

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>August 13, 2008</u>	Action Requested
UDC MEETING DATE: <u>August 20, 2008</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: 1849 Northport Drive

ALDERMANIC DISTRICT: 12 (Satya Rhodes-Conway)

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

Sherman Glaza, Inc. / Northside _____

TownCenter _____

Don & Dave Bruns _____

CONTACT PERSON: Don Bruns

Address: 1865 Northport Drive, Ste. B
Madison, WI 53704

Phone: 608 2550620

Fax: 608 4428498

E-mail address: N/A

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) : Continuance from 3-26-06 meeting (see attached), required follow-up.
- 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.

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9204 Packer Drive, Wausau, WI 54401 715-842-0402
www.graphichouseinc.com

CLIENT: **NORTHSIDE TOWN CENTER
MADISON, WI**

SALES REP:

MIKE J

DATE:
4-9-2007

JOB NUMBER:
MJ-040724

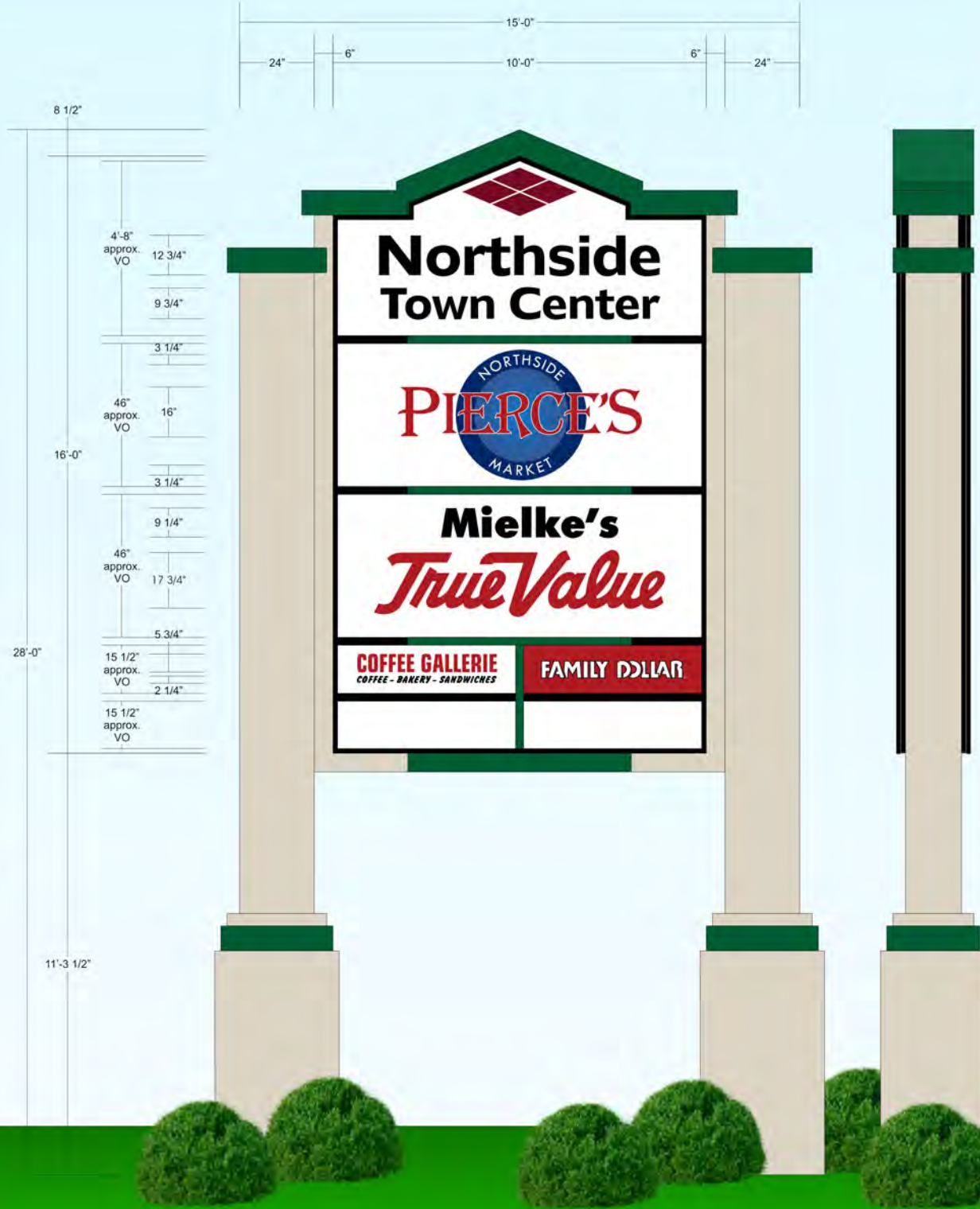
SALES AUTH:

REVISION:
B-5-2008-C

SALES DRAWINGS: NORTHSIDE TOWN CENTER - Pylon Sign
northsidecenter 04-1.gip

SIGN SPECIFICATIONS

- (1) or (2) D/F INTERN. ILLUM. PYLON SIGNS
- * SIGN CABINET IS TO BE FORMED OF ALUM. PAINTED BLACK. FACES ARE TO BE .150" WHITE POLYCARBONATE w/ 2.5" T-BAR DIVIDERS.
- * "NORTHSIDE TOWN CENTER" IS TO BE #8500-070 BLACK VINYL w/ #8500-030 DARK RED VINYL DIAMONDS.
- * "PIERCE'S NORTHSIDE MARKET" IS TO BE #8500-006 INTENSIVE BLUE VINYL, #8500-031 RED VINYL, WHITE & CUSTOM BLENDED CENTER. "TRUE VALUE", "COFFEE GALLERY" & "FAMILY DOLLAR" LOGOS ARE TO BE #8500-031 RED VINYL & #8500-070 BLACK VINYL.
- * ALUM. FORMED CLADDING IS TO BE PAINTED #38a-7p PORCELAIN & GREEN TO MATCH BUILDING.
- * ALUM. FORMED CAPS ARE TO BE PAINTED GREEN TO MATCH BUILDING.



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

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RELEASE AUTH:

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AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 22, 2006
TITLE: 2801-3101 North Sherman Avenue and 1725-1865 Northport Drive – Comprehensive Design Review of Signage. 12 th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 22, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Lisa Geer, Lou Host-Jablonski, Cathleen Feland, Jack Williams, Robert March and Ald. Noel Radomski.

SUMMARY:

At its meeting of March 22, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of signage for the “Northside Town Center” (formerly Sherman Plaza) located at 2801-3101 North Sherman Avenue and 1725-1865 Northport Drive. Appearing on behalf of the project were Donald Bruns, Dave Bruns, Jeff Solner and Ald. Paul Van Rooy (representing the adjoining aldermanic district). A letter in support of the request from Ald. Brian Benford was distributed to the Commission. Prior to the presentation, staff noted to the Commission that consideration of enlargements and modifications to the two ground signs currently located at the former Sherman Plaza were the subject of a previous “comprehensive design review” granted by the Commission to provide for their current size. The current proposal features the following:

- On the property’s Northport Drive frontage a 23-foot high and 10-foot wide tenant ground sign featuring the “Sherman Plaza” identifying graphic is to be replaced with a three tiered wide/section ground sign at a combined width of 26-feet at a center height of 18-feet. The graphic as proposed identifies the former Sherman Plaza as the “Northside Town Center” at the center/highest portion of the sign, with a Pierce’s Market graphic underlying, along with individual tenants’ signage on its winged extensions.
- An existing 23’ high by 10’ wide ground sign located along the property’s North Sherman Avenue frontage is proposed at the same dimensions and features Pierce’s Market as its main graphic, with smaller accessory tenant signage listed below.
- A third smaller ground sign is proposed at the center’s southerly driveway entry off of North Sherman Avenue identifying “Northside Town Center”.

Prior to discussion by the Commission on the signage package, staff noted that the third ground sign would not be permitted under the provisions of the Street Graphics Control Ordinance with the Commission having no authority to approve it as currently designed. Staff noted that the ground sign could be modified under the provisions of the Street Graphics Control Ordinance to be considered as a parking lot regulation sign which is limited to 9 square feet in size according to the code; where the Commission could grant a variance to approve the size of the graphic as proposed as part of its consideration of the signage package. Staff noted that one of the wall graphics would not be allowed under the provisions of the ordinance based on its location on a tower element disconnected from the relevant tenant space for “Pierce’s Market”. Staff felt that the wall graphic for

the “Northside Town Center” would be appropriate since the tower element on which it is proposed was a common element to the overall architectural façade of the shopping center.

Following the presentation the Commission expressed concerns on the following:

- The proposed Northport Drive ground sign is too large with the extensions on the main portion of the sign looking too cluttered.
- Generally speaking signage is well done and fits with architectural elements of the center.
- Relative to the Northport sign, the center top feature for the Northside Town Center should repeat the peak element treatment as proposed for the North Sherman Avenue ground sign. In addition, support the parking regulation sign.
- Eliminate wing walls on the Northport Drive sign and incorporate tenant signage below by making the overall sign taller.
- Consider taking off the Town Center graphic on the Northport Drive side of the center to get more tenant signage and make both signs alike within their overall appearance and top treatment.
- The Northport sign should be consistent at the top and be branded the same as proposed with Sherman Avenue.

