

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: 09/24/12 Action Requested
UDC MEETING DATE: 10/17/12 Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2118 W. BETLINE HWY

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
DVANE BOHLS (NORTHEAST TOWN) 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@JNB5YMS.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

September 24, 2012

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

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

Wall sign modification to an already approved comprehensive design review.

HISTORICAL:

On September 21, 1994: an approval of a Comprehensive Design Review at 2180-2102 W. Beltline Hwy was approved. At the 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. freestanding sign, 20’ overall height.
- 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. freestanding sign, 20 overall height.
- C. Remaining tenants- each tenant is allowed 40% of building façade free of architectural detail. Each shall be back lit or internally illuminated channel letters. Each tenant will be allowed to use their own corporate colors. One additional free standing sign 132 sq. ft., 20’ overall height.

On July 11, 2012, the Urban Design Commission granted final approval of basic changes located at 2118 W. Beltline Hwy. The secretary stated 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 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. Proposed change to approved wall sign for Northern Tool & Equipment.

Existing Use of Site: Beltline Hwy. 2180 Meriter Real Estate, LLC. (Meriter Home Health). 2164 Arboretum Group, LLC. (Steinhafels') 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 exception. The 3rd freestanding sign has been used exclusively by Culver's not as a multi-tenant sign as originally approved.

Proposal:

Sign code allows for 30% of signable area = 104 sq. ft. * Wall area 15'-9" x 22' = 346.5 sq. ft. x 30% = 104 sq. ft.

*Already approved wall sign is 18'-0" x 4'-5 1/4" = 80 sq. ft. *Proposed wall sign is 6'x6' = 36 sq.ft.

Asking for consideration to allow for a 116 sq. ft. total signable area to accommodate Northern Tool & Equipment exposure to customer traffic, as they have no identification on frontage road (i.e. Pylon or Tenant).

Request for Approval: The use of 33.5% of allowable façade for Northern Tool & Equipment for the channel letters (already permitted) and logo (proposed).

1. The channel letters have already been permitted and the proposed added logo meet the original Comprehensive Design Review Approval (1994).
2. The proposed logo will help provide Northern Tool & Equipment with the needed exposure to customer traffic, as they presently have no identification on frontage road (i.e. pylon or tenant)
3. The proposed signage conforms to the existing and already approved signage at this location.
4. The manufacturing of the already permitted and proposed signage meets standards set by the construction requirements under sec. 31.04(5).
5. The proposed logo conforms to all provisions except signable area regulations.
6. The proposed logo is for commercial means to aid Northern Tool & Equipment customers.
7. The signage for Northern Tool & Equipment will be mounted to building façade to 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.

APPROVED

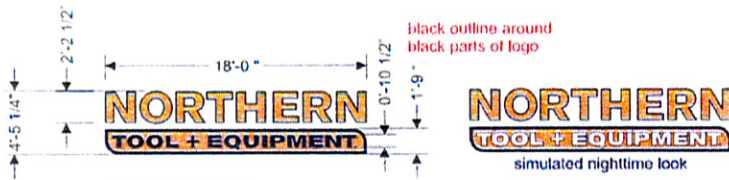
**Internally Illuminated
Channel Letters and Tagline Cabinet**

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.

