

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>05/30/07</u>	Action Requested
UDC MEETING DATE: <u>JUNE 20th 2007</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: 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)
 - 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 _____

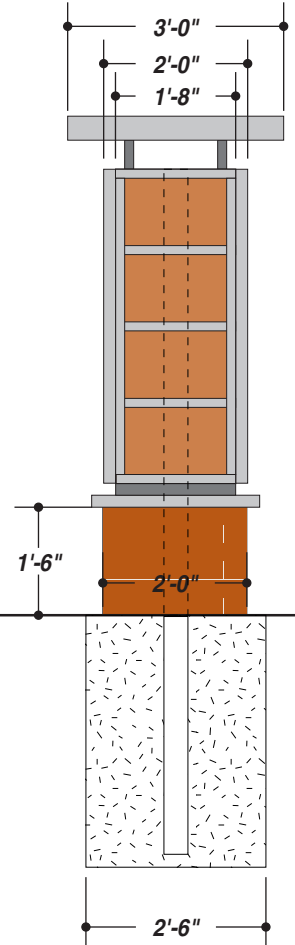
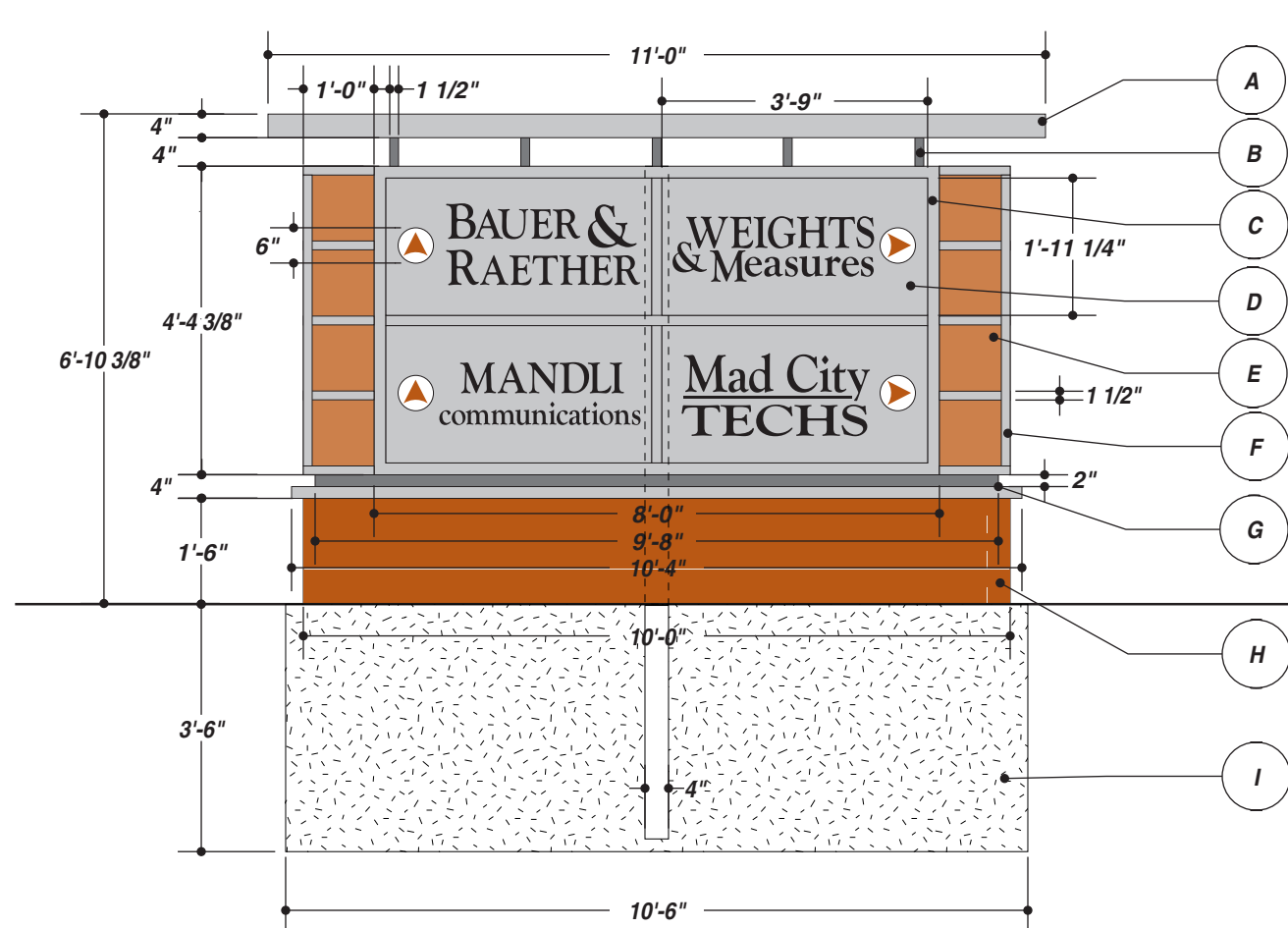
*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)
Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

