

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: 8-23-2010

Action Requested

- Informational Presentation  
 Initial Approval and/or Recommendation  
 Final Approval and/or Recommendation

UDC MEETING DATE: 9-1-2010

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 660 WEST WASHINGTON

ALDERMANIC DISTRICT: 4

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

THE ALEXANDER COMPANY

DAVID KAUL

JOE ALEXANDER

ALEXANDER COMPANY

CONTACT PERSON: DAVID KAUL

Address: 145 E. BADGER ROAD  
MADISON, WI 53713

Phone: 608-268-8128

Fax: 608 258 5580

E-mail address: DNK@ALEXANDERCOMPANY.COM

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)  
 General Development Plan (GDP)  
 Specific Implementation Plan (SIP) \* ALTERATIONS TO SIGNAGE AND FACADE  
 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.

8-18-2010  
UDC Application  
PUD SIP / Minor Alteration  
Modifications to Existing Signage and Awnings  
660 West Washington Avenue  
Madison, Wisconsin

The Alexander Company proposes to revise the building signage and awnings at 660 West Washington, as described below and in the attached documents.

The majority of the existing signage is on the west elevation, (front of building) incorporated into the canvas canopies. There is one existing sign canopy on the north elevation and one on the south elevation. The existing sign text is a backlit integral part of the canopy. All of the existing canopies and signage will be removed, with the exception of the Summit Credit Union drive through structure signage

For the west elevation, south of the building main entrance:

The canopies will be replaced with a new canvas canopy on an aluminum frame, in the locations shown on the plan. (Note that the existing canopy covers the length of this side of the building, where the new canopy is divided into 3 separate sections) The signage will be suspended from the front edge of the canopy, and will consist of individual cut out letters, with a white acrylic face, and black aluminum box, internally lit by LED bulbs. The letters will be a maximum of 22" tall and will be in the logo script of the proposed tenants, mounted to two square aluminum raceway bars.

For the west elevation, north of the main entrance:

The existing green canvas signage panels between the columns will be removed. Where tenant signage is required, letters and raceway bars as described above will be mounted between the columns.

There are 9 potential sign locations on the west elevation, one on the north elevation and one each on the two south elevations. It is not likely that all available signage locations will be filled, as some tenants will occupy more than one bay of the building.

One tenant space (Lifestyle Staffing) located on the north side of the building has no visibility from the front of the building, as it is located behind the bank drive through canopy. There is currently one sign above the entry to this space, and an additional sign on the west side of the building. Two signs are being requesting for this space because of the limited visibility. With the exception of this one space, it is proposed to have one sign per tenant, unless the tenant occupies a corner space, in which case they would be allowed 2 signs, one on each side of the corner.

This alteration does not affect any of the existing ground signage.

Contact Person:

David Kaul

The Alexander Company

145 East Badger Road

Madison Wi. 53713

608-268-8128

[dnk@alexandercompany.com](mailto:dnk@alexandercompany.com)



**ARNOLD AND O'SHERIDAN INC.**  
CONSULTING ENGINEERS  
STRUCTURAL ■ CIVIL ■ MECHANICAL ■ ELECTRICAL ■ PLUMBING ■ REPAIRS

**PRELIMINARY**  
FOR INFORMATION PURPOSE ONLY  
NOT FOR CONSTRUCTION

7-8-10	SCHEMATIC DESIGN
7-22-10	DESIGN DEVELOPMENT
8-2-10	BID DOCUMENTS
8-18-10	CITY SUBMITTAL

DRAWN: DZ    APPR.: DNK

CITY STATION  
660 REGENT STREET  
MADISON WI

PROJECT # 10-709

SITE PLAN

**C1**

**LEGEND**

SECTION CORNER FOUND	LIGHT POLE	CANOPY/SHADE TREE
IRON STAKE FOUND	ELECTRICAL OUTLET	SHRUB
REBAR PLACED	UTILITY POLE	CONIFEROUS TREE
CHISELED GROSS	GUY WIRE / DEAD MAN	WAT - BURIED WATER MAIN
DRILL HOLE	TRAFFIC SIGNAL	SAN - SANITARY SEWER
SURVEY NAIL	TRAFFIC CONTROL BOX	ST - STORM SEWER
WOOD STAKE	ELECTRIC PEDESTAL	RD - ROOF DRAIN
(263.56') RECORDED AS DATA	ELECTRIC METER	OH - OVERHEAD WIRES
(263.51') MEASURED DATA	ELECTRIC MANHOLE	CATV - BURIED CABLE TV LINE
SOIL BORING	TELEPHONE PEDESTAL	E - BURIED ELECTRIC
SANITARY MANHOLE	TELEPHONE MANHOLE	T - BURIED TELEPHONE
YARD CLEANOUT	CABLE PEDESTAL	FO - FIBER OPTIC
STORM MANHOLE	SPRINKLER HEAD	G - BURIED GAS MAIN
STORM INLET	BOLLARD	CONTOUR
STORM CATCH BASIN	SIGN	X 0.2125 SPOT ELEVATION
STORM CLEAN OUT	MONITORING WELL	CAUTION
APRON ENDWALL	HANDICAP RAMP	BENCH MARK
WATER MANHOLE	HANDICAP STALL	PROPERTY LINE
HYDRANT	STONE WALL	UTILITY EASEMENT
WATER VALVE	FENCE LINE	SETBACK LINE
SIAMSE CONNECT	EDGE OF TREES	EDGE OF WATER
POST INDICATOR VALVE	PROPERTY LINE	WETLAND BOUNDARY
GAS METER	CENTER LINE	100 YEAR FLOOD BOUNDARY
GAS VALVE	EXISTING BUILDING	
TRAFFIC SIGNAL	EXISTING CONCRETE	
TRAFFIC CONTROL BOX	EXISTING GRAVEL	
	EXISTING ASPHALT	

**DESCRIPTION:**  
PARCEL 1: Lot Two (2) of Certified Survey Map No. 6147, recorded in the Dane County Register of Deeds Office in Volume 24 of Certified Survey Maps, pages 246, 247 and 248, as Document No. 2204345, in the City of Madison, Dane County, Wisconsin.

