

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>OCT. 10, 2007</u>	Action Requested
UDC MEETING DATE: <u>OCT. 17, 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: 505 - 550 MIDVALE BLVD.

ALDERMANIC DISTRICT: 11

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

MIDVALE PLAZA JOINT VENTURE

SGN + A

120 EAST LAKESIDE ST.

1190 W. DRUID HILLS DR. #T-65

MADISON, WI 53711

ATLANTA, GA 30329

CONTACT PERSON: JOE KRUPP

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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 50,000 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)

Trees					
Quantity	Plan Name	Common Name	Botanical Name	Size	Root
*27	EA	American Arborvitae	Thuja occidentalis	4-5' ht, 2' spr.	B&B
*11	EH	American Hornbeam	Carpinus caroliniana	2.5' cal.	B&B
*5	HL	Skyline Honeylocust	Gleditsia triacanthos intermis 'Skyline'	2.5' cal.	B&B
*8	LN	Littleleaf Linden	Tilia cordata	2.5' cal.	B&B
*10	RB	River Birch	Betula nigra	2.5' cal., m.l.	B&B
*18	RM	Red Maple	Acer rubrum	2.5' cal.	B&B

Shrubs					
Quantity	Plan Name	Common Name	Botanical Name	Size	Root
*7	CS	Isanti Redtwig Dogwood	Cornus sericea 'Isanti'	3 gal.	Container
37	BOX	Boxwood	Buxus microphylla 'Green Mountain'	18" ht.	Container
*64	JD	Oldfield Common Juniper	Juniperus communis 'depressa'	24" ht.	Container
*24	VD	Arrowwood Viburnum	Viburnum dentatum	3 gal.	Container
47	VB	Korean Spice Viburnum	Viburnum carlesii	3 gal.	Container
44	YEW	Yew	Taxus x media 'Tautoni'	24" ht.	Container
56	FG	Dwarf Fothergilla	Fothergilla gardenii	3 gal.	Container
25	CI	Hummingbird Clethra	Clethra alnifolia 'Hummingbird'	3 gal.	Container
9	RP	Dwarf Pavment Rose	Rosa 'Dwarf Pavment'	3 gal.	Container