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

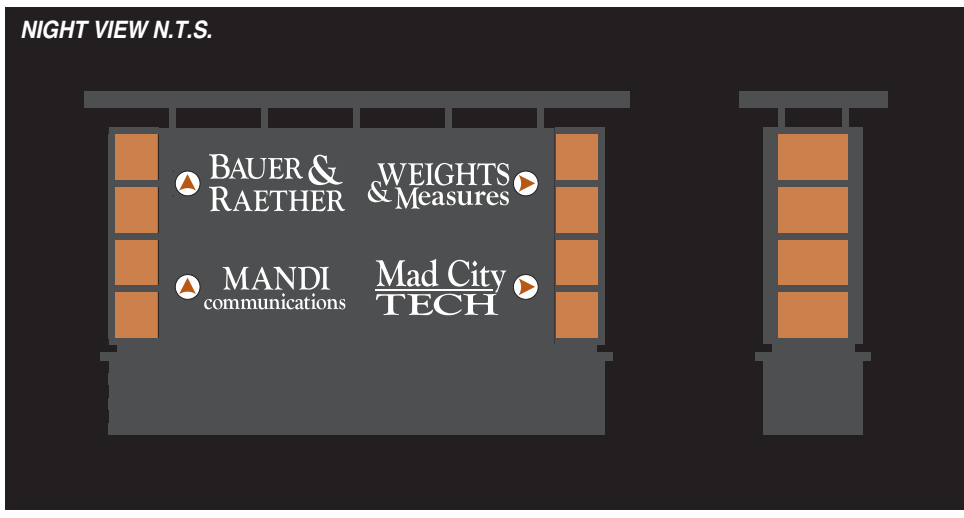
Footing Depth: 3.500 ft per column
 Valid Footing Width: 10.500 ft per column
 Concrete Yards: 3.393 yards total

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

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.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY SIGN PRODUCTIONS, INC. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A COLOR REPRESENTATION ONLY. THIS PRINT IS NOT TO BE SHOWN TO ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION. IF NOT RETURNED WITHIN THIRTY DAYS FROM DATE, WE RESERVE THE RIGHT TO CHARGE FOR THE CREATIVE TIME INVOLVED IN ITS DEVELOPMENT.

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 _____

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 TO PRINT A SCALE PRINT

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EXHIBIT C



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

JOB DESCRIPTION
S/F ILLUMINATED WALL SIGN

FABRICATE CABINET FROM ABC SMALL A .125 ROUTED ALUMINUM FACE BACKED W/ 3/16" WHITE ACRYLIC AND APPLY FIRST SURFACE VINYL. LAMP USING FLUORESCENTS. MOUNT FLUSH TO BUILDING FASCIA.