**PARCEL 2 (Beneficial Easements):**  
A. Easements for the benefit of Parcel 1 created by Declaration of Driveway and Sidewalk Easement, recorded on July 5, 1990, in Volume 14410 of Records, page 6, as Document No. 2204348.  
B. Easements for the benefit of Parcel 1 created by Driveway and Access Easement Agreement, recorded on September 6, 1994, in volume 28364 of Records, page 58, as Document No. 2624941.  
C. Easements for the benefit of Parcel 1 created by Subterranean Foundation Footing Encroachment Easement and Cornice Air Rights Encroachment Easement, recorded on September 25, 1990, in Volume 14757 of Records, page 10, as Document No. 2224868.

**PARCEL 3: Leasehold (Lessee's) estate as created by Lease dated June 26, 1990 by and between City of Madison, a municipal corporation, as landlord/lessor and City Station Associates Limited Partnership, a Wisconsin limited partnership, as lessee, recorded on July 5, 1990, in Volume 14410 of Records, page 13, as Document No. 2204400, in the following described parcel:**

A parcel of land located in that area designated as "DEDICATED TO THE PUBLIC (for future street, highway and parkway purposes)" on the recorded plat of West Madison Depot, in the City of Madison, Dane County, Wisconsin, described as follows: Commencing at the center of Section 22, Township 7 North, Range 4 East; thence North 03 degrees 19 minutes 45 seconds West, 119.78 feet to the Northwestern line of West Washington Avenue; thence along said Northwestern line, South 46 degrees 34 minutes 12 seconds West, 54.20 feet to the point of beginning, a 3/4" diameter iron rebar at the Northeastly corner of Lot 3 of Certified Survey Map No. 4643 recorded as Document No. 1878546; thence continuing along said Northwestern line South 46 degrees 34 minutes 12 seconds West, 54.20 feet to a 3/4" diameter iron rebar; thence parallel to the North line of said Lot 3, North 67 degrees 30 minutes 42 seconds West, 485.00 feet to a 3/4" diameter iron rebar; thence North 22 degrees 24 minutes 18 seconds East, 50.00 feet to said North line; thence along said North line, South 67 degrees 30 minutes 42 seconds East, 507.43 feet to the point of beginning.

**Certificate:**  
To CITY STATION ASSOCIATES LIMITED PARTNERSHIP, U.S. BANK NATIONAL ASSOCIATION, ITS SUCCESSORS AND/OR ASSIGNS, FIRST AMERICAN TITLE INSURANCE COMPANY AND ALEXANDER COMPANY: This is to certify that this plat and the survey on which it is based were made in accordance with "Minimum Standard Detail Requirements for ALTA/ACSM Land Title Surveys," jointly established and adopted by ALTA and NSPS in 2005, and includes items 1, 2, 3, 4, 7(a), 7(b), 7(c), 8, 9, 10, and 11(a) of Table A thereof. Pursuant to the accuracy Standards as adopted by ALTA and NSPS and in effect on the date of this certification, undersigned further certifies that in my professional opinion, as a land surveyor registered in the State of Wisconsin, the Relative Positional Accuracy of this survey does not exceed that which is specified therein.

Date: 7/12/06  
Madison, Wisconsin  
Francis R. Thousand  
Land Surveyor 5-1363  
Arnold & O'Sheridan, Inc  
1111 Deming Way Suite 200  
Madison, WI 53711  
Phone (608)821-8530  
Fax (608)821-8501



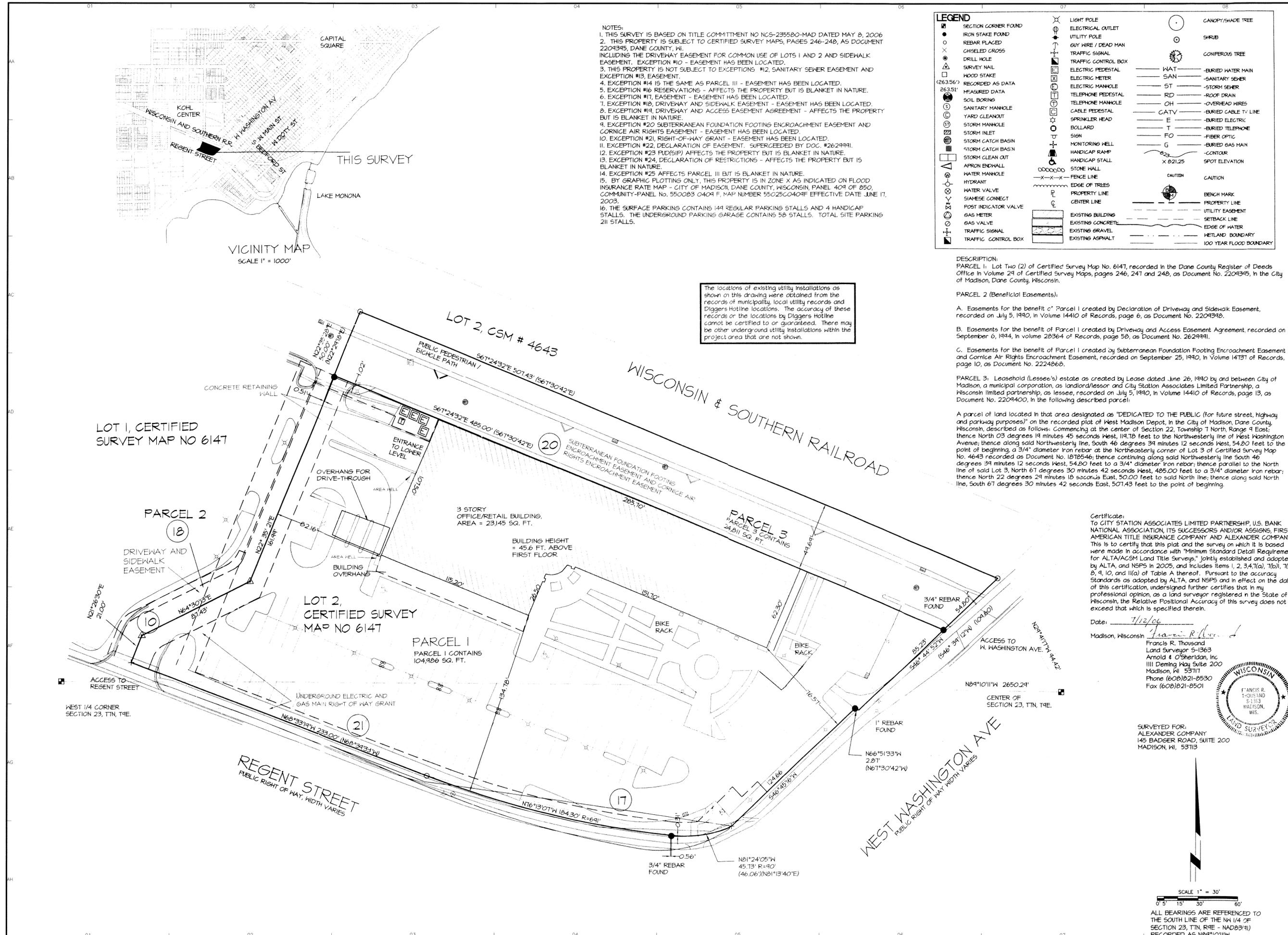
SURVEYED FOR:  
ALEXANDER COMPANY  
145 BADGER ROAD, SUITE 200  
MADISON, WI, 53713

