

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

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

DATE SUBMITTED: _____	<b>Action Requested</b>
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 502 N FRANCES STREET

ALDERMANIC DISTRICT: B

OWNER/DEVELOPER (Partners and/or Principals)  
TOWERS HOLDINGS LLC  
502 N FRANCES STREET  
MADISON, WI 53703

ARCHITECT/DESIGNER/OR AGENT:  
PHILLIPS PARTNERSHIP  
400 PERIMETER CENTER TWR. #650  
ATLANTA, GA 30346

CONTACT PERSON: TIM GOERING  
Address: 400 PERIMETER CENTER TWR #650  
ATLANTA, GA 30346  
Phone: 770 394 1616  
Fax: 770 391 1314  
E-mail address: tgoering@phillipspart.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.



PHILLIPS

URBAN OUTFITTERS

604 STATE STREET  
Store No. 7  
604 State Street  
Madison, WI 53703

MEP ENGINEERING  
CONSULTANT:  
DEVITA & ASSOCIATES  
669 N. ACADEMY ST.  
GREENVILLE, SC 29601  
PH: (864) 232.6642

ARCH PROJECT #: 0821913  
DRAWN BY:

ISSUE / DATE:

ISSUE 1- 25% DDT
12-17-2008
ISSUE 2- 100% CHECK SET
01-30-2009
ISSUE 3- BD SET
0X-XX-2009

REVISION:

SHEET TITLE:

COVER SHEET

SHEET NO.:

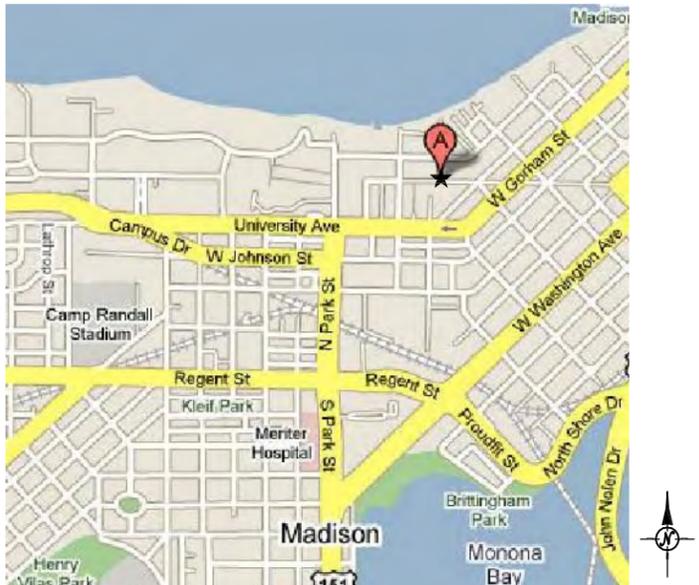


INSPIRATIONAL IMAGES

PROJECT NARRATIVE

THIS PROJECT LIMITED TO THE ADDITION OF 1/4" THICK LASER CUT ALUMINUM POWDER COATED SIGNAGE WITHIN AN EXISTING METAL CLAD FACIA BAND AND PAINTING OF EXISTING SPANDRELITE PANELS.  
THIS WORK WILL BE COMPLETED IN CONCURRENCE WITH AN INTERIOR RENOVATION.

VICINITY MAP



SHEET INDEX

0	COVER SHEET, LOCATOR MAP, PROJECT NARRATIVE
1	SITE PLAN
2	COLOR STOREFRONT ELEVATIONS
3	STOREFRONT SIGNAGE CALCS
4	STOREFRONT WINDOW AREA CALCS
5	OVERALL SOUTH ELEVATION
6	OVERWALL EAST ELEVATION
7	SITE PHOTOGRAPHS
8	NEIGHBORHOOD PHOTOGRAPHS
9	COLOR SAMPLES AND DESCRIPTIONS