FILE NAME 14975-07-0 DATE 02-05-07 SCALE 3/4"=1'

JOB NAME BAUER & RAETHER

LOCATION MADISON WI

DRAWN BY AJG SALESMAN MICHAEL OLKWITZ

DESIGN APPROVED BY: _____

AUTHORIZED SIGNATURE _____

DATE _____

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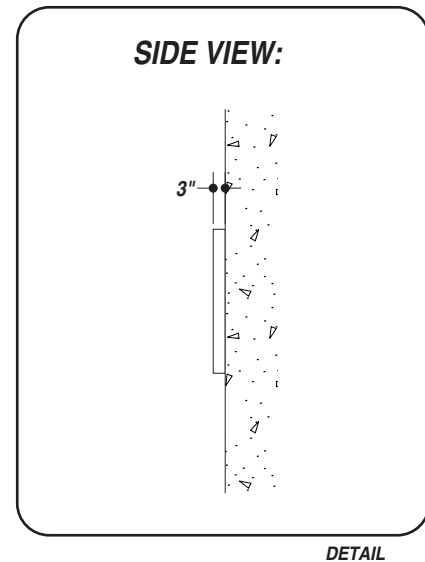
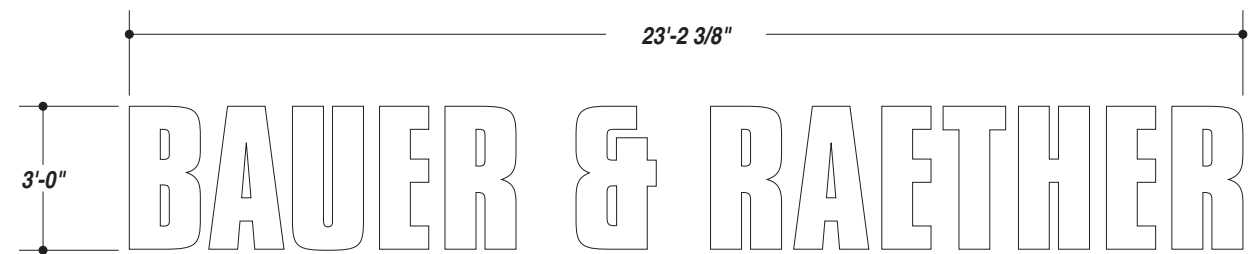