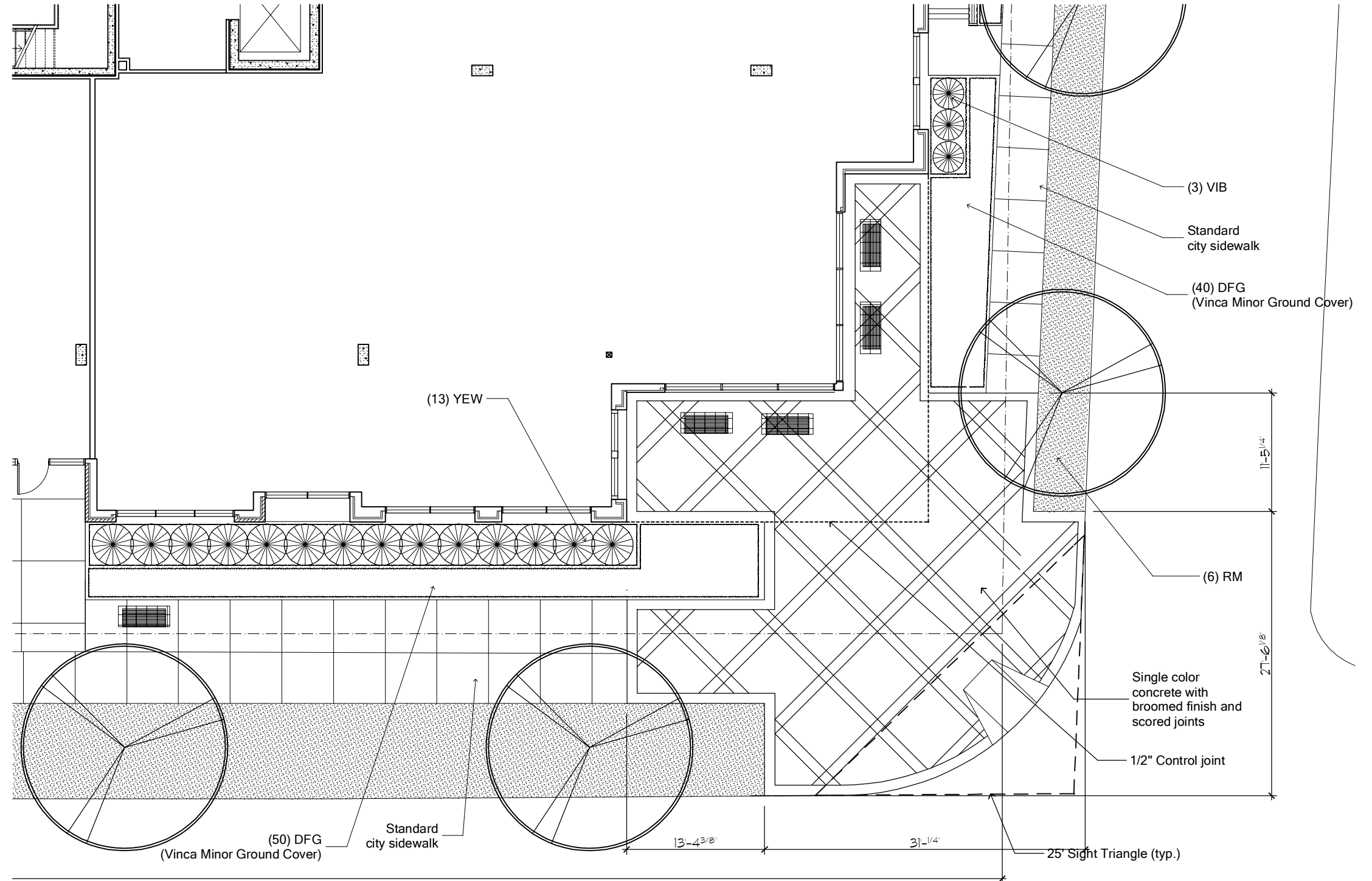
Grasses					
Quantity	Plan Name	Common Name	Botanical Name	Size	Root
15	CO	Feather Reed Grass	Calamagrostis x acutifolia 'Karl Foerster'	1 gal.	Container
*97	PV	Shenandoah Switch Grass	Panicum virgatum 'Shenandoah'	1 gal.	Container

Groundcover					
Quantity	Plan Name	Common Name	Botanical Name	Size	Root
*260	RA	Grow-Low Fragrant Sumac	Rhus aromatica 'Grow-low'	1 gal.	Container
112	AN	Andorra Juniper	Juniperus horizontalis plumosa	1 gal.	Container
142	DFG	DWF. Fountain	Vinca minor	1 gal.	Container

Sod					
Quantity	Plan Name	Common Name	Botanical Name	Size	Root
9,335 sf	Sod	Kentucky Bluegrass	Poa pratensis		

Bio-Infiltration plants					
Quantity	Common Name	Botanical Name	Size	Root	
*33	Swamp Milkweed	Asclepias incarnata	1 gal.	Container	
33	Bottlebrush Sedge	Carex Comosa	1 gal.	Container	
*33	Switch grass	Panicum virgatum	1 gal.	Container	
33	Palm Sedge	Carex muskingumensis	1 gal.	Container	
33	Canada Bluejoint	Calamagrostis canadensis	1 gal.	Container	
33	Little Bluestem	Andropogon scoparius	1 gal.	Container	
33	Purple Coneflower	Echinacea purpurea	1 gal.	Container	
33	Black-Eyed Susan	Rudbeckia hirta	1 gal.	Container	

* WISCONSIN NATIVES					
Quantity	Common Name	Botanical Name	Size	Root	
33	New England Aster	Aster novae angliae	1 gal.	Container	
33	Fireweed	Epilobium angustifolium	1 gal.	Container	
33	Savanna Joe Pye	Eupatorium purpureum	1 gal.	Container	
33	Prairie Smoke	Geum triflorum	1 gal.	Container	
33	Wild Iris	Iris shrevei	1 gal.	Container	
33	Prairie Blazing Star	Liatris pycnostachya	1 gal.	Container	
33	Purple Prairie Clover	Petalostemum purpureum	1 gal.	Container	