SCALE 1" = 30'

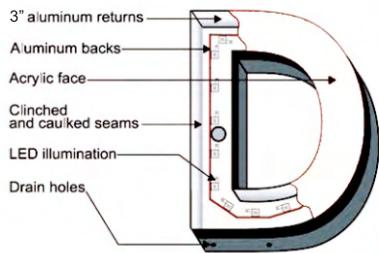
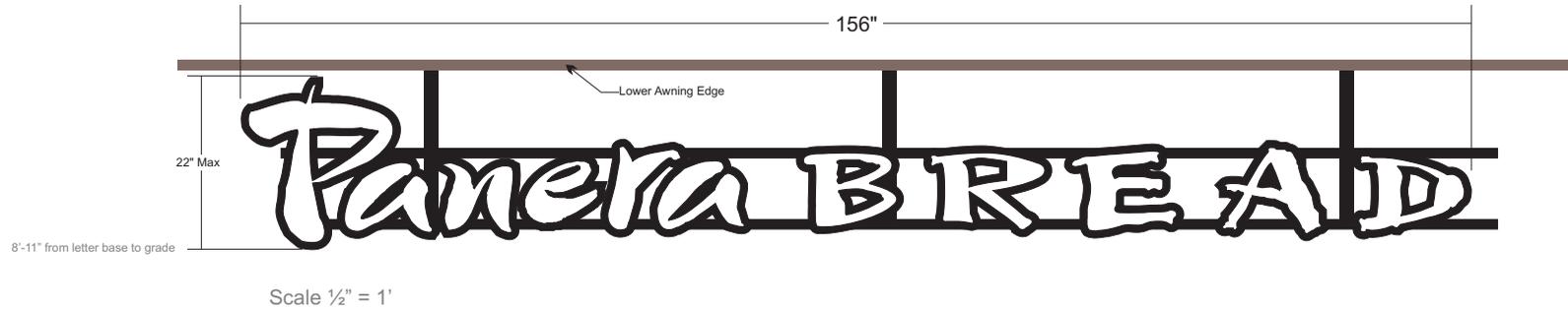
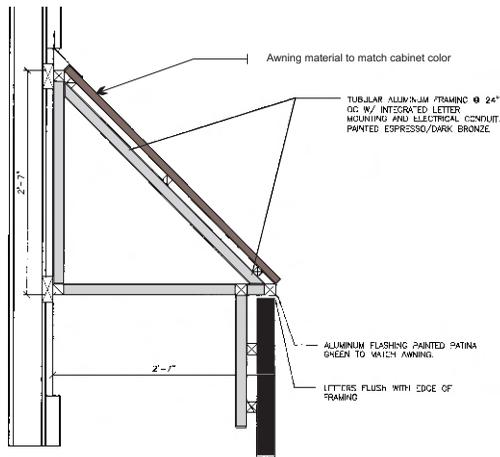
ALL BEARINGS ARE REFERENCED TO THE SOUTH LINE OF THE NW 1/4 OF SECTION 23, T1N, R4E - NAD83(91) RECORDED AS N84°10'11"W

- NOTES:**
- THIS SURVEY IS BASED ON TITLE COMMITMENT NO NCS-235580-MAD DATED MAY 8, 2006
  - THIS PROPERTY IS SUBJECT TO CERTIFIED SURVEY MAPS, PAGES 246-248, AS DOCUMENT 2204345, DANE COUNTY, WI, INCLUDING THE DRIVEWAY EASEMENT FOR COMMON USE OF LOTS 1 AND 2 AND SIDEWALK EASEMENT. EXCEPTION #10 - EASEMENT HAS BEEN LOCATED.
  - THIS PROPERTY IS NOT SUBJECT TO EXCEPTIONS #12, SANITARY SEWER EASEMENT AND EXCEPTION #13, EASEMENT.
  - EXCEPTION #14 IS THE SAME AS PARCEL III - EASEMENT HAS BEEN LOCATED.
  - EXCEPTION #16 RESERVATIONS - AFFECTS THE PROPERTY BUT IS BLANKET IN NATURE.
  - EXCEPTION #17, EASEMENT - EASEMENT HAS BEEN LOCATED.
  - EXCEPTION #19, DRIVEWAY AND SIDEWALK EASEMENT - EASEMENT HAS BEEN LOCATED.
  - EXCEPTION #19, DRIVEWAY AND ACCESS EASEMENT AGREEMENT - AFFECTS THE PROPERTY BUT IS BLANKET IN NATURE.
  - EXCEPTION #20 SUBTERRANEAN FOUNDATION FOOTING ENCROACHMENT EASEMENT AND CORNICE AIR RIGHTS EASEMENT - EASEMENT HAS BEEN LOCATED.
  - EXCEPTION #21, RIGHT-OF-WAY GRANT - EASEMENT HAS BEEN LOCATED.
  - EXCEPTION #22, DECLARATION OF EASEMENT. SUPERCEDED BY DOC. #2624941.
  - EXCEPTION #23 PUD(SIP) AFFECTS THE PROPERTY BUT IS BLANKET IN NATURE.
  - EXCEPTION #24, DECLARATION OF RESTRICTIONS - AFFECTS THE PROPERTY BUT IS BLANKET IN NATURE.
  - EXCEPTION #25 AFFECTS PARCEL III BUT IS BLANKET IN NATURE.
  - BY GRAPHIC PLOTTING ONLY, THIS PROPERTY IS IN ZONE X AS INDICATED ON FLOOD INSURANCE RATE MAP - CITY OF MADISON, DANE COUNTY, WISCONSIN, PANEL 404 OF 850, COMMUNITY-PANEL No. 550083 0404 F, MAP NUMBER 55025C0404F EFFECTIVE DATE JUNE 17, 2003.
  - THE SURFACE PARKING CONTAINS 144 REGULAR PARKING STALLS AND 4 HANDICAP STALLS. THE UNDERGROUND PARKING GARAGE CONTAINS 58 STALLS. TOTAL SITE PARKING 211 STALLS.

