

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>09/24/12</u>	Action Requested
UDC MEETING DATE: <u>10/17/12</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2118 W. Beltline Hwy

ALDERMANIC DISTRICT: 14

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

DUANE BOZIS (NORTHEAST TOWNSHIP) Sign Art

DAVE HOLZEN (REPRESENTING PROPERTY OWNER) 2170 DODD RD.

MENDOTA HEIGHTS, MN 55120

CONTACT PERSON: JAY BRUNTON

Address: 1221 VENTURE DR. SUITE #1
JANESVILLE, WI 53546

Phone: 608-754-6338 EXT. 17

Fax: 608-754-7822

E-mail address: JBRUNTON@JNBsyns.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.
- 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.



Design • Manufacturing • Installation • Neon • Illuminated Awnings • Maintenance

October 15, 2012

TO: City of Madison, Urban Design Commission
FROM: Jay Brunton, Serving as agent for Northern Tool and Equipment

RE: Northern Tool & Equipment
2118 W. Beltline Hwy.
Madison, WI.

New Pylon sign for Steinhafel's & Northern Tool & Equipment.

Historical:

On September 21, 1994, an approval of a Comprehensive Design Review at 2180-2102 W. Beltline Hwy. was approved. At that time, the following signage was approved:

- A. Sears Homelife – 72" Building letters to read "Homelife", 36" building letters to read "A Furniture Store by Sears", 132 sq. ft. free standing sign, 20' O.A.H.
- B. Steinhafel's Furniture – 60" Building letters to read "Steinhafel's", 30" building letters to read "Furniture Showroom", 24" building letters to read "Brings Quality Home To You", 24" building letters to read "Steinhafel's" 2 sets of polished brass letters reading "Steinhafel's", 132 sq. ft. free standing sign, 20' O.A.H.
- C. Remaining tenants – Each tenant is allowed 40% of building façade free of architectural detail. Each shall be back lit on internally illuminated channel letters. Each tenant will be allowed to use their corporate colors. One additional free standing sign 132 sq.ft. 20' O.A.H.

On July 11, 2012: The Urban Design Commission granted final approval of basic changes located at 2118 W. Beltline Hwy. The secretary stated that the second signable area cannot be included in that night's review, as it would require a public hearing for a comprehensive design review. On a motion by Higgins, seconded by Rummel, the Urban Design Commission granted final approval on the non-pagoda style gable. The motion passed on a vote of (8-0). The motion provided for the approval of the revised version of the building façade distributed by the applicant and conforming wall signage. Proposed change to approved wall sign for Northern Tool & Equipment.

Existing use of this site: W. Beltline Hwy.: 2180 Meriter Real Estate, LLC., (Meriter Home Health), 2164 Arboretum Group, LLC., (Steinhafel's) 2148 Madison Property Management (Pet World), 2118 Madison Investors (Northern Tool & Equipment), 2102 Susan & Russ, LLC. (Culver's).

Existing signage: All the existing signage by all tenants meet the standards established in the 1994 Comprehensive Design Review with the following exceptions, the 3rd freestanding sign has been used exclusively by Culver's not as a multi-tenant sign as originally approved.

Proposal: Asking for consideration for the installation of a new sign to replace existing Steinhafel's monument sign, so that Northern Tool & Equipment can be added to the structure. At present, Northern Tool & Equipment needs the proposed signage for exposure to customer traffic, as they have no identification on the frontage road.

Request for approval: In partnership with Steinhafel's Furniture installing a new "Modern" sign, Northern Tool requests approval of a 41.25 sq.ft. sign be added to this structure in keeping with the principals of the 1994 Comprehensive Design Review.

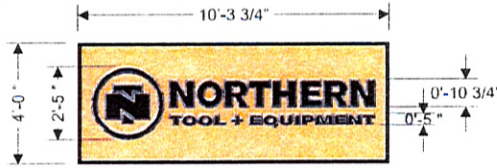
1. The addition of this proposal meets the original 1994 Comprehensive Design Review.
2. The proposed tenant sign will help provide Northern Tool & Equipment with the needed exposure to customer traffic, as they presently have no identification on the frontage road.
3. The proposed signage conforms to the existing and already approved signage at this location. Proposed sign is in keeping with the 1994 Comprehensive Design Review.
4. The manufacturing of the proposed signage meets the standards set by the construction requirements under Section 31.04(5)
5. The proposed signage conforms to all provisions except signable area requirements.
6. The proposed signage is for commercial means to aid Northern Tool & Equipment customers.
7. The proposed signage will be mounted onto existing structure, in keeping with the original approval at this location. It will not present a hazard to vehicular traffic or pedestrians and will not obstruct views and egress of adjoining properties or any existing signs at this location. The proposed signage will conform with all existing signs at this private property location.