○ Plant List

○ Corner Plaza Landscape/Hardscape Plan

LIBRARY SIGNAGE - 9 / 26 / 07



FINISHING

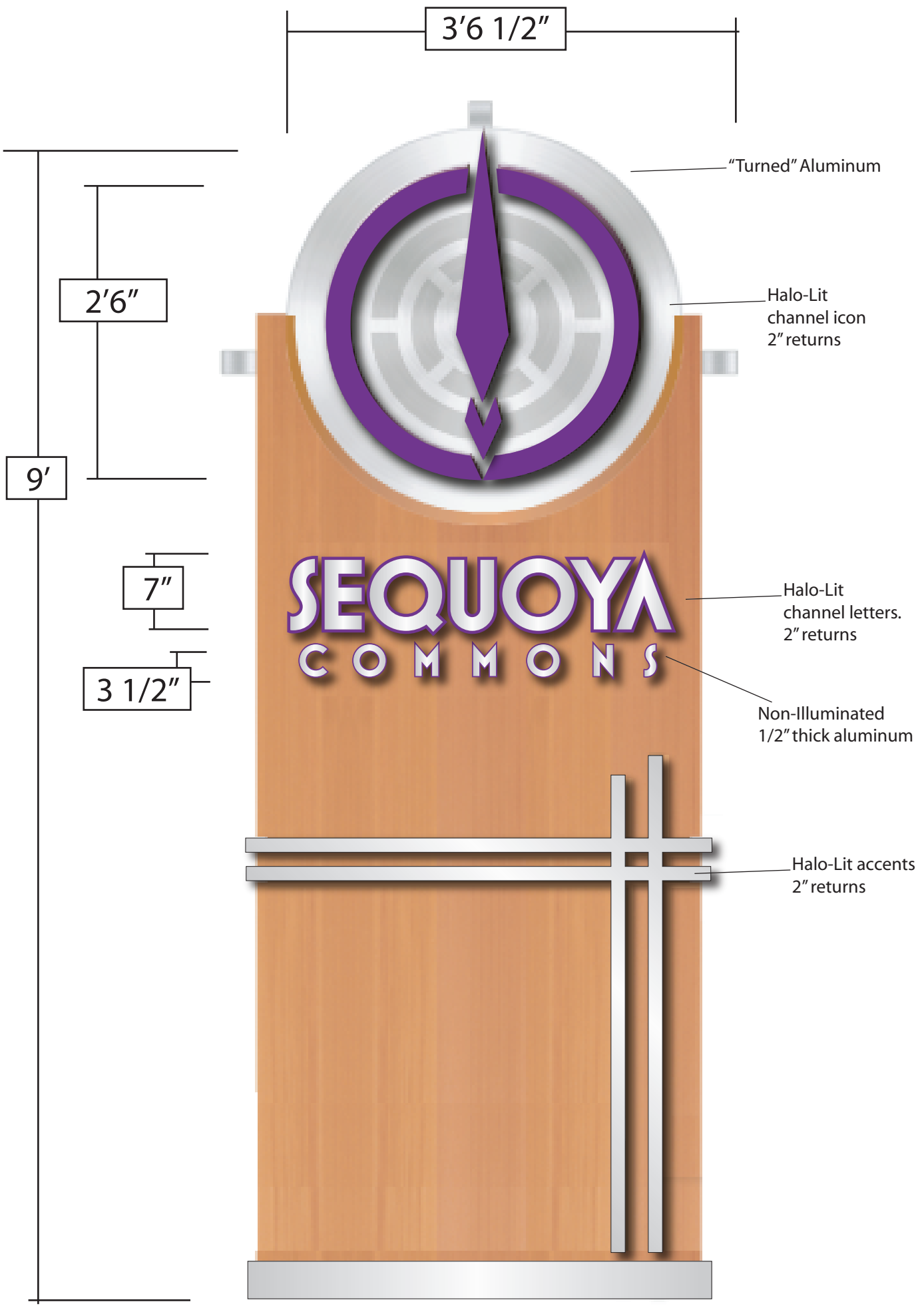
-  - Anodized Aluminum
-  - Matthews Urethane Paint