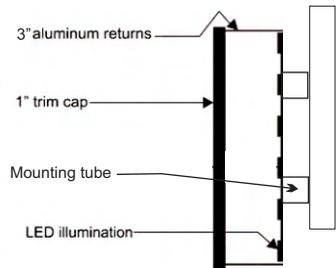
The locations of existing utility installations as shown on this drawing were obtained from the records of municipality, local utility records and Diggers Hotline locations. The accuracy of these records or the locations by Diggers Hotline cannot be certified to or guaranteed. There may be other underground utility installations within the project area that are not shown.



# City Station / Madison, WI



FRONT VIEW



SIDE VIEW FLUSH MOUNT

### Construction Notes:

- Channel letters 22" x 3" deep with .063 aluminum backs.
- Welded .063 aluminum returns for good visual appearance from back of letters
- Gloss black letter returns and tube support brackets
- White acrylic faces with 1" black vinyl border
- 1" Black letter trim
- GE Tetra Minimax White for illuminating 3" deep letters
- Letters mount to sq tube frame supported by awning frame



1/8" = 1'

Sample image of new awning with front illuminated channel letters



**Customer** City Station  
Street Madison, WI  
City

**Date:** 8.18.10  
**Account Rep.** Dave Remitz

**Designer:** M Studnicka  
**Drawing No.** City station awning  
**Revision** 1.1  
**Scale**

**Client Approval:**  
**Date:**

**Landlord Approval:**  
**Date:**

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**PRELIMINARY**  
FOR INFORMATION PURPOSE ONLY  
NOT FOR CONSTRUCTION

7-16-10	SCHEMATIC DESIGN
7-22-10	DESIGN DEVELOPMENT
8-2-10	BD DOCUMENTS
8-18-10	CITY SUBMITTAL

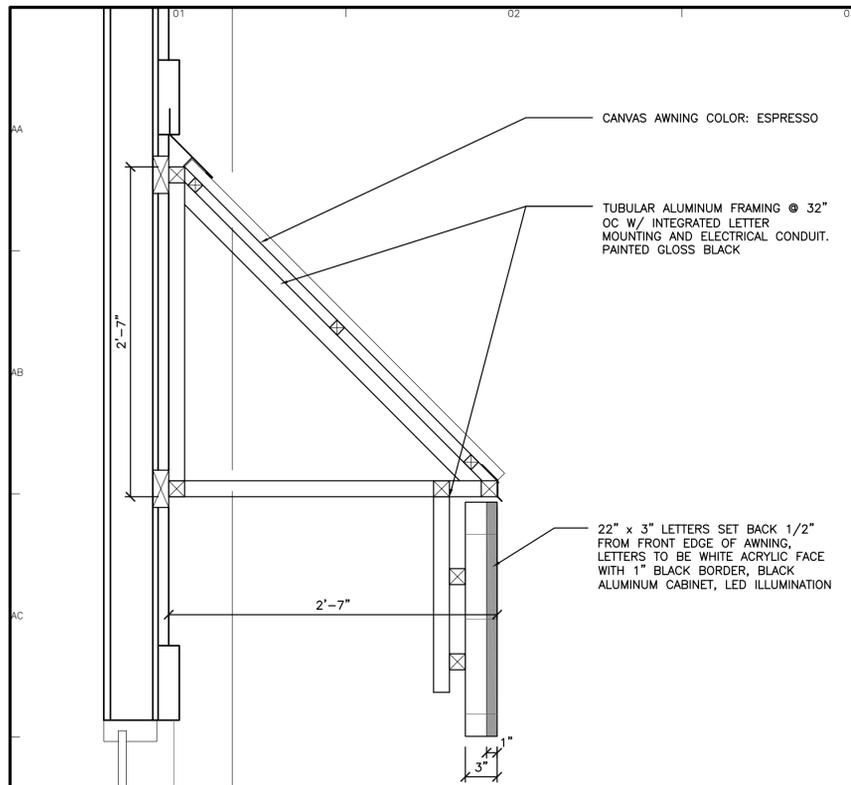
DRAWN: DZ APPR.: DNK

CITY STATION  
660 REGENT STREET  
MADISON WI

PROJECT # 10-709

SECTION DETAILS &  
EXTERIOR BUILDING  
ELEVATIONS

**A5.3**



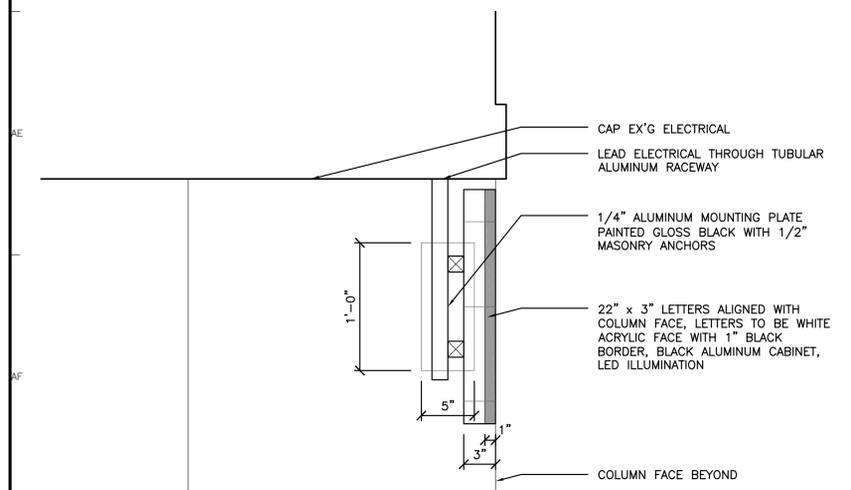
**1** AWNING DETAIL  
A5.3 SCALE: 1 1/2" = 1'-0"



