

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: _____	Action Requested
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: 1601-1739 THIENEK ROAD

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
ROBERT BRIGHAM / THEODORE HOLEN DAVE KUMMEL - THE ALBION GROUP
3370 RIDGEWAY AVE 338 N. MILWAUKEE ST
MADISON WI 53704 MILWAUKEE, WI 53202

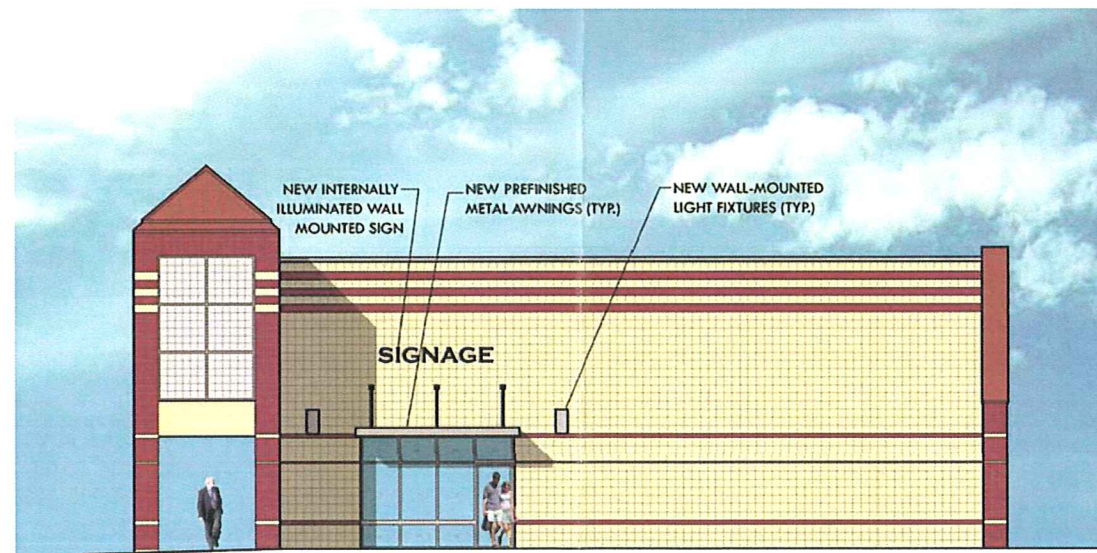
CONTACT PERSON: JOHN BRIGHAM LEE + ASSOCIATES
 Address: 4726 EAST TOWNE BLVD STE 220
MADISON WI 53704
 Phone: 608 327-4003
 Fax: 608 327-0821
 E-mail address: JBRIGHAM@LEE-ASSOCIATES.COM

- 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 ** MODIFICATION TO PREVIOUSLY APPROVED UNIFORM SIGN PACKAGE AND MURDOCH FACADE ALTERATION.*
- (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.