SPECS

- Single-Sided/Wall mounted
- North Elevation Total Square Footage-27
- South Elevation Total Square Footage-45.8

ILLUMINATION

LED Halo lighting



FINISHING

- Ipe "Ironwood" Cladding
- Brushed Aluminum
- Matthews Urethane Paint

SPECS

- Double-sided
- Total Square Footage-31.6
- "Sequoia" viewing distance-200'
- "Commons" viewing distance-100'
- "icon" viewing distance- 700'

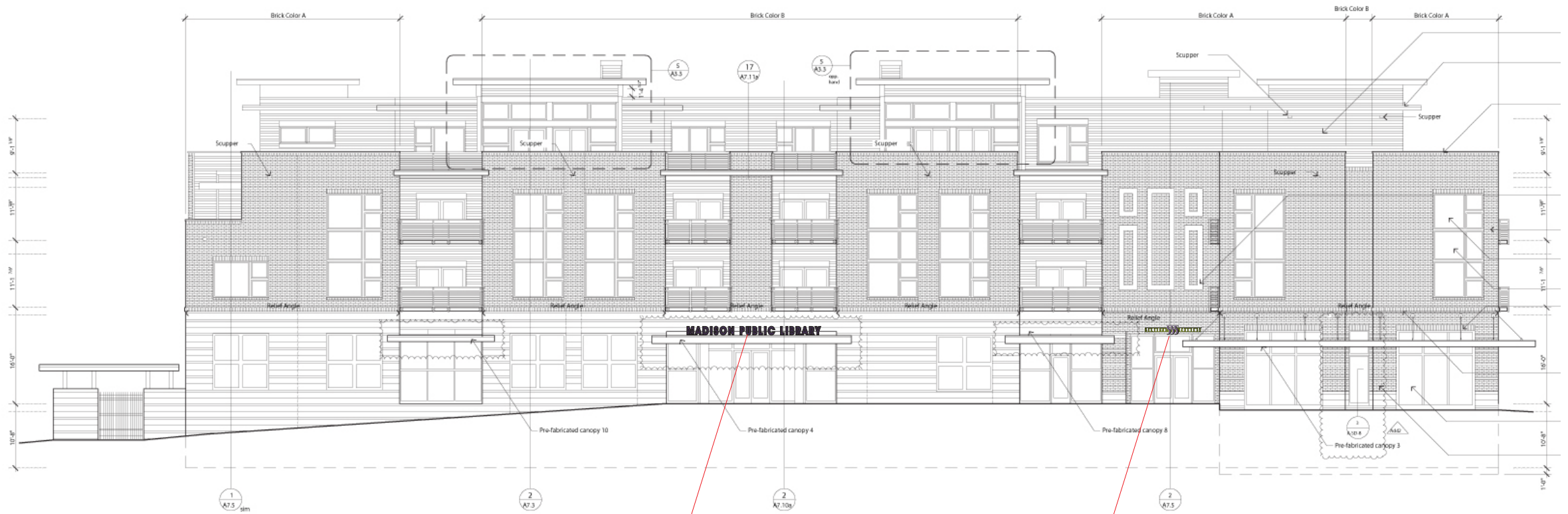


Illumination

Amber LED-Halo-Lit



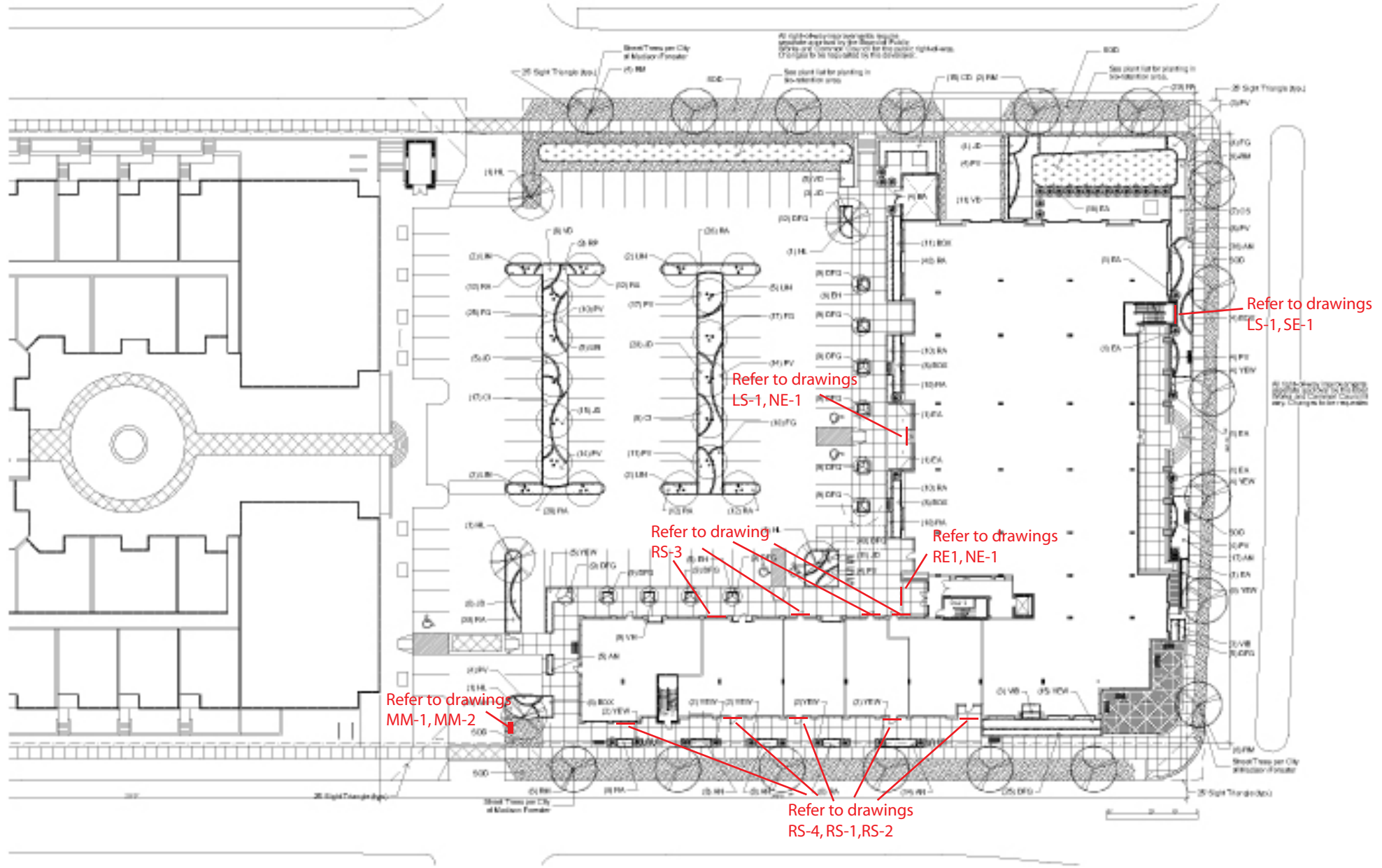
NORTH ELEVATION SIGNAGE - 10/05/07 East Elevation