Thank you for your consideration,

Jay Brunton
JNB Signs, Inc.

NOTE: Black vinyl is not allowed at night. Instead, we will use "3M Dual Color" black vinyl with a narrow opaque black outline around the "Black" parts.

black outline around black parts of logo



NTE Sign Area: 41.25 sq. ft.

simulated nighttime look



Remove top portion of Monument Sign and add new cabinet sign and tenant panels



Existing Condition



Proposed New Monument Top Cabinet and Tenant Panel Cabinets

New Internally Illuminated upper cabinet with overhanging top

Routed aluminum face backed with translucent acrylic and red vinyl

New Internally Illuminated tenant panel cabinet

Translucent white acrylic with applied vinyl overlay

Existing Masonry Piers to remain as is

CUSTOMER INFORMATION

Customer: Northern Tool and Equipment
 Address: Madison, WI
 Sales: Kacie Berends

PROJECT INFORMATION

Sign Type: Internally Illuminated Monument Sign
 Sign Size:
 Mounting: Double pier structure
 Lighting: LEDs 120v.
 Face: see details
 Materials: black
 Materials/Finish: black
 Vinyl: Dual Color black & 3M Sunflower Yellow, red
 Notes:

DRAWING INFORMATION

File Name: NTE Madison, WI Monument Sign 6
 Date: 8-6-12
 Revision: 8-16-12 9-12-12
 8-30-12 9-26-12
 9-5-12
 9-10-12
 Scale: 1/4" at 11" x 17"
 Page: 1 of 1
 Designer: Jeff Weispenning
 Customer:
 Approver:



SignArt Company

Eau Claire, WI
 715-834-5127
 800-235-5178

St. Paul, MN
 651-688-0563
 800-699-0563

www.signartusa.com



This drawing was created to assist you in visualizing our proposal. It is the property of Sign Art Company and may not be used or reproduced by others.

**Internally Illuminated
Channel Letters and Tagline Cabinet**

Translucent white acrylic faces with applied vinyl overlay
black trim caps and returns

Sign Code:
Allowed 30% of leased wall area.
Wall Area: 15'-9" x 22'-0" = 346.5 sq. ft.
x 30% = 104 sq. ft.

Proposed Sign:
Channel letters and tagline sign: 18'-0" x 4'-5 1/4" = 80 sq. ft.
Round Logo: 6'-0" x 6'-0" = 36 sq. ft.

TOTAL Sign Area: 116 sq. ft.

**NOTE: Black vinyl is not allowed at night.
Instead, we will use "3M Dual Color" black vinyl with
a narrow opaque black outline around the "Black" parts.**

black outline around
black parts of logo



SCALE: 1/8" = 1'-0"

Internally Illuminated Logo
translucent white acrylic with
applied vinyl graphics.
cabinet and retainer painted black



simulated nighttime look



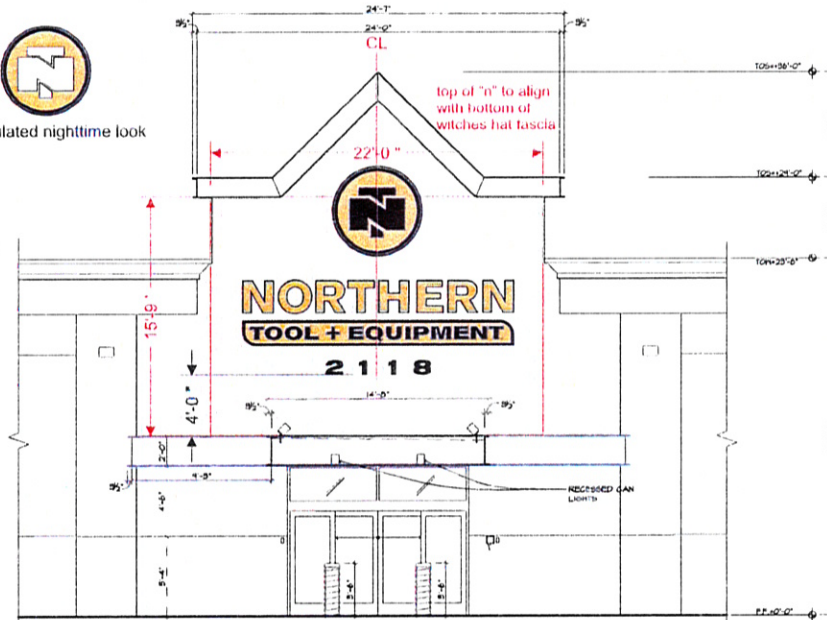
SCALE: 1/8" = 1'-0"