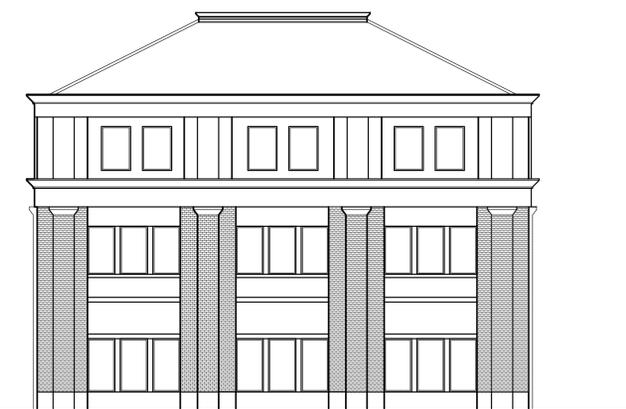
**3** WEST ELEVATION - EXISTING  
A5.3 SCALE: 3/32" = 1'-0"



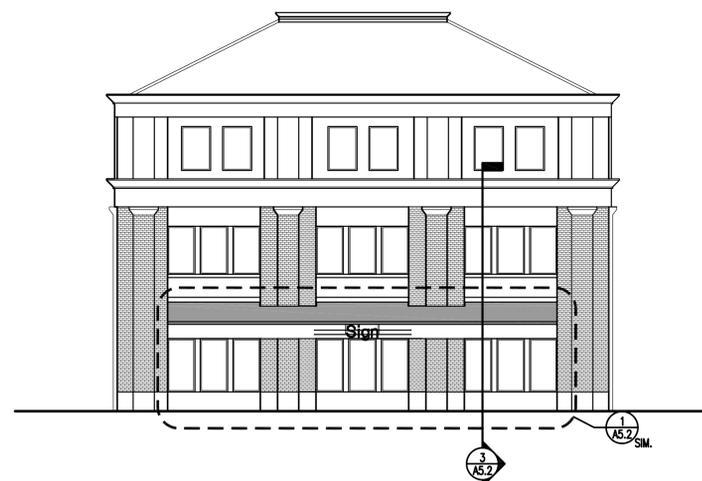
**4** WEST ELEVATION - NEW  
A5.3 SCALE: 3/32" = 1'-0"



**2** PROMENADE SIGNAGE  
A5.3 SCALE: 1 1/2" = 1'-0"



**5** EAST ELEVATION - EXISTING  
A5.3 SCALE: 3/32" = 1'-0"



**6** EAST ELEVATION - NEW  
A5.3 SCALE: 3/32" = 1'-0"

**PRELIMINARY**  
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7-6-10	SCHEMATIC DESIGN
7-22-10	DESIGN DEVELOPMENT
8-2-10	BD DOCUMENTS
8-18-10	CITY SUBMITTAL