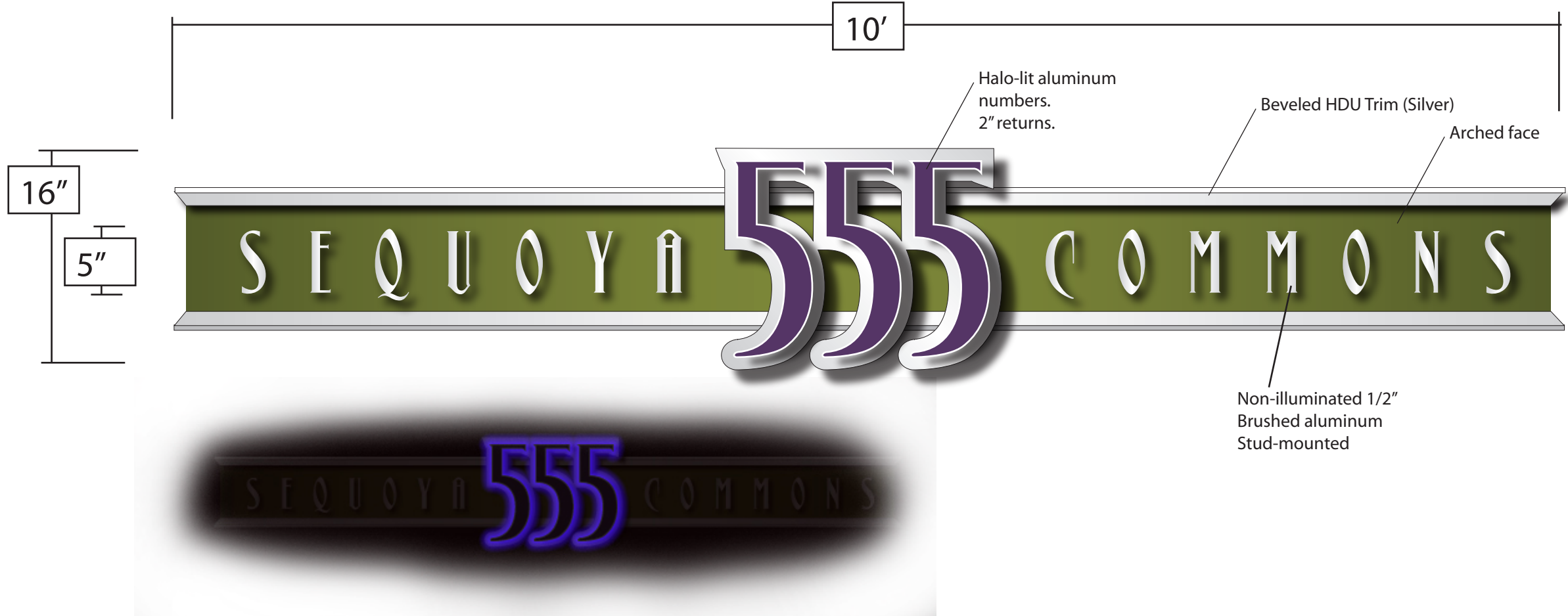
North Elevation Library Signage
Refer to drawing LS-1