EXHIBIT D



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

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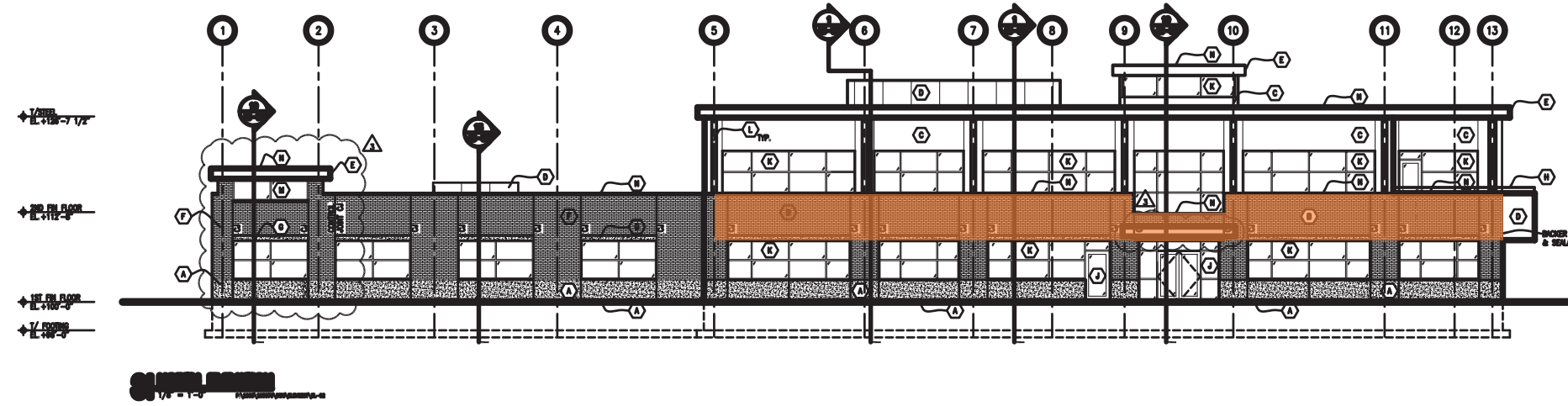
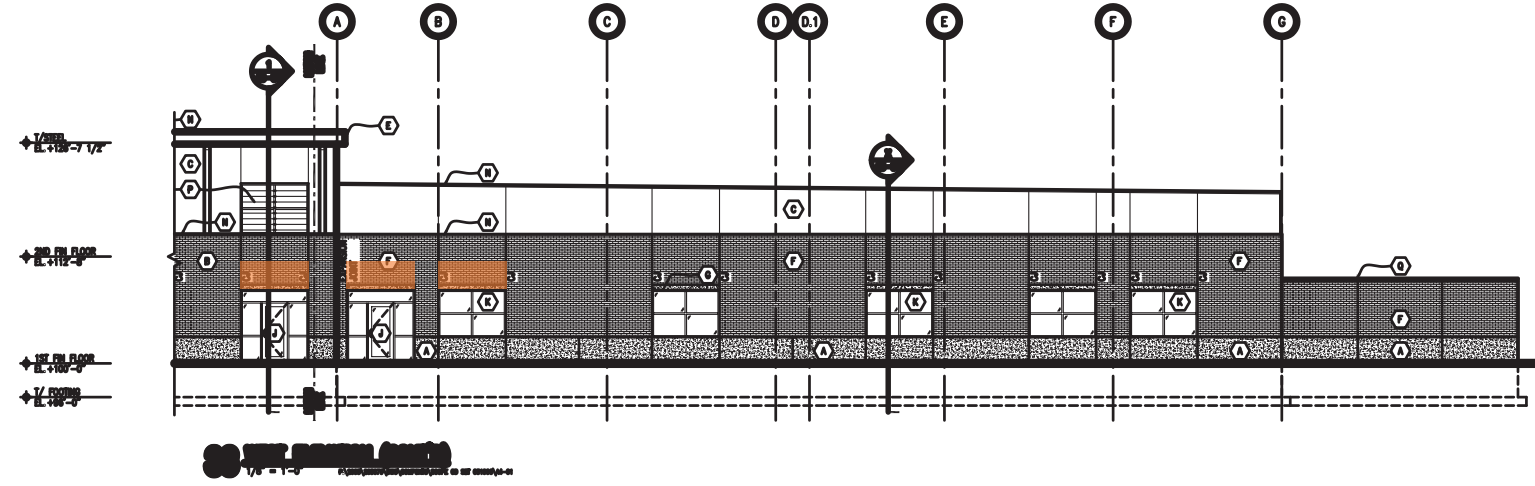
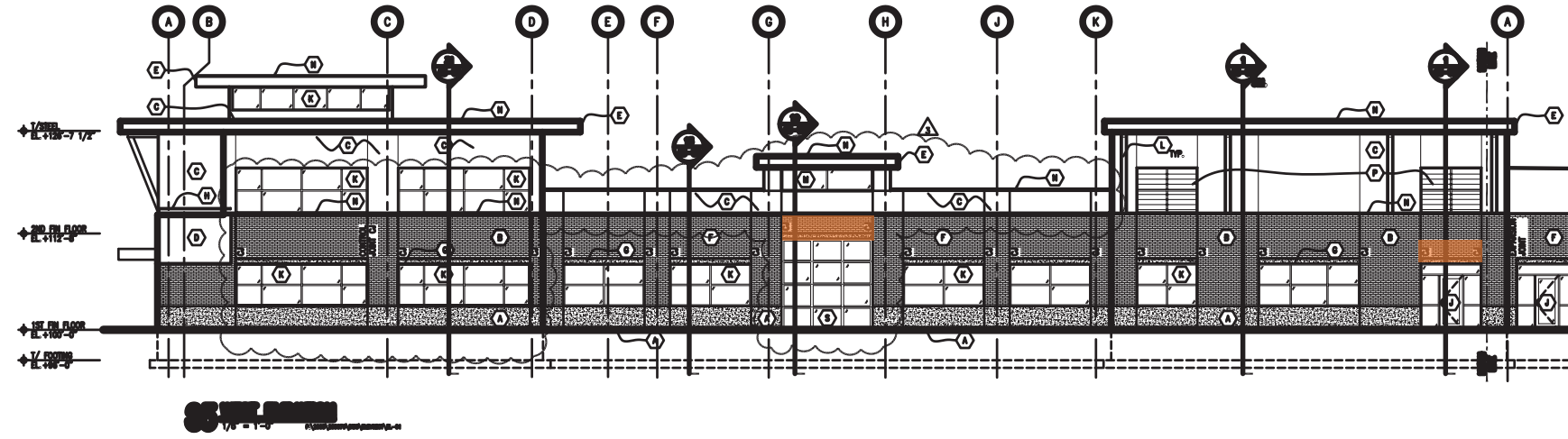