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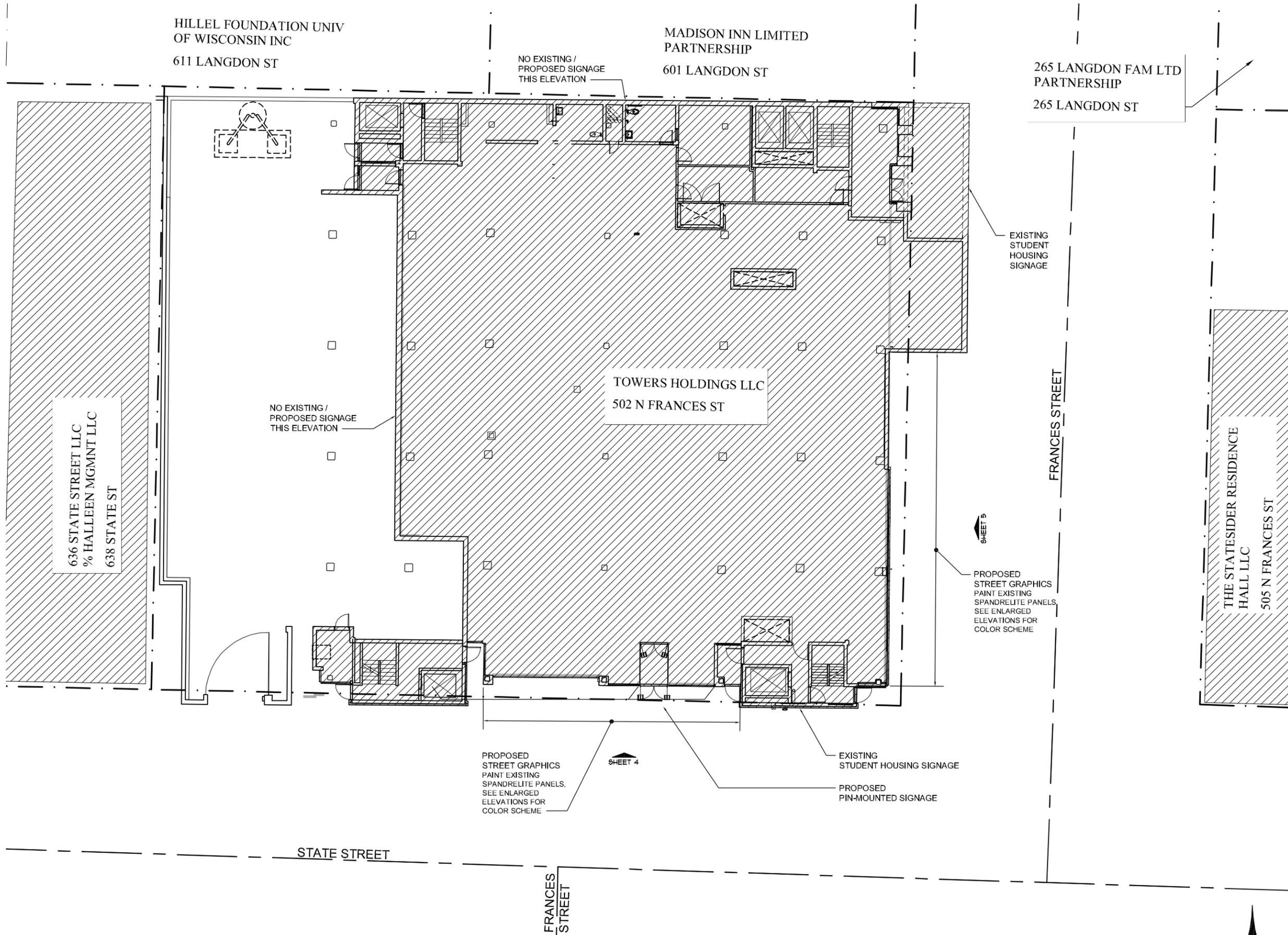
REVISION:

SHEET TITLE:

SITE PLAN

SHEET NO.:

0



265 LANGDON FAM LTD PARTNERSHIP  
265 LANGDON ST

MADISON INN LIMITED PARTNERSHIP  
601 LANGDON ST

HILLEL FOUNDATION UNIV OF WISCONSIN INC  
611 LANGDON ST

636 STATE STREET LLC  
% HALLEEN MGMT LLC  
638 STATE ST

TOWERS HOLDINGS LLC  
502 N FRANCES ST

THE STATESIDER RESIDENCE HALL LLC  
505 N FRANCES ST

FRANCES STREET

STATE STREET

FRANCES STREET

SITE PLAN  
SCALE: 1/16"=1'-0"



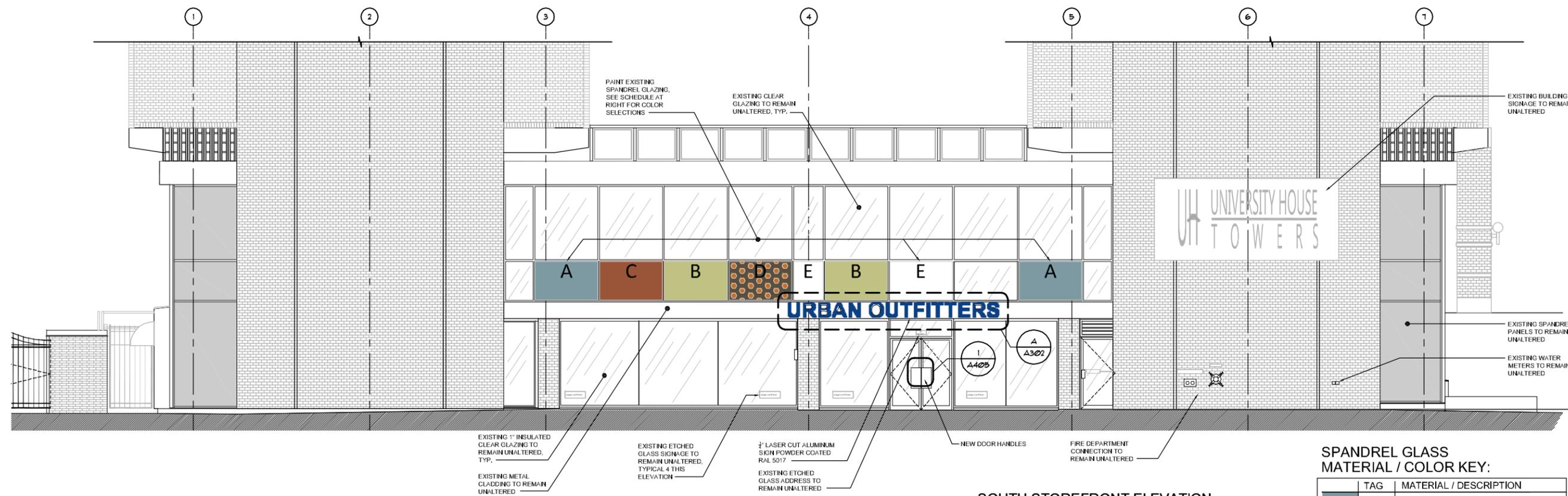


**PHILLIPS**

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**SOUTH STOREFRONT ELEVATION**

SCALE: 3/16"=1'-0"

**SPANDREL GLASS MATERIAL / COLOR KEY:**

TAG	MATERIAL / DESCRIPTION
A	PAINT - BENJAMIN MOORE, PROVINCE BLUE 2135-40
B	PAINT - BENJAMIN MOORE, DILL PICKLE 2147-40
C	PAINT - BENJAMIN MOORE, CINNAMON 2174-20
D	PAINT - BENJAMIN MOORE, MESH PATTERN CHAR BROWN 2137-20 & CARAMEL LATTE 2186-20
E	PAINT - BENJAMIN MOORE, DECORATOR WHITE 04
SIGN	POWDER COATED - RAL 5017