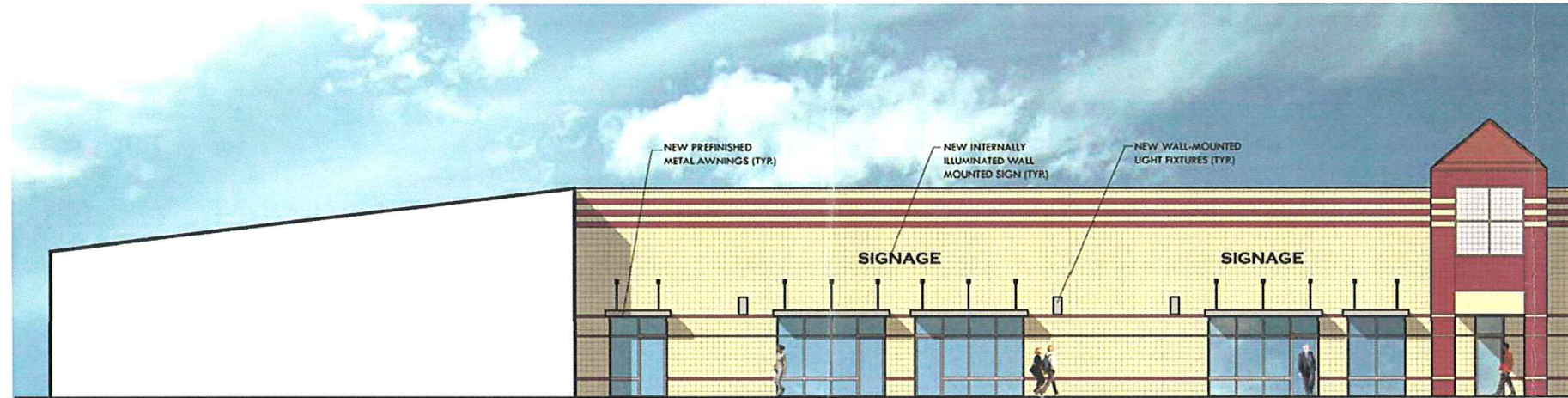
EXISTING EAST ELEVATION



PROPOSED EAST ELEVATION



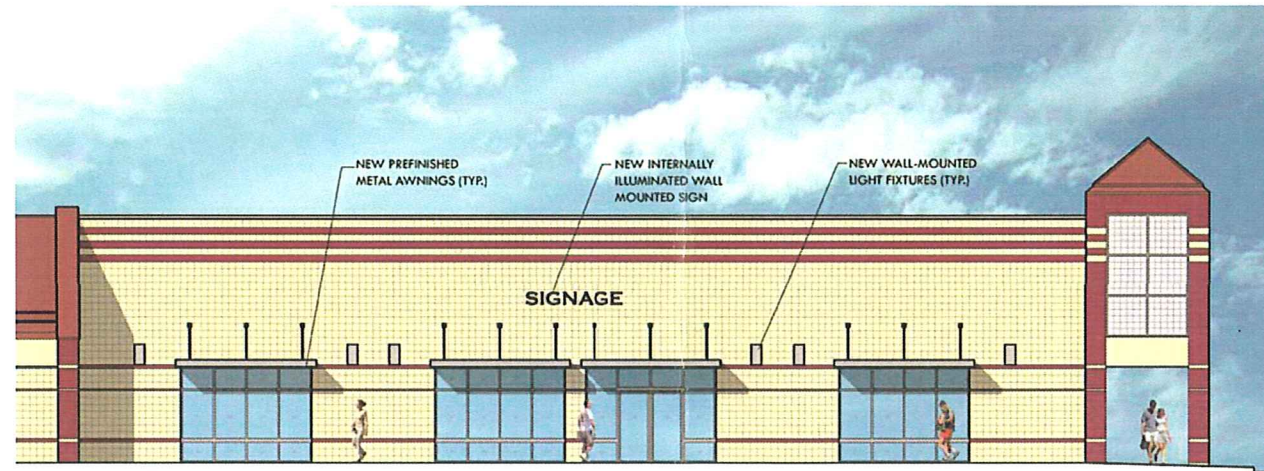
EXISTING PARTIAL SOUTH ELEVATION