**Internally Illuminated
Channel Letters and Tagline Cabinet**

translucent white acrylic with
applied vinyl graphics
cabinet, retainer & trim caps
painted black



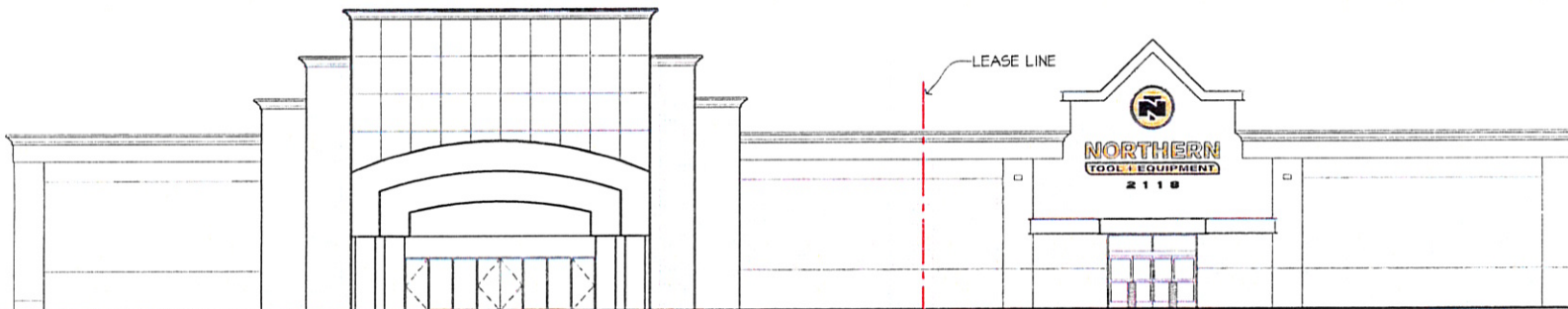
simulated nighttime look



Front Elevation - SCALE: 1/8" = 1'-0"



Non-Illuminated Address Numbers
flat cut out stud mount aluminum numbers



South Elevation - SCALE: 1/16" = 1'-0"

CUSTOMER INFORMATION

Customer: Northern Tool and Equipment

Address: Madison, WI

Sales: Kacie Berends

PROJECT INFORMATION

Sign Type: Internally Illuminated Channel Letters & Tagline Cabinet And Round Logo

Sign Size:

Mounting: flush mount

Lighting: LEDs 120v.

Face: translucent white acrylic with applied vinyl overlay

Color: black

Retainer: black

Trim Cap: black

Vinyl: dual color black & 3M Sunflower Yellow

Notes:

DRAWING INFORMATION

File Name: NTE Madison, WI wall signs

Date: 6-21-12

Revisions: 7-16-12

7-24-12

7-25-12

Scale: 1/8" at 11" x 17"

Page: 1 of 1

Designer: Jeff Weispfenning

Customer:
LI Approval:



SignArt Company

Eau Claire, WI

715-834-5127

800-235-5178

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651-688-0563

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10.06.2012



10.06.2012



NORTHERN
TOOL + EQUIPMENT

2800 Southcross Drive West, PO Box 1219
Burnsville, MN 55337

952-894-9510

952-894-1020

www.NorthernTool.com

September 24, 2012

Ms. Kacie Berends
Sign Art Co., Inc.
2170 Dodd Road
Mendota Heights, MN 55120

RE: 2118 W. Beltline; Madison, WI - CDR submittal

Dear Ms. Berends,

This letter is to be included in the CDR submittal package for the above referenced address.

As a retailer trying to establish a physical presence in the Madison, WI market, it is imperative that our customers be able to identify and recognize our building signage. The secondary logo needs to be larger than current code allows to fit in with the overall building aesthetic and blend with the primary "Northern Tool + Equipment" signage.