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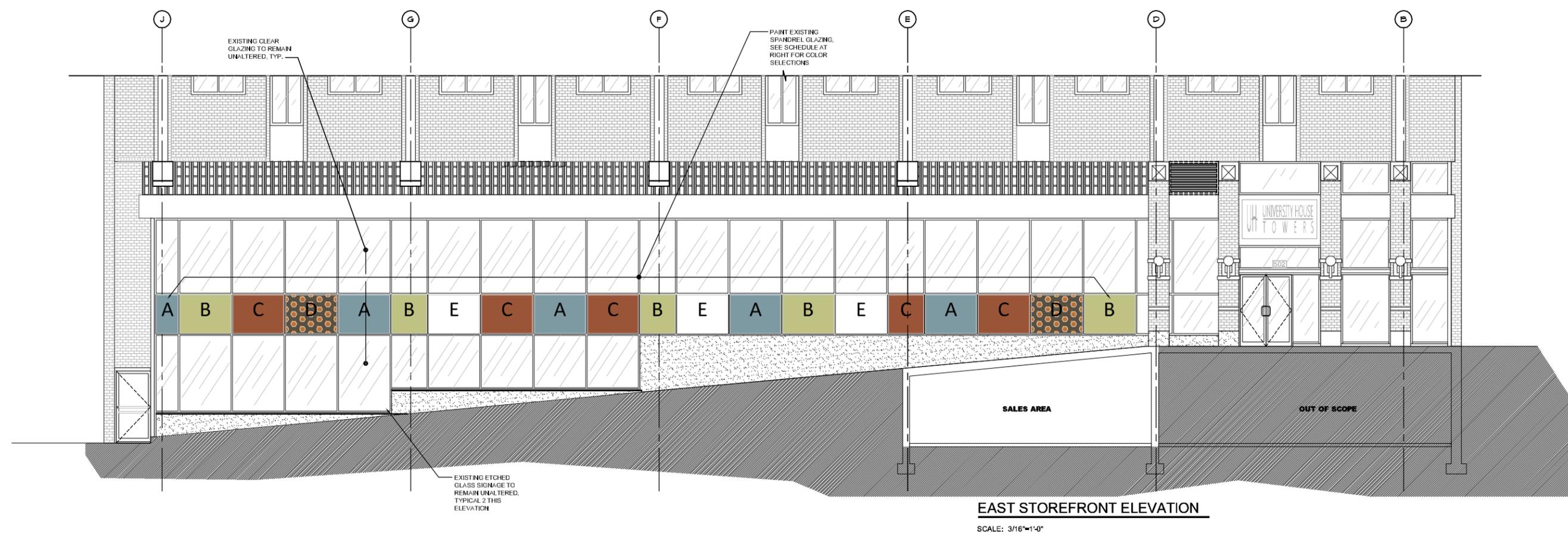
**REVISION:**

**SHEET TITLE:**

**COLORED STOREFRONT ELEVATIONS**

**SHEET NO.:**

**1**



**EAST STOREFRONT ELEVATION**

SCALE: 3/16"=1'-0"



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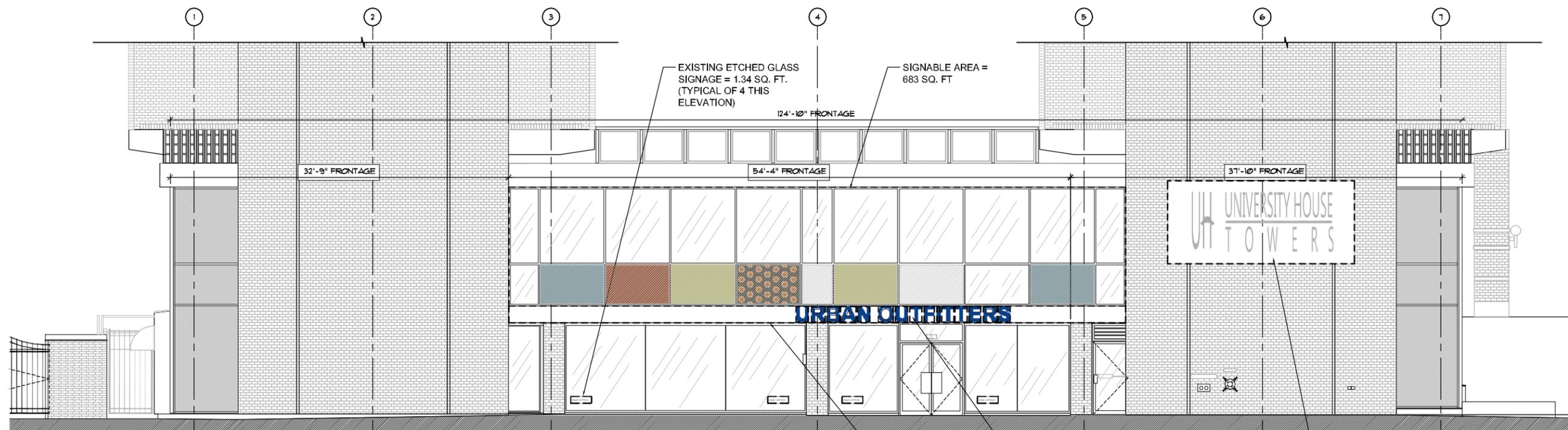
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SHEET TITLE :