05.21.07
JER

PRODUCTION PRINT



EXHIBIT E



Tradewinds Business Center

SIGNABLE AREAS

PLANT LIST			
DECIDUOUS TREES			
KEY	COMMON NAME	QTY	SIZE
AM1	AUTUMN BLAZE MAPLE	10	2-2 1/2"
SH	SKYLINE HONEY LOCUST	4	2-2 1/2"
RB	RIVER BIRCH	7	10-12"
AVA	AUTUMN PURPLE ASH	14	2-2 1/2"
PC	PRAIRIE FIRE CRABAPPLE	8	1.5-2"
SC	SARGENT CRABAPPLE	3	1.5-2"
SSC	SPRING SNOW CRABAPPLE	3	1.5-2"
EVERGREEN TREES			
KEY	COMMON NAME	QTY	SIZE
TA	TECHNY ARBORVITAE	5	8"
DECIDUOUS SHRUBS			
KEY	COMMON NAME	QTY	SIZE
BB	COMPACT BURNING BUSH	147	24"
ABS	AUTUMN BRILLIANCE SERVICEBERRY	16	4"
CC	CRANBERRY COTONEASTER	14	15"
CC	CRANBERRY COTONEASTER	16	15"
RTD	RED TWIG DOGWOOD	22	24"
EVERGREEN SHRUBS			
KEY	COMMON NAME	QTY	SIZE
PJM	PJM RHODODENDRON	6	18"

BIORETENTION POND	
QTY	COMMON NAME
30	COMMON BLUE STAR
55	BOTTLE GENTIAN
55	OBEDIENT PLANT
30	MONKEY FLOWER
55	VANILLA SWEETGRASS
55	COLUMBINE
55	SWITCHGRASS
80	FOXEDGE
55	BLACKEYED SUSAN
30	BLUE FLAG IRIS
30	WILD IRIS
55	RED MILKWEED
55	WHITE TURKIEHEAD
55	QUEEN OF THE PRAIRIE
40	CARDINAL FLOWER
30	TURK'S CAP LILY
90	BIG BLUESTEM
40	CANADA WILD RYE
30	NODDING ONION
55	CULVERS ROOT
30	GREAT BLUE LOBELIA

900 s.f. area, plants spaced 12" o.c.
BIORETENTION POND WILL BE CONSTRUCTED PER CITY OF MADISON
AND VICTORIAN SPRAWLER/TOP MATERIAL RESOURCES SPECIFICATIONS