ACTION:

On a motion by Host-Jablonski, seconded by Geer, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion to approve provided for the following:

- The top treatment on both the Northport Drive and Sherman Avenue ground signs should be as proposed with the Sherman Avenue sign and match.
- Change parking regulation sign to refer to the parking with the size of the sign approved as proposed.
- The Northport Drive ground sign shall come back for further consideration with elimination of the winged extensions. Consideration of increased height if necessary and the same top treatment as the Sherman Avenue sign or the applicant is to return for consideration of a new proposal.
- The Sherman Avenue wall sign proposed on the tower element identifying the Northside Town Center is approved on either face of the tower element.

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, 6, 6, 6, 6 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2801-3101 North Sherman Avenue/1725-1865 Northport Drive

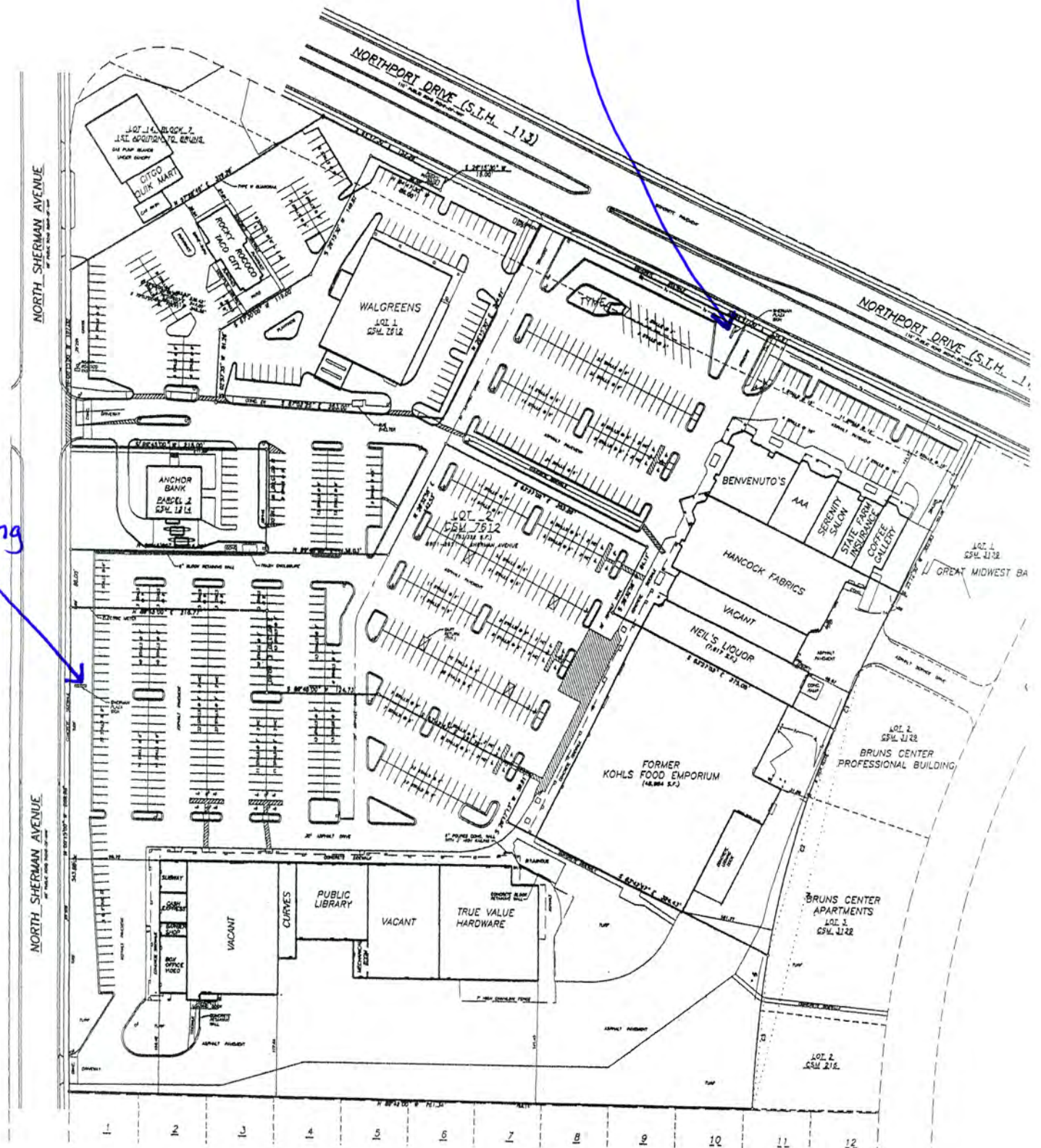
	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	5	-	-	5
	-	-	-	-	6	-	7	6
	-	-	-	-	6	-	-	6
	-	-	-	-	-	-	-	6
	-	-	-	-	6	-	-	6
	-	-	-	-	6	-	-	-
	-	-	-	-	8	-	-	8

General Comments:

- Proposed Northport sign too big. Northport and Sherman Avenue signs should have same arrangement of signs. Southwest corner should have only town center signs.
- Nice architectural sign reflecting existing building. Mass concerns on sign with wings.
- Mixed review: Most of the signage package is fine, however, the proposed “sign with wings” is really quite awful.
- Vertical sign on Northport preferable.