STOREFRONT  
SIGNAGE AREA  
CALCS

SHEET NO. :



**SOUTH ELEVATION SIGNAGE CALCS:**

EXISTING	
ETCHED GLASS SIGNAGE	1.34 SQ. FT.
ETCHED GLASS SIGNAGE	1.34 SQ. FT.
ETCHED GLASS SIGNAGE	1.34 SQ. FT.
ETCHED GLASS SIGNAGE	1.34 SQ. FT.
WALL MOUNTED SIGNAGE	145.00 SQ. FT.
PROPOSED FOR URBAN OUTFITTERS	
INDIVIDUAL WALL MTD	26.00 SQ. FT.
TOTAL	176.36 SQ. FT.

**EAST ELEVATION SIGNAGE CALCS:**

EXISTING	
ETCHED GLASS SIGNAGE	1.34 SQ. FT.
ETCHED GLASS SIGNAGE	1.34 SQ. FT.
WALL MOUNTED SIGNAGE	28.00 SQ. FT.
PROPOSED	
NONE	0.00 SQ. FT.
TOTAL	30.68 SQ. FT.

PROPOSED INDIVIDUALLY WALL MOUNTED LETTERS SIGNAGE = 26 SQ. FT

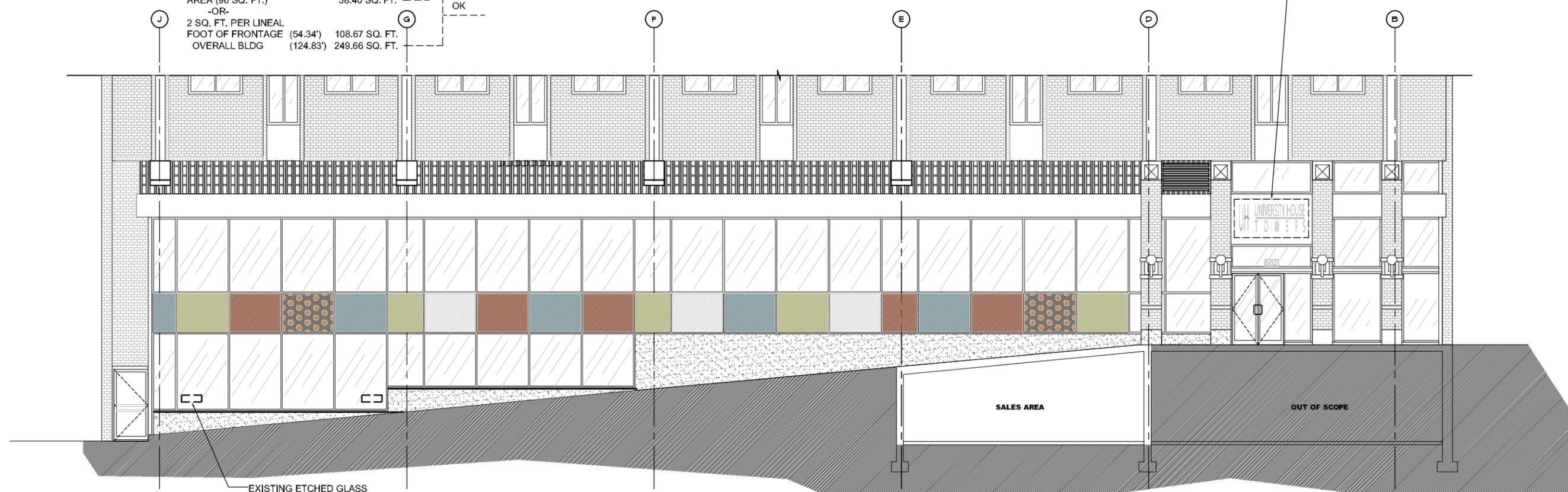
EXISTING WALL MOUNTED SIGNAGE = 145 SQ. FT