Residential Entry Signage
Refer to drawing RE-1

SIGNAGE PLACEMENT OVERVIEW - 10/05/07



RESIDENTIAL ENTRY SIGN - 10/5/07



FINISHING

- Matthews Urethane Paint
- Brushed Aluminum
- Matthews Urethane Paint

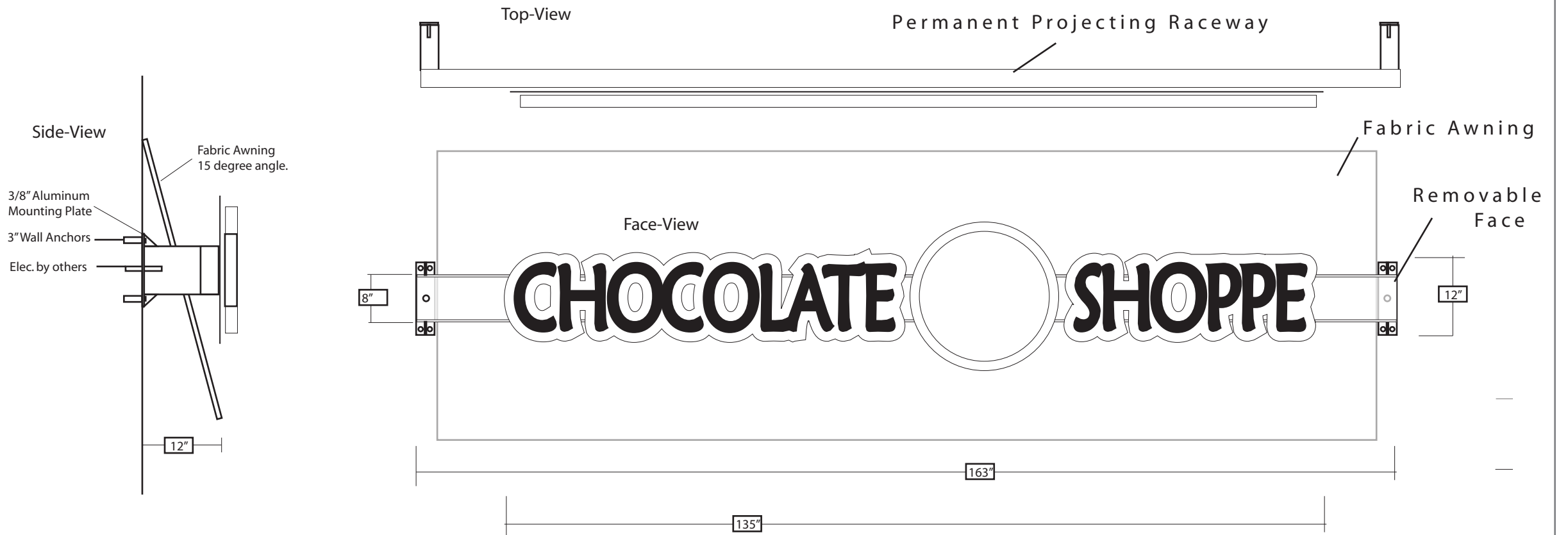
SPECS

- Single-Sided/Wall mounted
- Total Square Footage-13.3
- "555" viewing distance-300'
- "Sequoia Commons" viewing distance-150'

ILLUMINATION

LED Halo lighting

RETAIL SIGN-10/05/07: EXAMPLE OF RETAIL SIGN (StyleRS-1)



Night Rendering

FINISHING

Refer to "West Elevation Retail Signage Detail" in PUD Text Document

SPECS

Refer to "West Elevation Retail Signage Detail" in PUD Text Document

ILLUMINATION

Refer to "West Elevation Retail Signage Detail" in PUD Text Document

RETAIL SIGN-10/05/07: EXAMPLE OF RETAIL SIGN (StyleRS-2)



Night Rendering

FINISHING

Refer to "West Elevation Retail Signage Detail" in PUD Text Document

SPECS

Refer to "West Elevation Retail Signage Detail" in PUD Text Document

ILLUMINATION

Refer to "West Elevation Retail Signage Detail" in PUD Text Document

RETAIL SIGN-10/05/07: EXAMPLE OF RETAIL SIGN (East Elevation)



FINISHING

Refer to "East Elevation Retail Signage Detail" in PUD Text Document

SPECS

Graphics are not to exceed 40% of the total square footage of awning

ILLUMINATION

External

RETAIL SIGN PLACEMENTS - 10/05/07 West Elevation



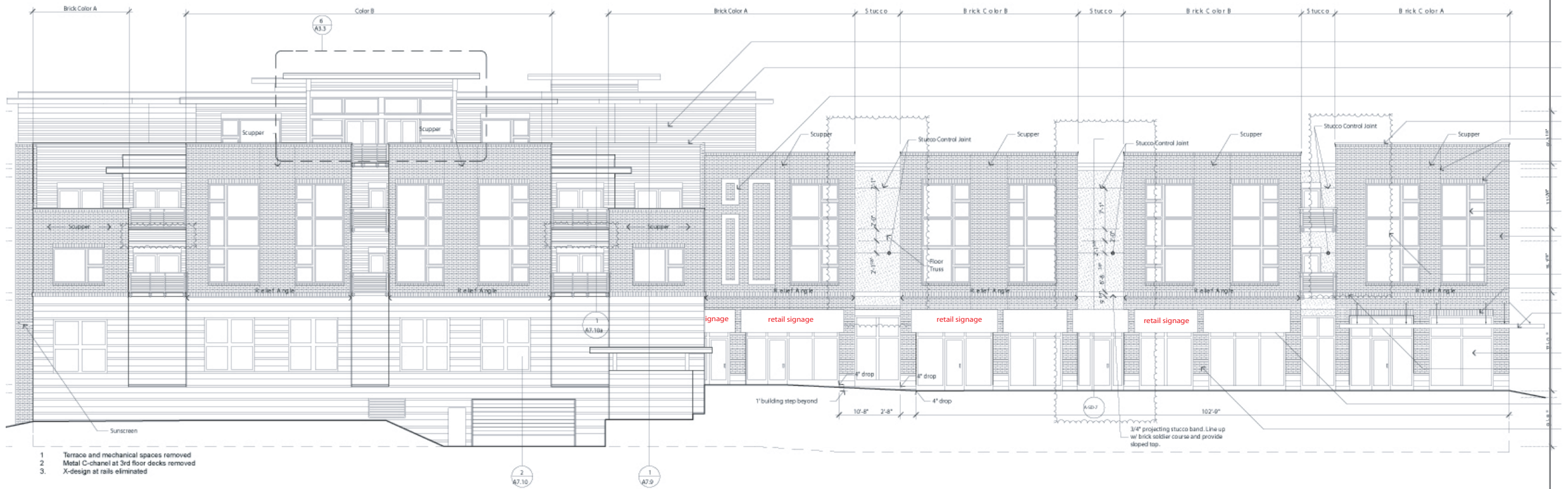
RS-2 Style
(Refer to drawing RS-2)