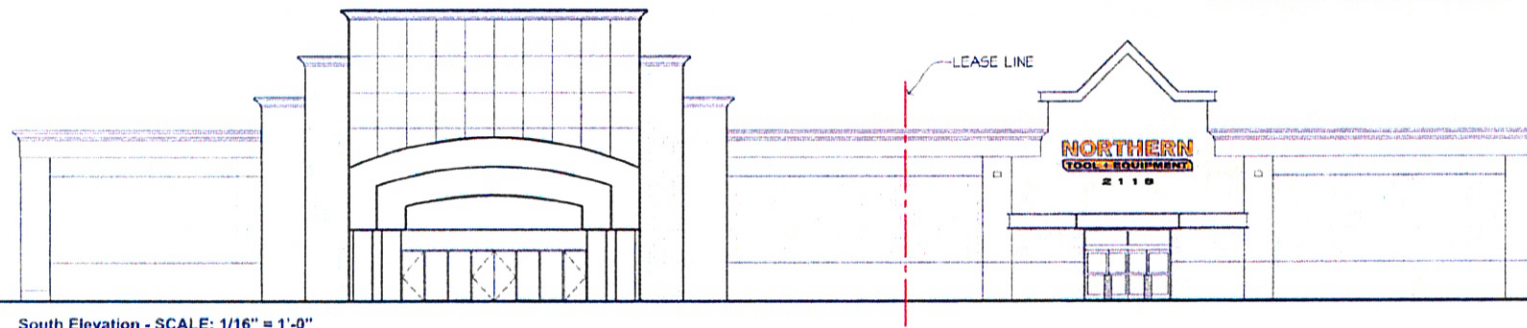
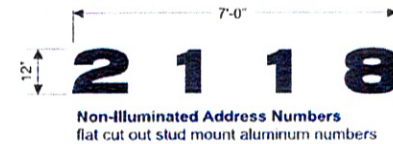
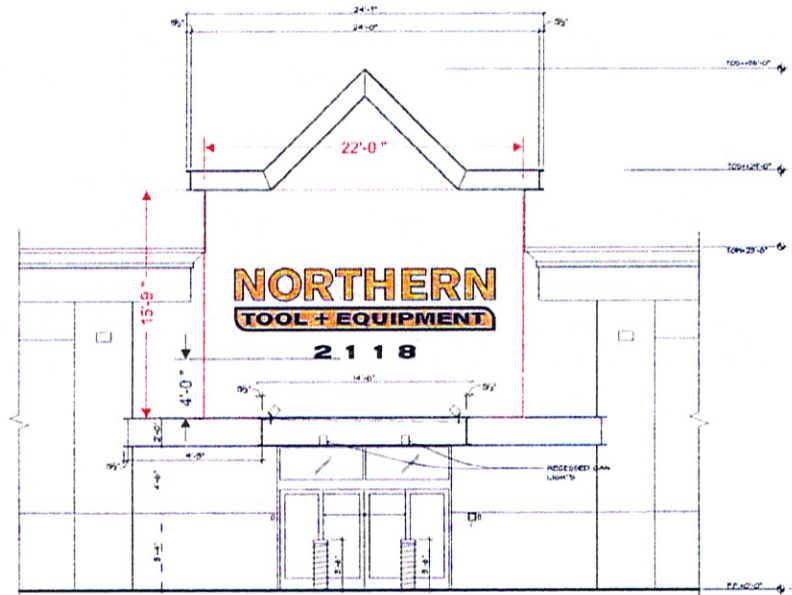
Proposed Sign:
Channel letters and tagline sign: 18'-0" x 4'-5 1/4" = 80 sq. ft.
TOTAL Sign Area: 80 sq. ft.

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.



**Internally Illuminated
Channel Letters and Tagline Cabinet**

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



CUSTOMER INFORMATION

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

PROJECT INFORMATION

Sign Type: Internally Illuminated
Channel Letters and
Tagline Cabinet
Sign Size:
Mounting: flush mount
Lighting: LEDs 120v.
Face: translucent white acrylic
with applied vinyl overlay
Returns: black
Retainers/Trim Cap: black
Vinyl: dual color black &
3M Sunflower Yellow
Noises:

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 Weisplanning
Customer: U.L. Approval



SignArt Company

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

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

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Proposed

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.



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

black outline around black parts of logo

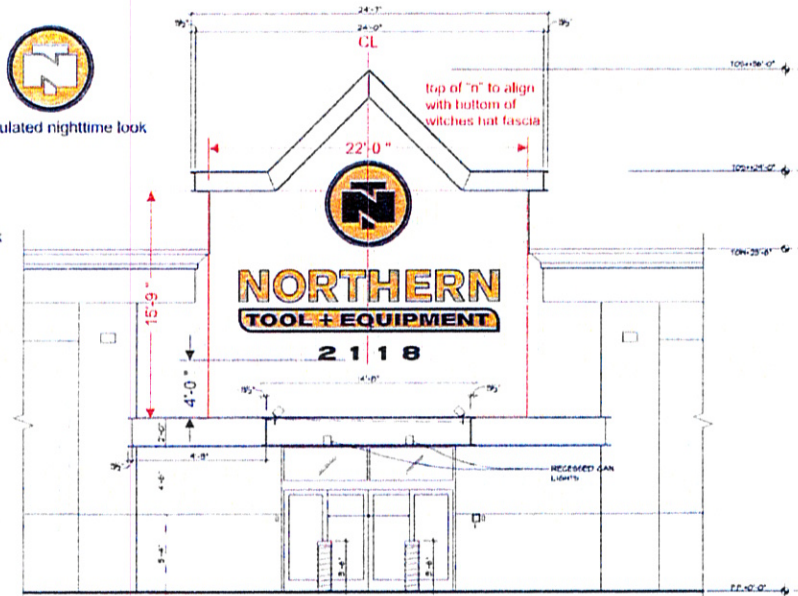


SCALE: 1/8" = 1'-0"