SIGNABLE AREA (EXISTING HORIZONTAL BAND): 96 SQ. FT.

SIGNABLE AREA (EXCLUSIVE TO URBAN OUTFITTERS):	
40% OF SIGNABLE AREA (96 SQ. FT.)	
38.40 SQ. FT.	OK
-OR-	
2 SQ. FT. PER LINEAL FOOT OF FRONTAGE (54.34')	108.67 SQ. FT.
OVERALL BLDG (124.83')	249.66 SQ. FT.

**SOUTH STOREFRONT ELEVATION**

SCALE: 3/16"=1'-0"



EXISTING ETCHED GLASS SIGNAGE = 1.34 SQ. FT. (TYPICAL OF 2 THIS ELEVATION)

EXISTING WALL MOUNTED SIGNAGE = 28 SQ. FT

**EAST STOREFRONT ELEVATION**

SCALE: 3/16"=1'-0"



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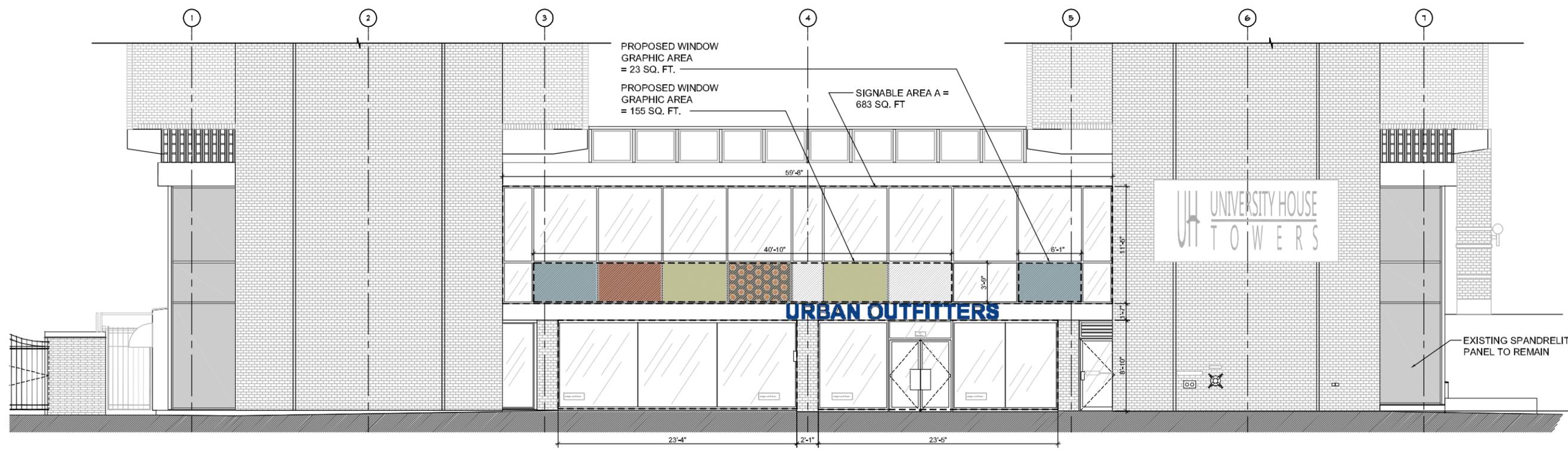
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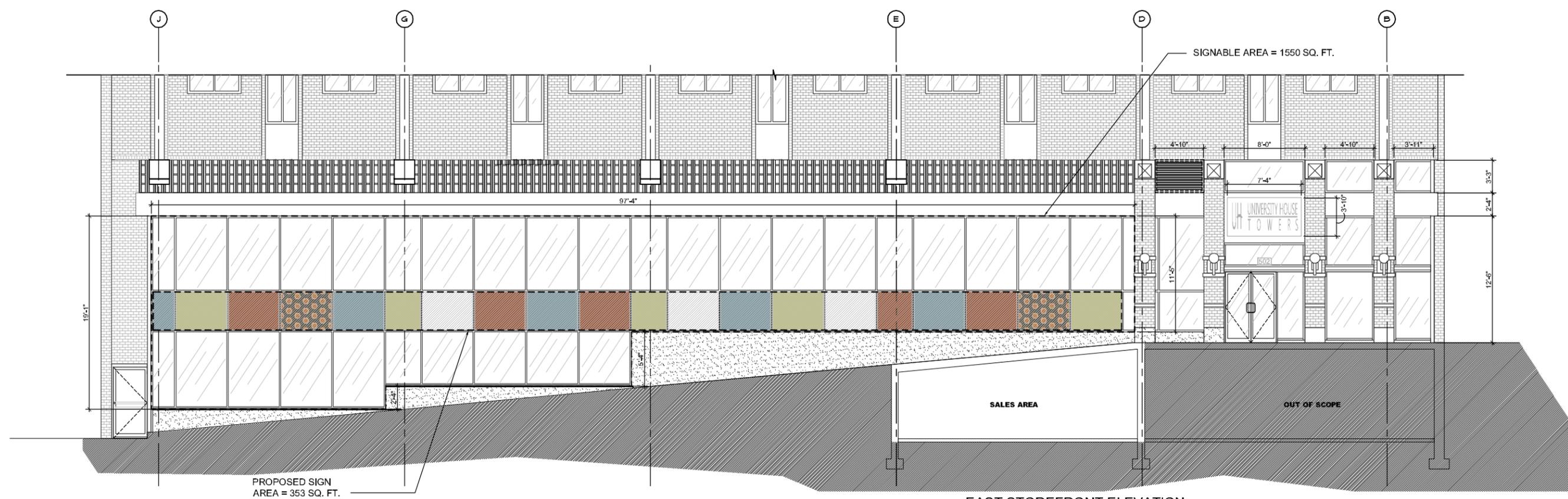
STOREFRONT  
WINDOW  
GRAPHICS AREA  
CALCS

SHEET NO.:



**SOUTH STOREFRONT ELEVATION**

SCALE: 3/16"=1'-0"



**EAST STOREFRONT ELEVATION**

SCALE: 3/16"=1'-0"



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REVISION :

SHEET TITLE :

OVERALL  
STOREFRONT  
ELEVATION -  
SOUTH

SHEET NO. :

4

EL: 138'-5 3/8"  
T.O. ROOF

EL: 0'-0"  
B.O. FIRST FLOOR



STOREFRONT ELEVATION - SOUTH

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



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REVISION :

SHEET TITLE :

OVERALL  
STOREFRONT  
ELEVATION - EAST

SHEET NO. :

