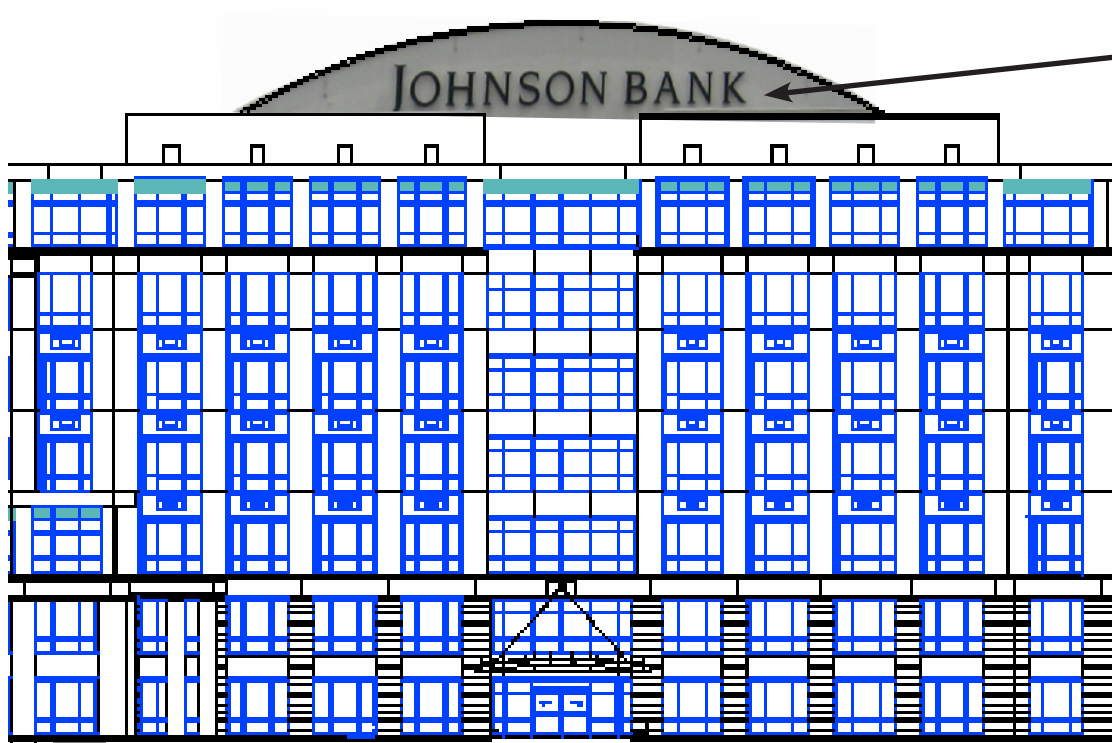
Plot Plan - Elevation Locator



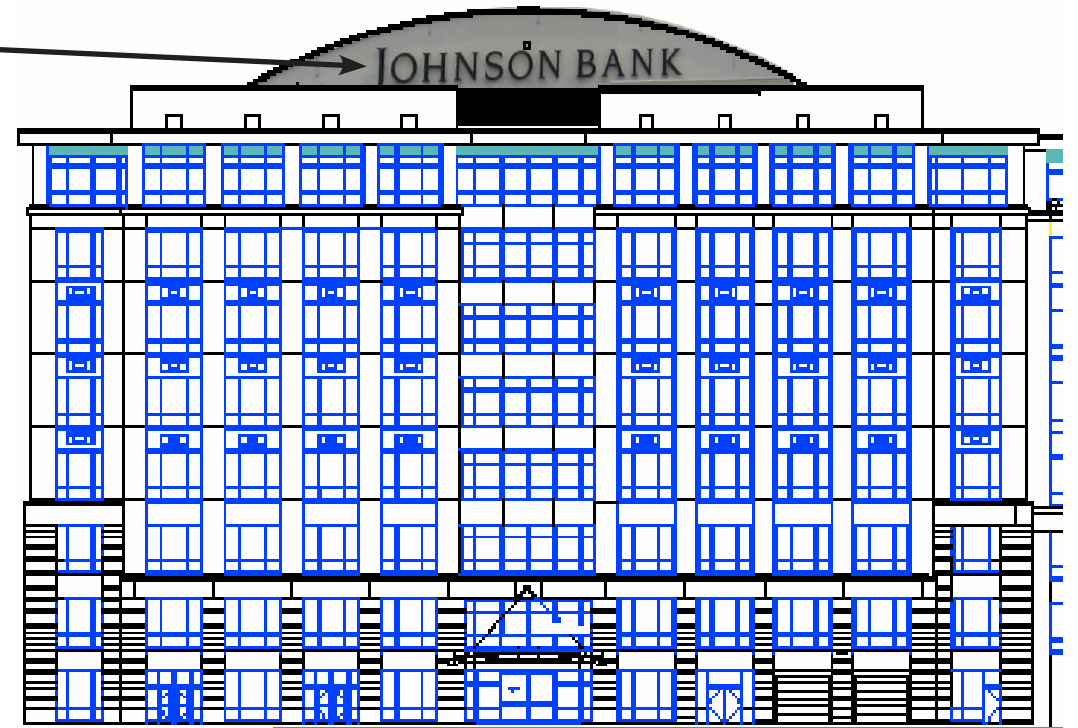
525 Junction Road - South Tower
East & West Elevations

