



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>11/24/14</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>12/03/14</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 231 Junction Road
 Project Title (if any): Fontana Sports at Prairie Towne Center

2. This is an application for (Check all that apply to this UDC application):
 New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: Additional Signable Area for 231 Junction Road

3. Applicant, Agent & Property Owner Information:

Applicant Name: James R Vogt Company: Flad Development & Investment Corp.
 Street Address: 7941 Tree Lane Suite 105 City/State: Madison, WI Zip: 53717
 Telephone: (608) 833-8100 x5 Fax: (608) 833-8105 Email: jvogt@flad-development.com

Project Contact Person: same as above Company: _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () _____ Fax: () _____ Email: _____

Project Owner (if not applicant): _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () _____ Fax: () _____ Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin and Matt Tucker on 09/17/14
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant: James R Vogt Relationship to Property: Property Manager

Authorized Signature: [Signature] Date: 11/24/14

Flad Development & Investment Corp.

Oakbridge Commons
7941 Tree Lane, Suite 105
Madison, Wisconsin 53717-2029
(608) 833-8100 FAX (608) 833-8105
E-mail: flad@flad-development.com

November 24, 2014

TO: Urban Design Commission

**RE: Additional Signable Area for 231 Junction Road
(Fontana Sports Premises at Prairie Towne Center)**

Prairie Towne Center was developed in 1997 at the northeast corner of Mineral Point Road and Junction Road on Madison's far west side. CompUSA originally occupied over 23,000 square feet of space in this shopping center at 231 Junction Road.

The original storefront for CompUSA included black spandrel glass surrounding the storefront doors. Without the spandrel glass, mechanical systems and the unfinished inside of walls would have been viewable by the public.

When CompUSA went bankrupt and closed all locations in 2008, the Flad organization split the space for two new local retailers – Frugal Muse Books Music and Video and Fontana Sports – keeping the original storefront for Fontana Sports and redesigning the remaining portion of the building for Frugal Muse.

The Flad organization worked closely with the owners of Fontana Sports, a family-operated, Madison-based specialty outdoor retailer in business for over 60 years, to utilize the stark, black spandrel glass to show various seasonal lifestyle scenes with minimal space dedicated to actual, specific Fontana Sports signage. Otherwise, the entrance to the business is very cold and not welcoming to customers.

This Urban Design Commission Application is being submitted to provide the tenant at 231 Junction Road with the ability to apply graphics and/or signs on the face of the black spandrel glass areas which surround the storefront doors to the premises at Prairie Towne Center. We are asking that the black spandrel glass areas become an additional signable area so they do not have to remain solid black.

To help you understand the situation, we have enclosed for your review several photographs of the Prairie Towne Center property and a close-up of this storefront at 231 Junction Road with dimensions of the black spandrel glass areas noted for your reference.

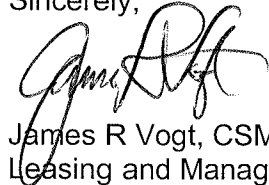
We ask that you please note the following:

- 1) As you can see from the enclosed photographs, the black spandrel glass is nearly 600 feet away from Junction Road. Vehicles traveling on Junction Road cannot see the storefront from the road;
- 2) The storefront is also not directly located on the internal shopping center pedestrian sidewalk. The black spandrel glass storefront area is 14 feet back from the exterior face of the building tucked under a building canopy. Because of this depth and the several large building columns in front of the storefront on both sides, there is a limited area from which shoppers can actually see and distinguish the graphics on the black spandrel glass.

It is our hope that the Commission will approve this application so that graphics will be permitted on this spandrel glass area.

We appreciate your consideration.