5

EL.: 138'-5 3/8"  
T.O. ROOF



EL.: 0'-0"  
B.O. FIRST FLOOR

STOREFRONT ELEVATION - EAST

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



PHOTO 1



PHOTO 2



PHOTO 3



PHOTO 4



PHOTO 5



PHOTO 6



PHOTO 7



PHOTO 8



PHOTO 9



PHOTO 10



PHOTO 11



PHOTO 12



PHOTO 13



PHOTO 14



PHOTO 15



PHOTO 16



PHOTO 17



PHOTO 18



PHOTO 19

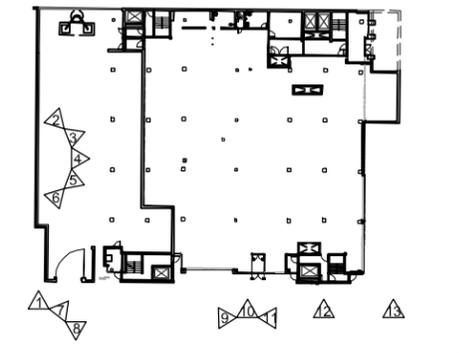


PHOTO KEY PLAN



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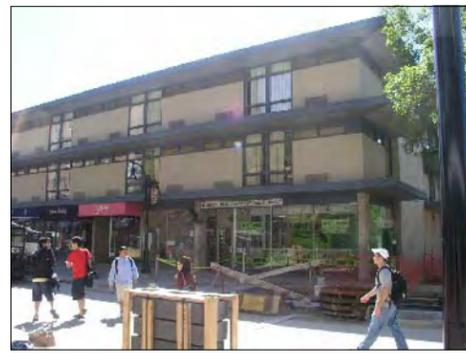
PHOTOGRAPHS

SHEET NO.:

6



553 STATE STREET (EAST)



553 STATE STREET



603 STATE STREET



613 - 617 STATE STREET



619 - 625 STATE STREET



627 - 631 STATE STREET



639 STATE STREET



651 STATE STREET



661 - 665 STATE STREET



673 STATE STREET



676 STATE STREET



664 - 662 STATE STREET



652 - 658 STATE STREET



640 STATE STREET



636 STATE STREET



STATE STREET



FRANCES STREET



564 STATE STREET



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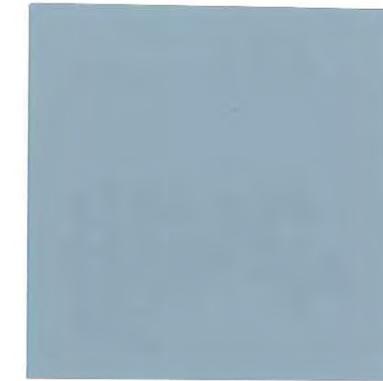
SHEET TITLE:

NEIGHBORHOOD PHOTOGRAPHS

SHEET NO.:

SPANDREL GLASS  
MATERIAL / COLOR KEY:

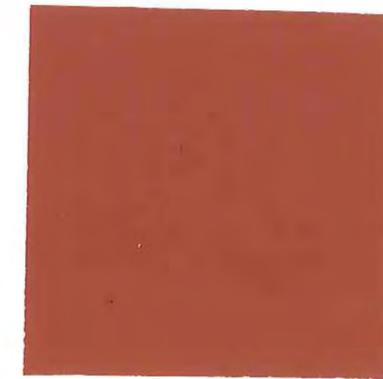
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	E	PAINT - BENJAMIN MOORE, DECORATOR WHITE O4
	SIGN	POWDER COATED - RAL 5017



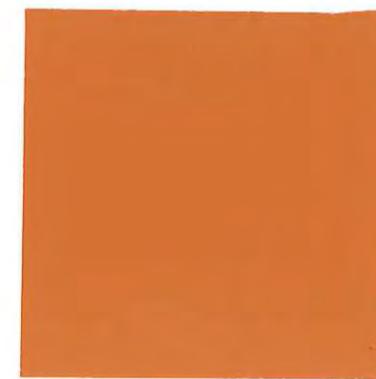
PROVINCE BLUE



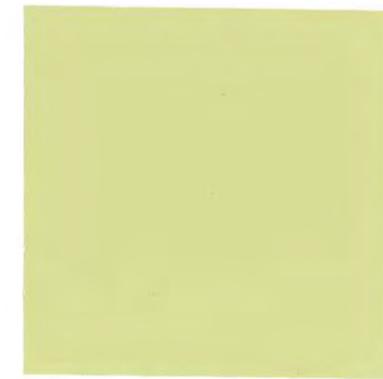
CHAR BROWN



CINNAMON



CAMEL LATTE



DILL PICKLE



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COLOR SAMPLES  
& DISCRIPTIONS

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