The pylon sign is needed so that our customers can identify our location while traveling on the Beltline, whether it be eastbound or westbound.

Thank you,

Duane A. Boris
Northern Tool + Equipment
2800 Southcross Drive
Burnsville, MN 55306



NORTHERN™
TOOL + EQUIPMENT

2800 Southcross Drive West, PO Box 1219
Burnsville, MN 55337

952-894-9510

952-894-1020

www.NorthernTool.com

September 24, 2012

Ms. Kacie Berends
Sign Art Co., Inc.
2170 Dodd Road
Mendota Heights, MN 55120

RE: 2118 W. Beltline; Madison, WI - CDR submittal

Dear Ms. Berends,

I am including a copy of the LL's email for approval of the CDR submittal for our retail location at 2118 W. Beltline in Madison, WI.

Hello Duane,

I am sending this email to serve as my letter approving the CDR submittal and signage changes being submitted for our building at 2134 W. Beltline Highway.

If you have any questions or concerns, feel free to give me a call

Sincerely,

Dave J. Holzem
Nifong Realty, Inc.
2181 S. Oneida St.
Green Bay, WI 54304
(920)432-7300

Please let me know if you need anything else.

Thank you,

Duane A. Boris
Northern Tool + Equipment

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: July 11, 2012
TITLE: 2118 West Beltline Highway – Minor Alteration for the Creation of a New Tenant Space in a Retail Building Exceeding 40,000 Square Feet. 14 th Ald. Dist. (26968)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: July 11, 2012	ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Dawn O’Kroley, Richard Slayton, Henry Lufler, Melissa Huggins, Cliff Goodhart, Tom DeChant and John Harrington.

SUMMARY:

At its meeting of July 11, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of façade changes located at 2118 West Beltline Highway. Appearing on behalf of the project were Duane Boris, representing Northern Tool + Equipment; and Dave Holzen, representing the property owner. Changes to the façade include providing for the incorporation of metal for a 17,000 square feet retail space subtenancy. The Secretary stated that the second signable area cannot be included in tonight’s review as it would require a public hearing for a Comprehensive Design Review. The gable feature is typical for Northern Tool + Equipment’s corporate logo and two options were shown, with lighting above the door. The will feature a canopy element. Rummel noted that Ald. Bruer is supportive of this project and would like to see this building repurposed.

ACTION:

On a motion by Huggins, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL** of the non-pagoda style gable. The motion was passed on a vote of (8-0). The motion provided for the approval of the revised version of the building façade distributed by the applicant and conforming wall signage.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 5, 6 and 6.

City of Madison
CDR

Regarding: Steinhafels Pylon Sign Upgrade and Revision

Dear Committee Members:

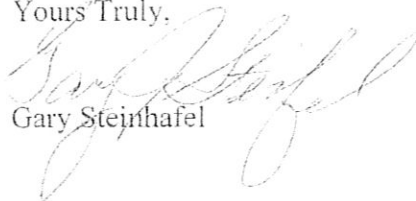
Steinhafels desires to update its 2 pier pylon (now monument sign) and its building sign to modernize the efficiency, appearance and readability of both. Original approval for the pylon sign required incorporation of architectural elements drawn from the front facade our retail store. As is consistent with the original City of Madison vision, it is our intent to keep those same architectural elements in our redesigned pylon sign. Therefore, the pylon sign will be color matched to mirror the color of our facade and will incorporate the arched design and detail found on our store front. The arched detail will be placed on top of the signed area and not be incorporated into it mirroring the store front look. The main part of the pylon sign will match the presentation of the Kallwall sign on our building, therefore keeping the cross incorporation of architectural elements intact.

Additional space will be allocated between the piers to create placement for Northern Tool & Equipment to become a part of our representation to the public.

We will be moving from individually lit neon letters to more energy efficient LED lighting incorporated into a routed aluminum box. This will be present a clean look and easily legible letters that can be safely read while traveling at freeway speeds. This is important because the name "STEINHAFELS" has eleven letters, it can be challenging to incorporate readability with such a long name. Our proposed signs, both on the Kallwall of the building and on the pylon sign solves those issues by allowing us to present letters that are of an appropriate size and spacing to be clearly and easily read by all travelers.

Thank you for your time and consideration and we look forward to your feedback.

Yours Truly,



Gary Steinhafel

To see all the details that are visible on the screen, use the Print link next to the map.

Google