525 Junction Road South Tower - West Elevation
Additional Signage = None

525 Junction Road South Tower - East Elevation
Additional Signage = None



Existing Tenant Signage



Elevation Photo



Existing Address Monument

- Refer To:
- 31.07 Wall Roof and above Roof Signs
 - (2) Wall & Roof Signage Area
 - (b) How to Select & Measure Signable Areas
 - 3. Measuring Signable Area

Elevation Photo



535 Junction Road - North Tower
North Elevation - Additional Signage = None

City Center West
525 & 535 Junction Rd. Madison, WI

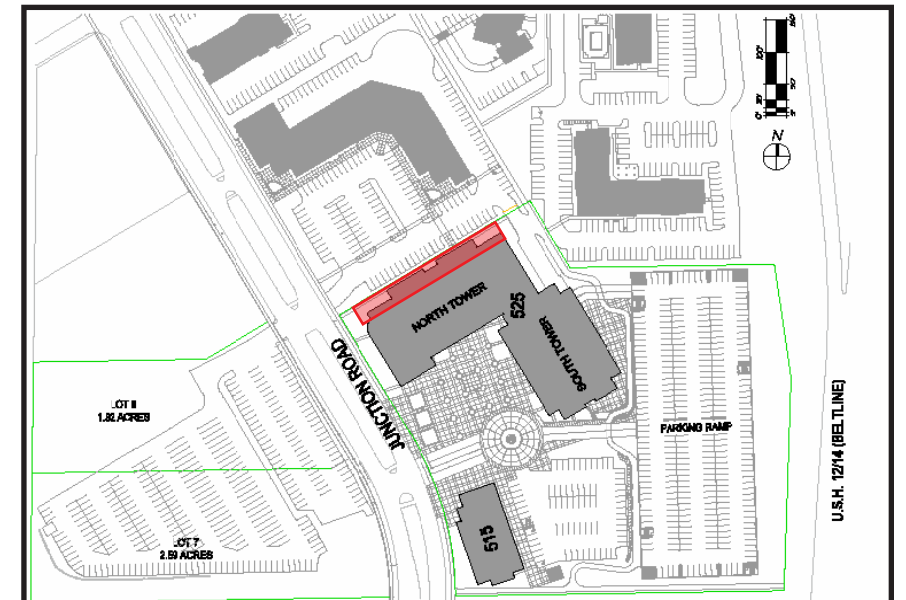
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Elevation Photo



Plot Plan - Elevation Locator



Refer To:
31.07 Wall Roof and above Roof Signs
(2) Wall & Roof Signage Area
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3. Measuring Signable Area

535 Junction Road - North Tower
South Elevation - Additional Signage = None

City Center West
525 & 535 Junction Rd. Madison, WI

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Refer To:
31.07 Wall Roof and above Roof Signs
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