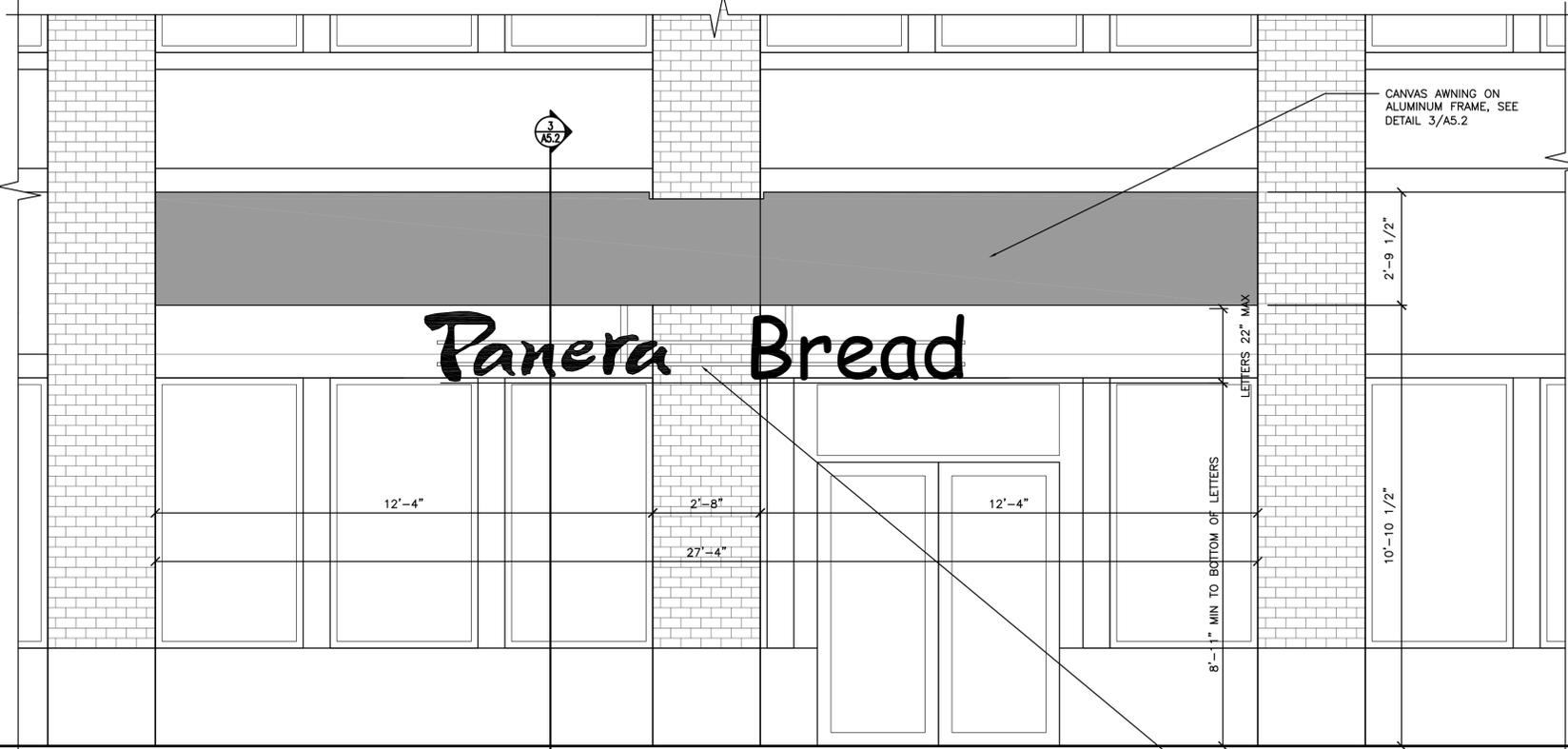
DRAWN: DZ APPR.: DNK

CITY STATION  
660 REGENT STREET  
MADISON WI

PROJECT # 10-709

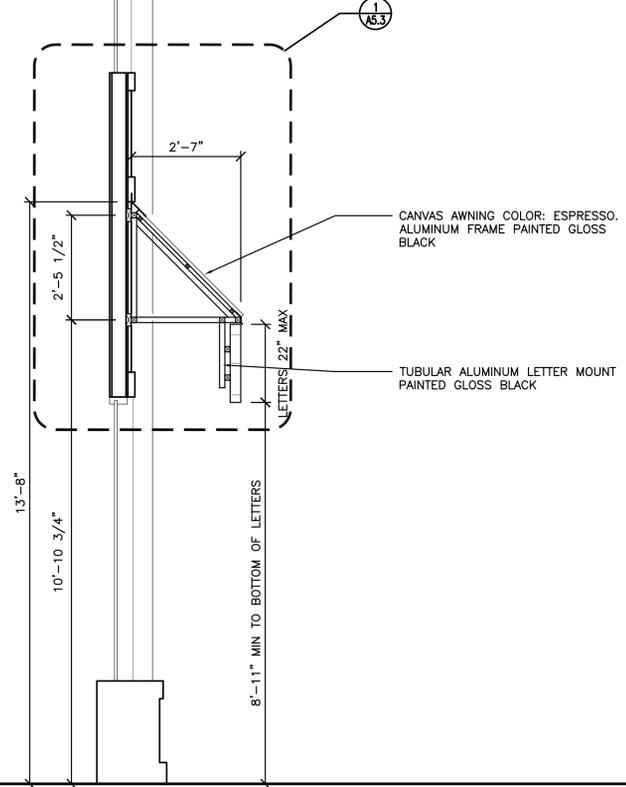
ELEVATION  
DETAIL &  
SECTIONS

**A5.2**

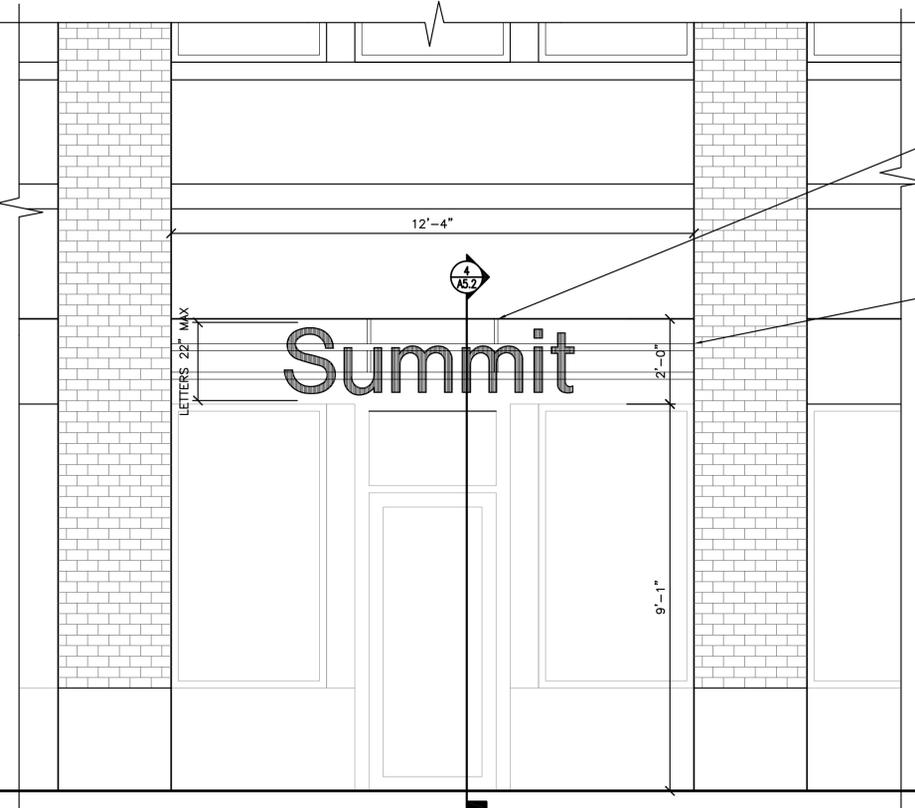


**1**  
A5.2 SOUTH ELEVATION- EAST WING  
SCALE: 1/2" = 1'-0"

LETTER MOUNT AND ELECTRICAL  
RACEWAYS INTEGRATED W/ ALUMINUM  
FRAMING PAINTED GLOSS BLACK



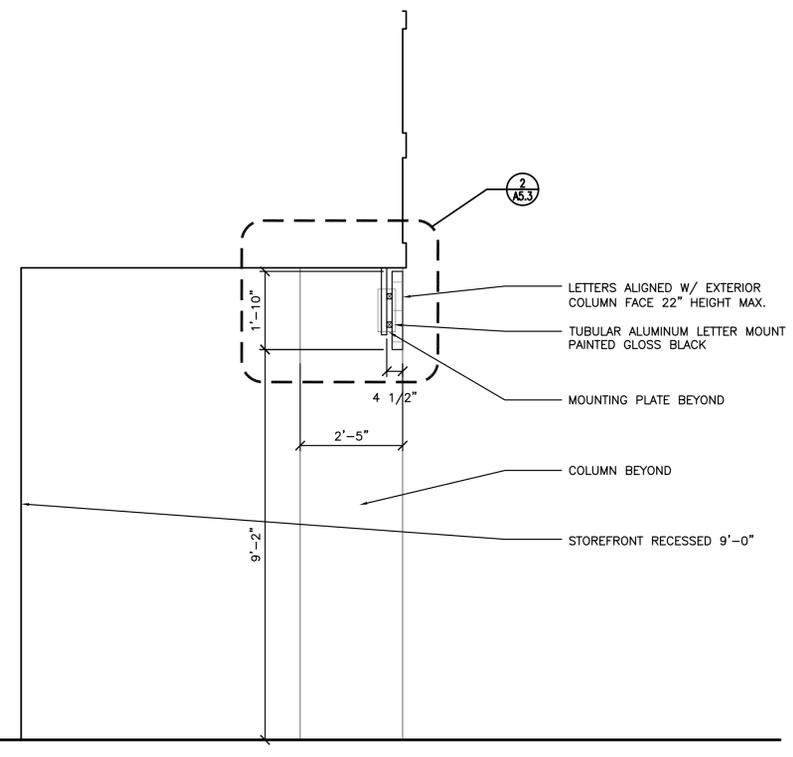
**3**  
A5.2 EAST WING SECTION  
SCALE: 1/2" = 1'-0"



**2**  
A5.2 SOUTH ELEVATION - PROMENADE  
SCALE: 1/2" = 1'-0"

TUBULAR ALUMINUM ELECTRICAL  
RACEWAY PAINTED GLOSS BLACK

TUBULAR ALUMINUM LETTER MOUNT  
PAINTED GLOSS BLACK



**4**  
A5.2 PROMENADE SECTION  