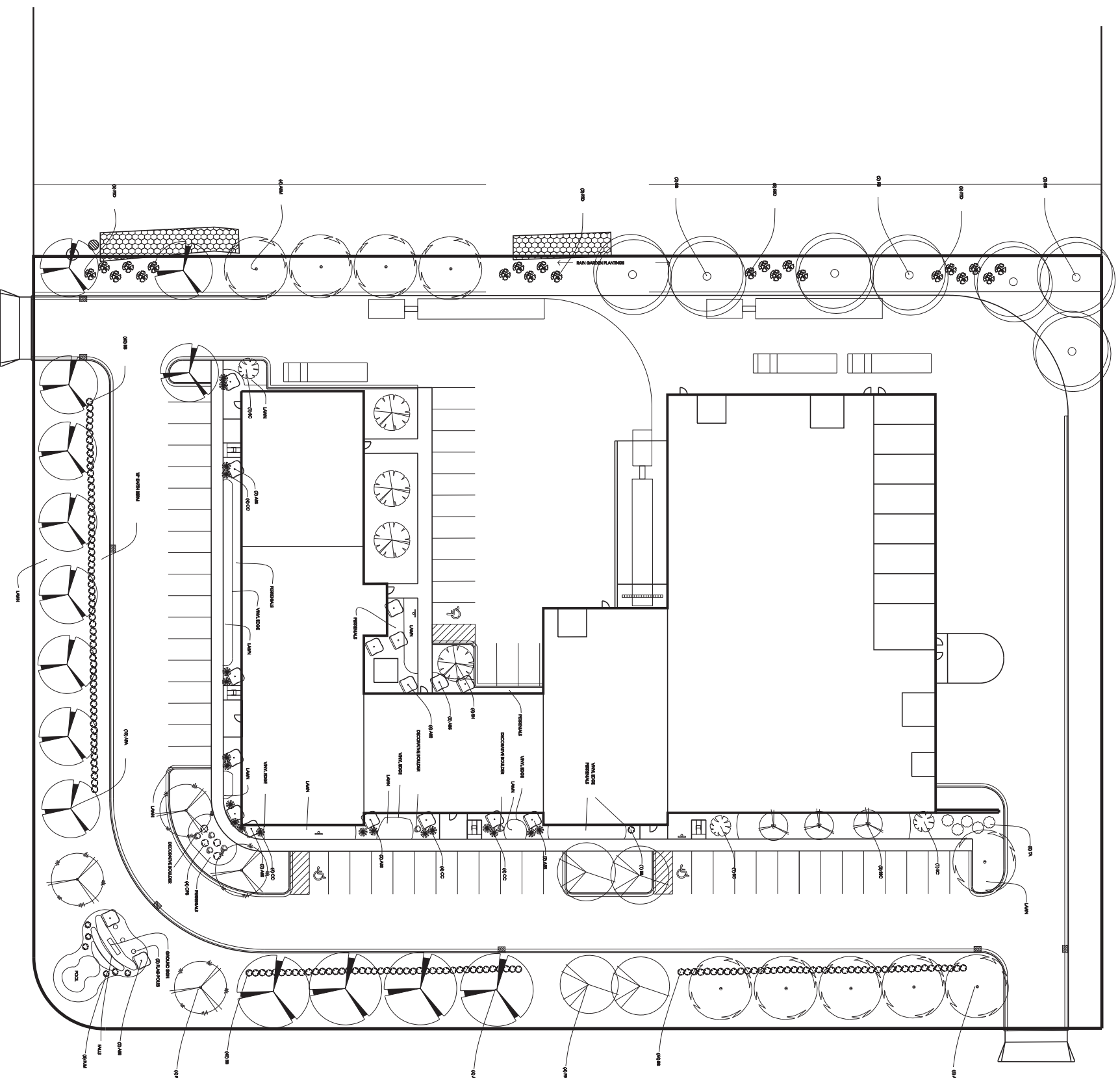


EXHIBIT F

6455 NESBITT RD,
MADISON, WI 53719
PH. 608.845.3230
FX. 608.845.6339

TRADEWINDS BUSINESS CENTRE
4801 TRADEWINDS PARKWAY
MADISON, WI

DESIGN BY: JMW
DATE: 05/01/06

May 22, 2007,

Urban Design Review Committee

Tradewinds Building Signage letter of intent.

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

All signs comply with zoning regulations per the municipal ordinance.

1. The freestanding sign (Exhibit B) for the complex will only allow one typestyle for any tenant. No logos allowed. The sign meets the setback criteria for the vision triangle rule (Exhibit A). The faces are routed aluminum and solid with only the typestyles illuminating. We are also asking for an allowance on the side squares to illuminate for a warm aesthetic appeal.

2. The dimensional letters on the North end of the building (Exhibit D) will not illuminate. These letters face the beltline. The total area of the signage cannot exceed 70 sq. feet unless brought back to Urban design for approval on a variance.

3. The tenant wall signs cannot exceed the size presented (Exhibit C), nor can they be any other color combinations or typestyles. Logos are not allowed.

The sign standards are somewhat strict in color, typestyle limitations and construction, however the client wants uniformity and cohesion throughout the establishment.



Michael Olkowitz

Grant signs