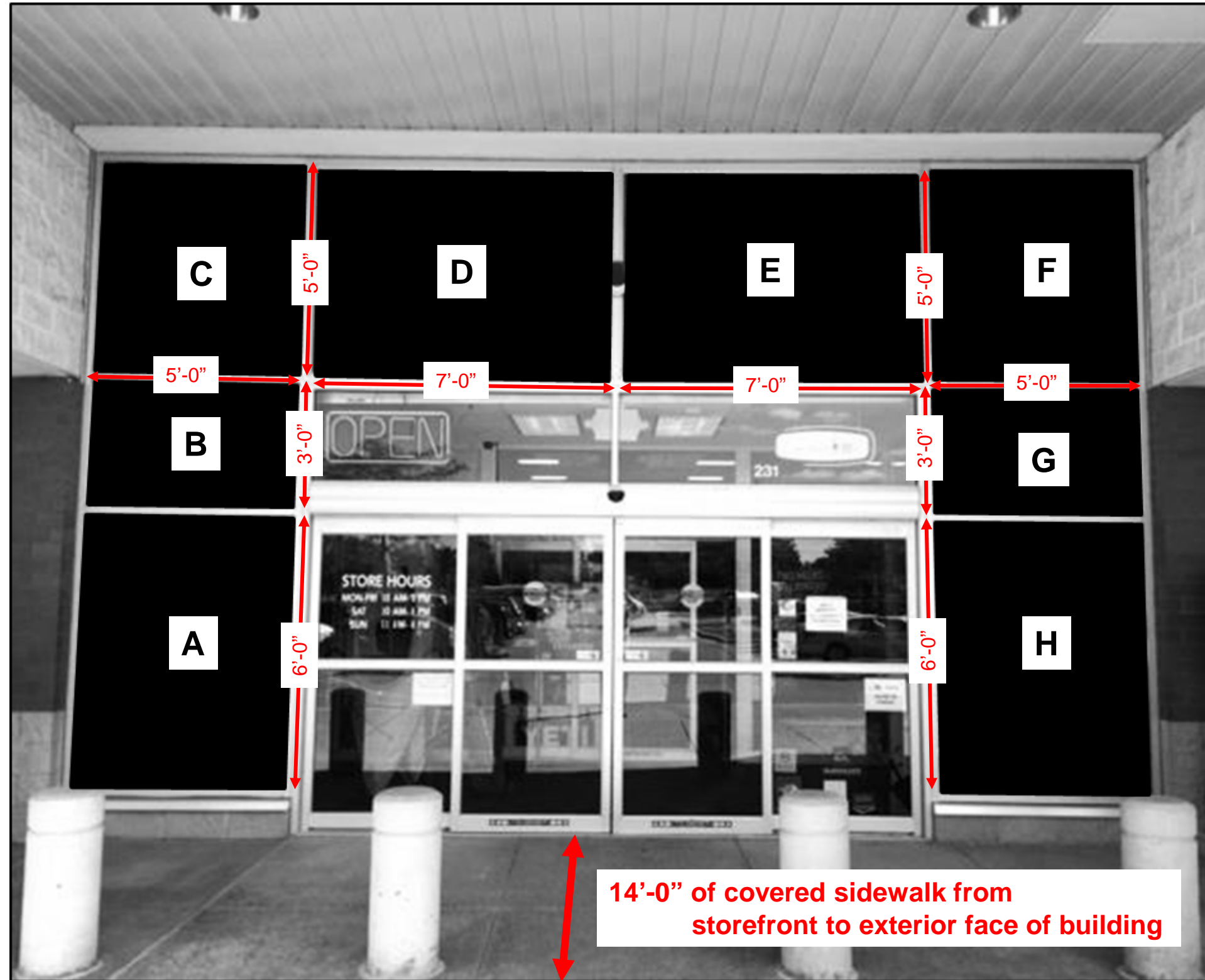
Sincerely,



James R Vogt, CSM
Leasing and Management

Encl.

Spandrel Glass Areas A-H



8 square feet

8 square feet



Prairie Towne Center photos taken from Junction Road



Panoramic



Straight shot



Straight shot – zoomed in