RS-1 Style
(Refer to drawing RS-1)

RS-2 Style
(Refer to drawing RS-2)

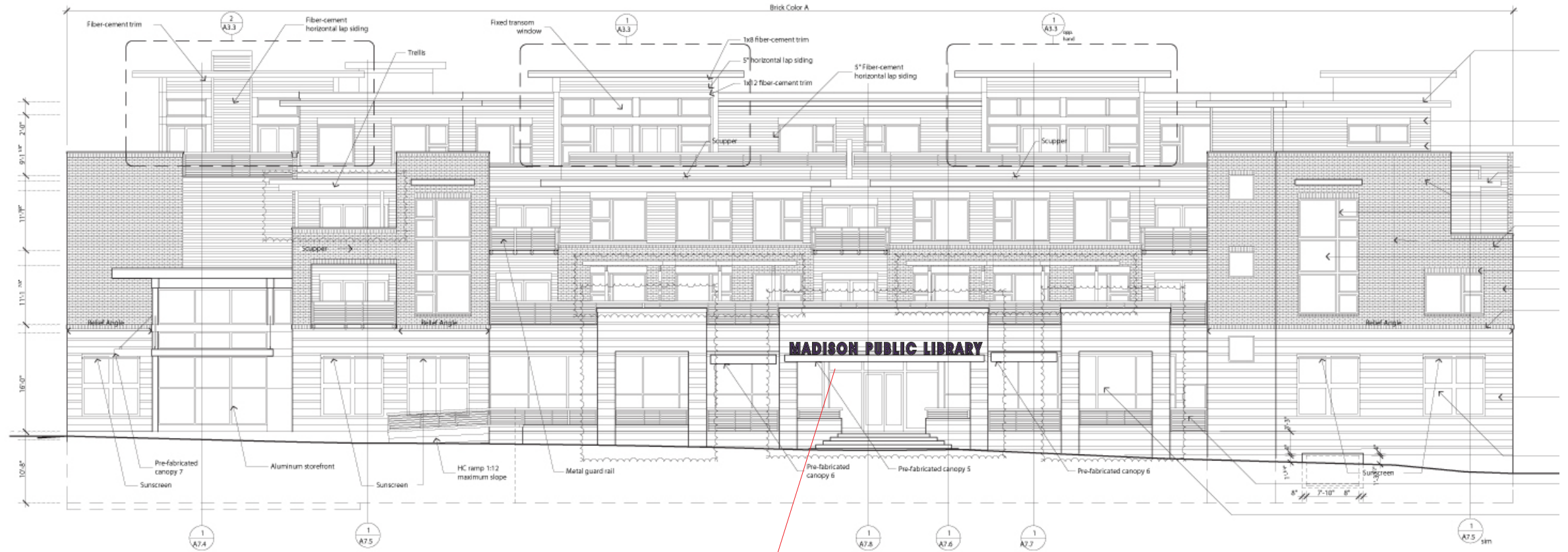
RS-4

RETAIL SIGN PLACEMENTS - 10/05/07 East Elevation



Refer to Drawing RS-3

SOUTH ELEVATION SIGNAGE PLACEMENTS - 10/05/07



South Elevation Library Signage
Refer to drawing LS-1