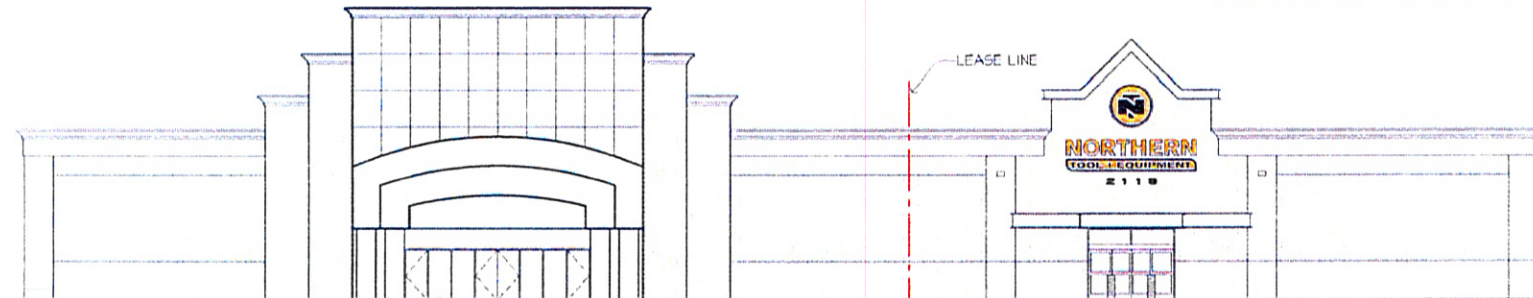
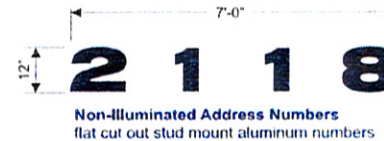
Internally Illuminated Logo
translucent white acrylic with applied vinyl graphics.
cabinet and retainer painted black



simulated nighttime look



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



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 black

Retains: black

Retainers/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 Weispenning

Customer: NTE Madison



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**Internally Illuminated
Logo and Cabinet Signs**

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

Sign Code:
Allowed 30% of leased wall area.

Proposed Signs:
Round Logo: 6'-0" x 6'-0" = 36 sq.ft
Channel letters and tagline sign: 18'-0" x 4'-5 1/4" = 80 sq. ft.
TOTAL Sign Area: 116 sq. ft.



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



Proposed Sign A - SCALE: 1/8" = 1'-0"
6'-0" x 6'-0" = 36 sq.ft

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

Sign Code:
Allowed 30% of leased wall area.

Wall Area: 14'-0" x 20'-0" = 280 sq. ft.
x 30% = 84 sq. ft.

Proposed Sign B - SCALE: 1/8" = 1'-0"
18'-0" x 4'-5 1/4" = 80 sq. ft.

**Internally Illuminated
Channel Letters and Cabinet**
translucent white acrylic with
applied vinyl graphics
cabinet, retainer & trim caps
painted black



SCALE: 3/32" = 1'-0"



CUSTOMER INFORMATION

Customer: Northern Tool and
Equipment

Address: Madison, WI

Sales: Kacie Berends

PROJECT INFORMATION

Sign Type: Internally Illuminated
Cabinet Sign and
Logo

Sign Size:

Mounting: flush mount

Lighting: LEDs 120v.

Face: translucent white acrylic
with applied vinyl overlay
black

Returns: black

**Retainers/
Trim Cap:** black

Vinyl: black &
3M Sunflower Yellow

Notes:

DRAWING INFORMATION

File Name: NTE Madison, WI

Date: 6-21-12

Revisions: 7-16-12

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

Page: 1 of 1

Designer: Jeff Weispfenning

**Customer/
LL Approval:**



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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.



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

