

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

AGENDA ITEM # _____
Project # _____

| | |
|---|--|
| DATE SUBMITTED: Wed, Sept 26, 2007 | Action Requested |
| UDC MEETING DATE: Wed, Oct 3, 2007 | <input type="checkbox"/> Informational Presentation |
| | <input type="checkbox"/> Initial Approval and/or Recommendation |
| | <input checked="" type="checkbox"/> Final Approval and/or Recommendation |

PROJECT ADDRESS: 4237 & 4261 Lien Rd, Madison, WI 53704

ALDERMANIC DISTRICT: District 17

OWNER/DEVELOPER (Partners and/or Principals) **ARCHITECT/DESIGNER/OR AGENT:**
East Prairie Commons, LLC (David and Ellen _____
Blust, Principal) _____

CONTACT PERSON: David R Blust
Address: **5374 Blue Bill Park Dr**
Madison, WI 53704
Phone: **608-443-9019**
Fax: **608-268-7698**
E-mail address: **dave (at) eastprairiemanagement.com**

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 40,000 Sq. Ft. ****MODIFICATION TO PREVIOUSLY APPROVED SIGN PACKAGE**
- 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.

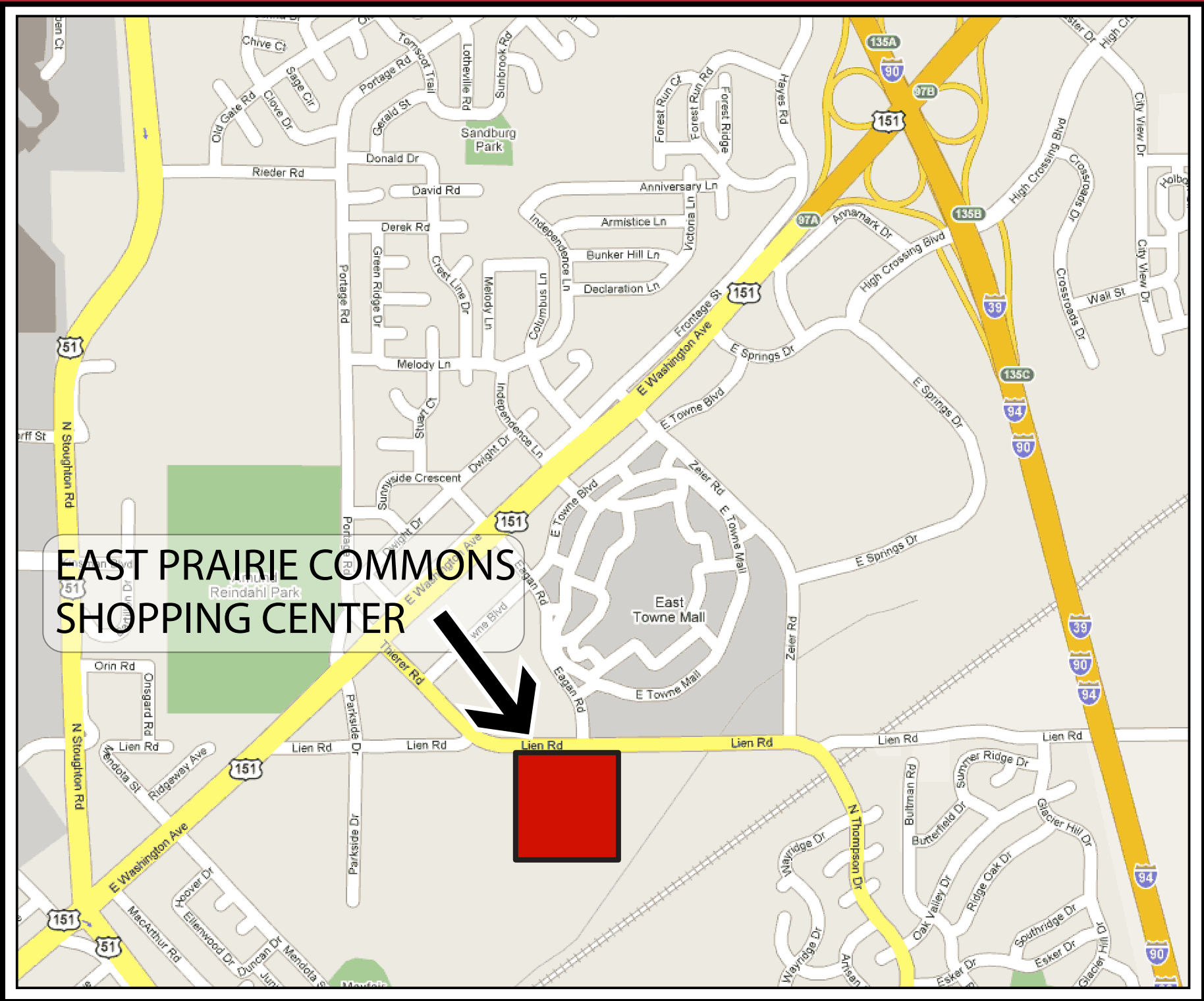
Signage Update Proposal



**Retail Shops at
East Prairie Commons
Madison, WI**

October 3, 2007

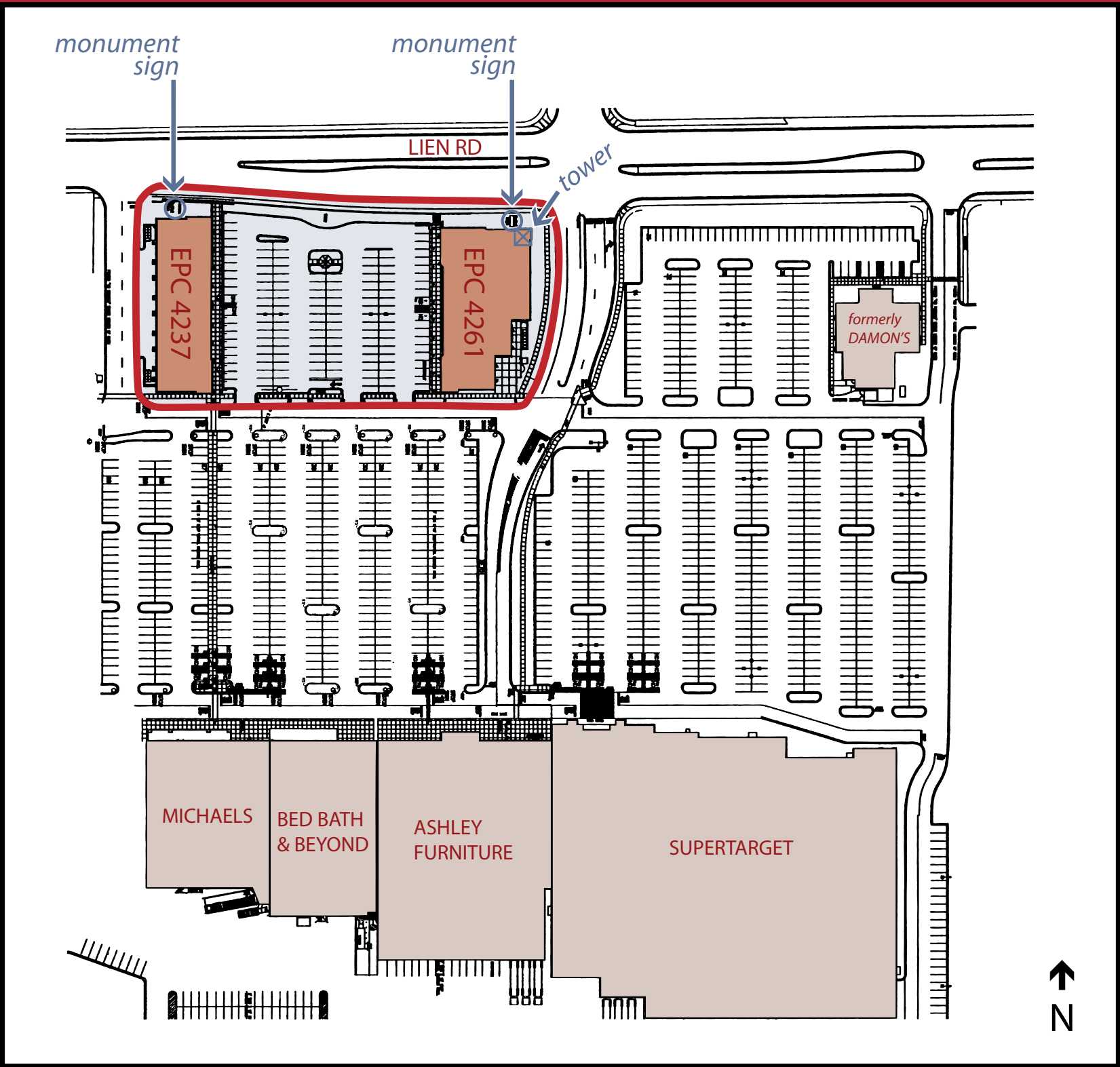




**EAST PRAIRIE COMMONS
SHOPPING CENTER**

Location of Shopping Center within East Madison