SCALE: 1/2" = 1'-0"

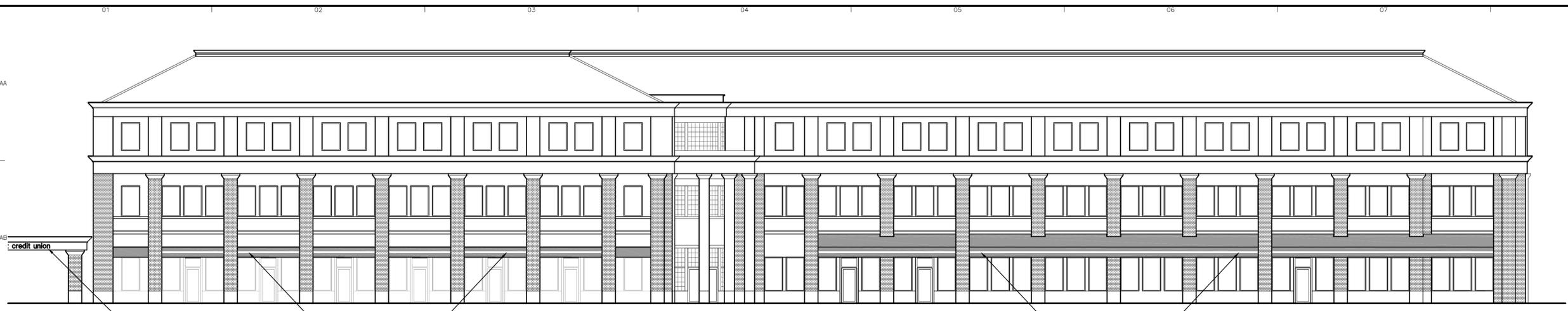
LETTERS ALIGNED W/ EXTERIOR  
COLUMN FACE 22" HEIGHT MAX.

TUBULAR ALUMINUM LETTER MOUNT  
PAINTED GLOSS BLACK

MOUNTING PLATE BEYOND

COLUMN BEYOND

STOREFRONT RECESSED 9'-0"

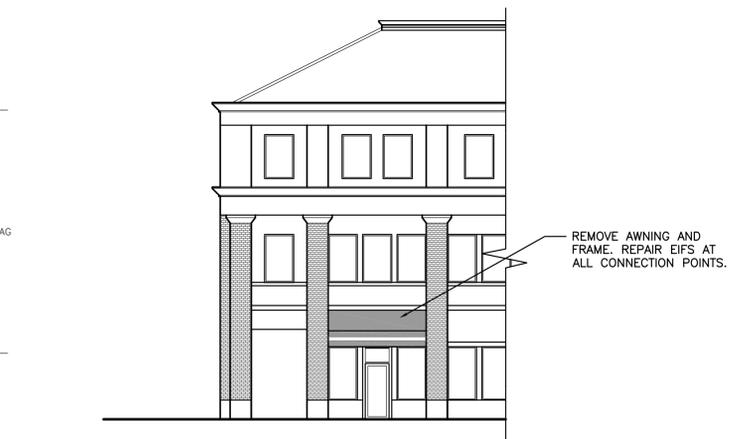


**1 SOUTH ELEVATION - EXISTING**  
SCALE: 3/32" = 1'-0"  
0 6' 12' 18'

- GENERAL ELEVATION NOTES:**
1. THE CONTRACTOR SHALL VISIT THE SITE AND BECOME FAMILIAR WITH THE EXISTING CONDITIONS. NO ALLOWANCE WILL BE MADE FOR THE CONTRACTOR'S FAILURE TO DETERMINE THE FULL EXTENT OF WORK TO BE PERFORMED.
  2. REMOVE ALL EXISTING CANVAS AWNINGS, LIGHT BOXES, AND FRAMING.
  3. REPAIR EIFS AT ALL CONNECTION POINTS.