Pylon location.
Current and proposed.

matching
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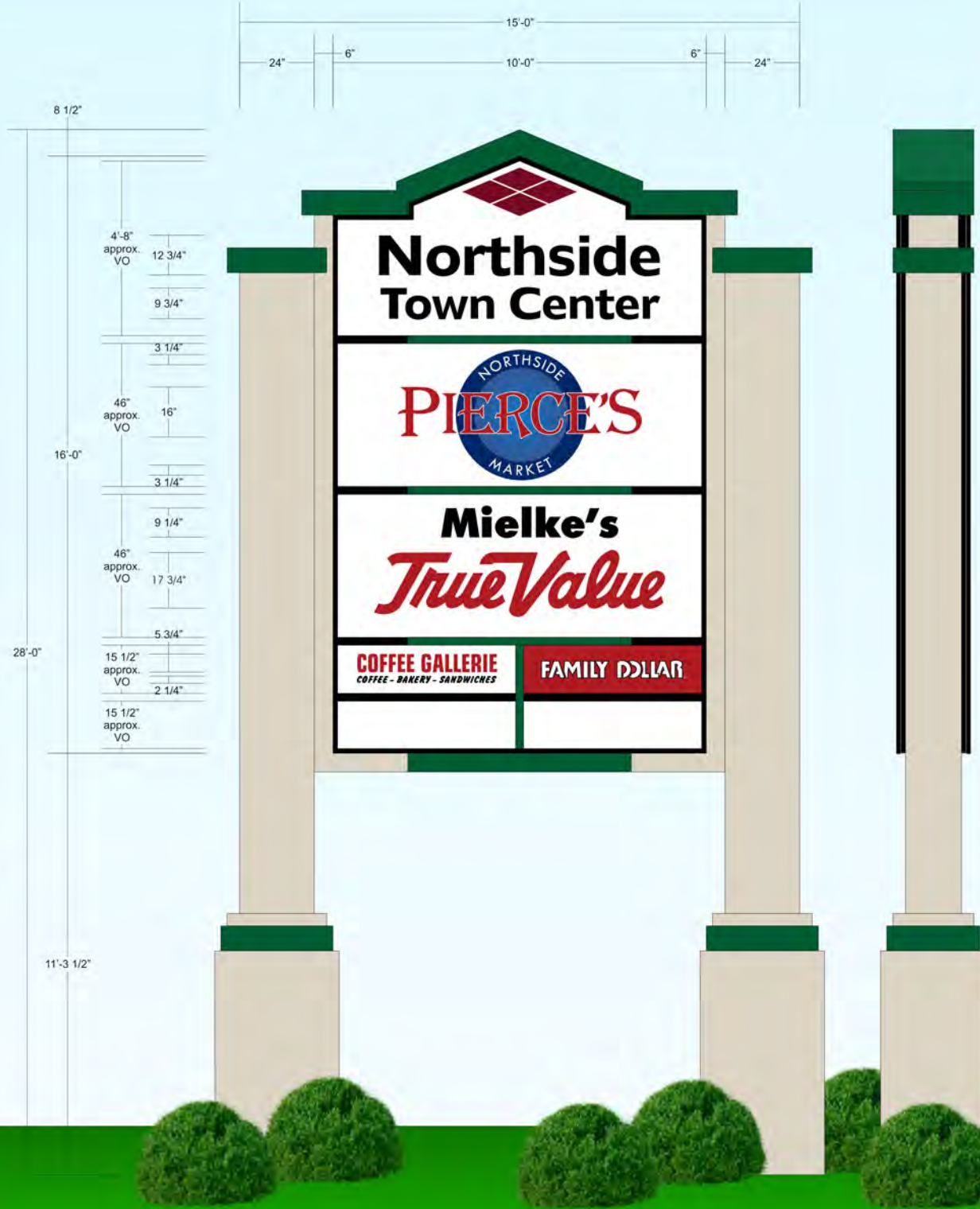
SALES AUTH:

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SALES DRAWINGS: NORTHSIDE TOWN CENTER- PYLON SIGN
northsidecenter 04-1.gip

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