Site Map of East Prairie Commons Shopping Center





Surrounding Stores at East Prairie Commons

A. Tenant Signs

Current:

- Yellowish brick background color does not fit with shopping center color scheme, which uses cooler colors and neutrals
- Red channel letters appear old and not up to “Class A” standards
- Lack of contrast between signs and backgrounds makes signs hard to read (especially true when red signs are mounted on red bricks)



Proposed:

- Bring elements from all big box stores into the retail shop facade:
 - 1) Match 48 in. high brick area below roof with painted bricks on Bed Bath & Beyond and Michaels, using Sherwin Williams 6034 “Arresting Auburn”
 - 2) Match 8 in. stripe above awnings and trim accents with stripes and accents on new SuperTarget, using SW 6100 “Practical Beige”
 - 3) Use white channel lettering (same color as Bed Bath & Beyond) with black sides (similar to Michaels and Ashley Furniture)
- Create consistent contrast and higher legibility with white letters on dark background

(Tenant Signs, cont.)

- Letters are larger than necessary (some are as large as 24 in) and have inconsistent sizes
- Signs are placed at inconsistent heights, on varying background colors (back of east building), and use inconsistent colors (letter faces range from bright red to dark red, letter sides range from black to tan to white)



- Use 16 inch default size for channel lettering (smaller than current), LED or covered neon
- Ensure consistent vertical alignment, background, and sign color

(Tenant Signs, cont.)

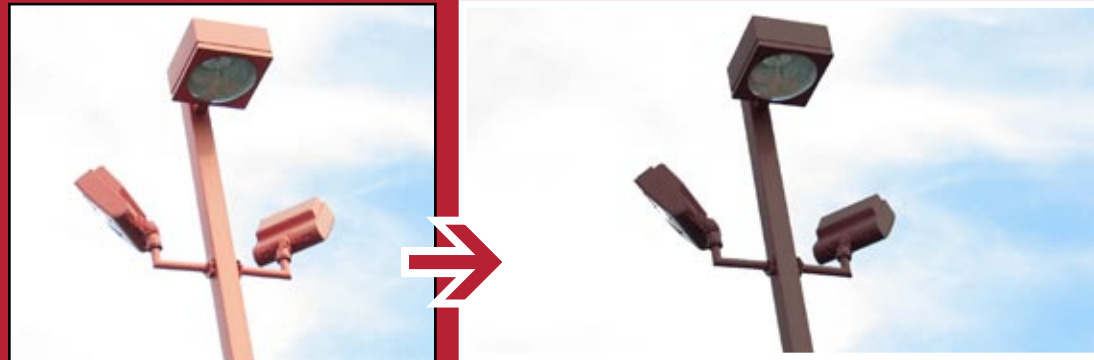
- Signs are displayed on the north (Lien Rd side) end caps but not on the south (Target side) end caps of the buildings



- Display tenant signs on south end caps to make consistent with north end caps



- Lamp posts are faded to pinkish hue



- Paint lamp posts dark brown to match existing posts found in the rest of the shopping center

B. Monument Signs

Current:

- Signs appear old and unprofessional with yellowish panels and inconsistent background colors
- Bright background creates “light pollution”
- Red lettering appears cheap and out-of-date



Proposed:

- Use dark background for all panels that matches “Arresting Auburn” color used on bricks behind tenant signs
- Use white lettering for all panels

C. Tower Signs

Current:

- Red block lettering feels old and unappealing
- Enormous letters are larger than necessary



Proposed:

- Hang new internally-lit flush-mounted signs that display a stylish EPC logo, incorporating white lettering with red accents and black sides, to match the color scheme of the shopping center
- Use appropriately small signs