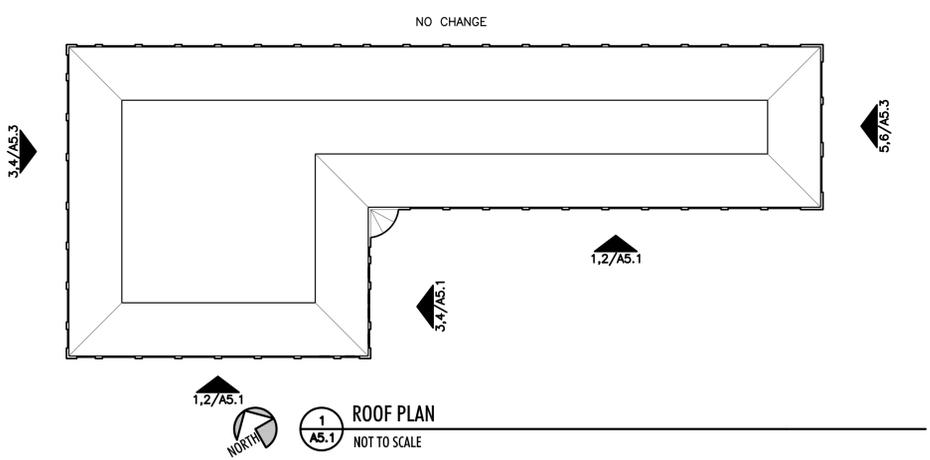
**2 SOUTH ELEVATION - NEW**  
SCALE: 3/32" = 1'-0"  
0 6' 12' 18'



**3 EAST ELEVATION - EXISTING**  
SCALE: 3/32" = 1'-0"  
0 6' 12' 18'



**4 EAST ELEVATION - NEW**  
SCALE: 3/32" = 1'-0"  
0 6' 12' 18'



**1 ROOF PLAN**  
NOT TO SCALE

**PRELIMINARY**  
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7-6-10	SCHEMATIC DESIGN
7-22-10	DESIGN DEVELOPMENT
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8-18-10	CITY SUBMITTAL

DRAWN: DZ APPR.: DNK

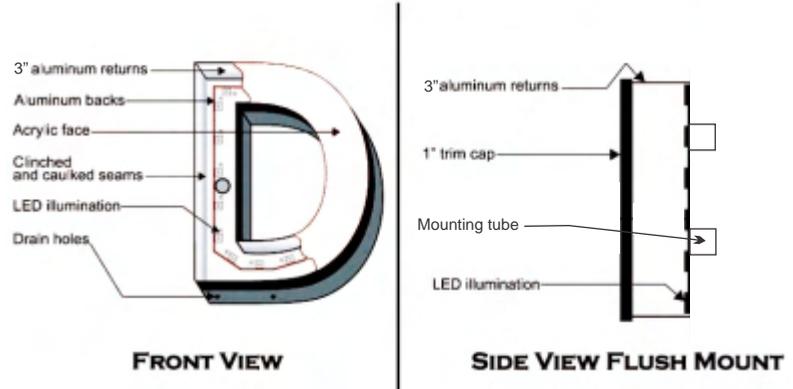
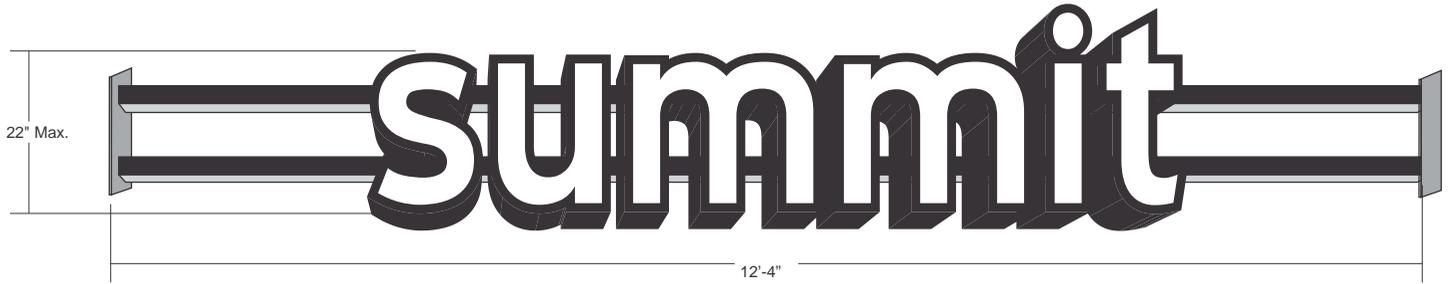
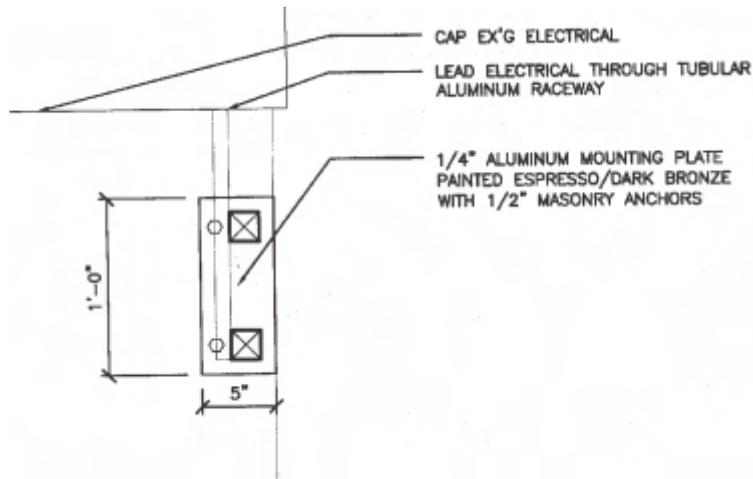
CITY STATION  
660 REGENT STREET  
MADISON WI

PROJECT # 10-709

EXTERIOR  
BUILDING  
ELEVATIONS

**A5.1**

# City Station / Madison, WI



## Construction Notes:

- Channel letters 22" x 3" deep with .063 aluminum backs.
- Welded .063 aluminum returns for good visual appearance from back of letters
- Gloss black letter returns and tube support brackets
- White acrylic faces with 1" black vinyl border
- 1" Black letter trim
- GE Tetra Minimax White for illuminating 3" deep letters
- 5" x 10" x .25" aluminum plates for mounting tubes between brick columns



Sample image of new illuminated channel letters between brick columns



**Customer** City Station  
**Street** Madison, WI  
**City**

**Date:** 8.16.10  
**Account Rep.** Dave Remitz

**Designer:** M. Studnicka  
**Drawing No.**  
**Revision** 1.0  
**Scale**

**Client Approval:**  
**Date:**

**Landlord Approval:**  
**Date:**

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