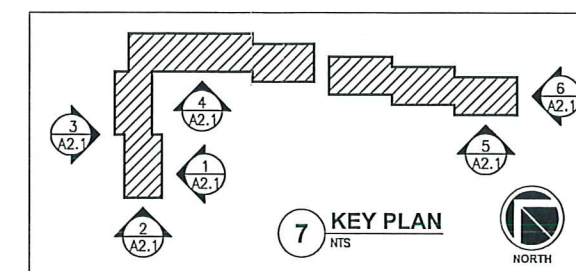
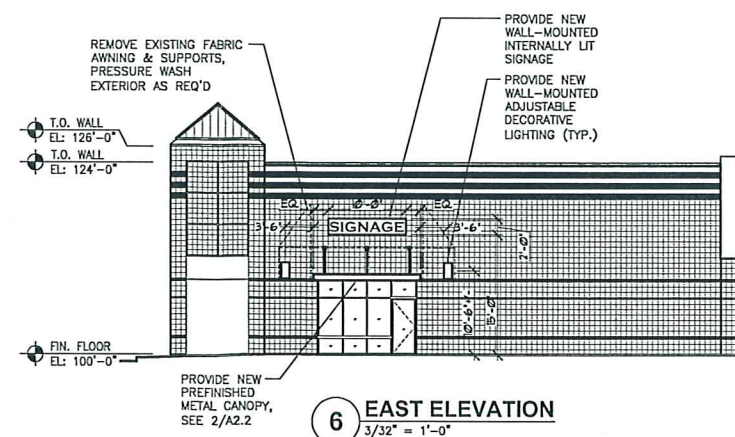
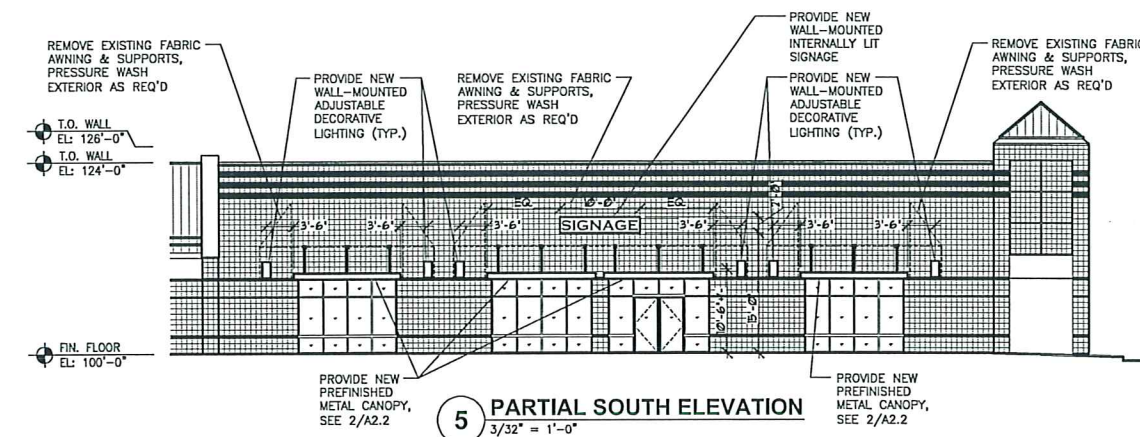
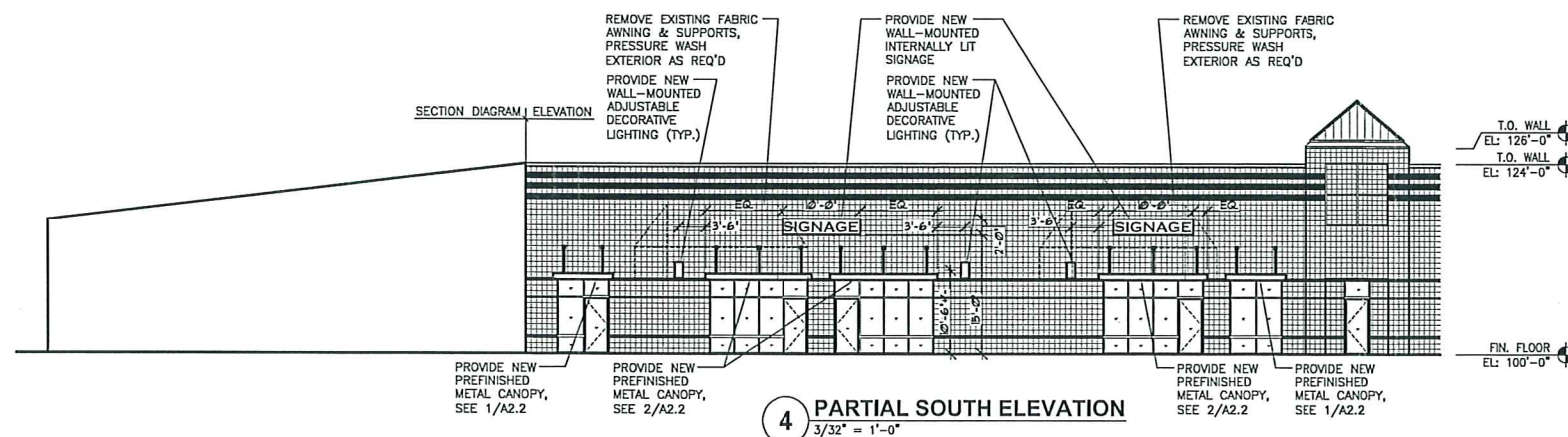
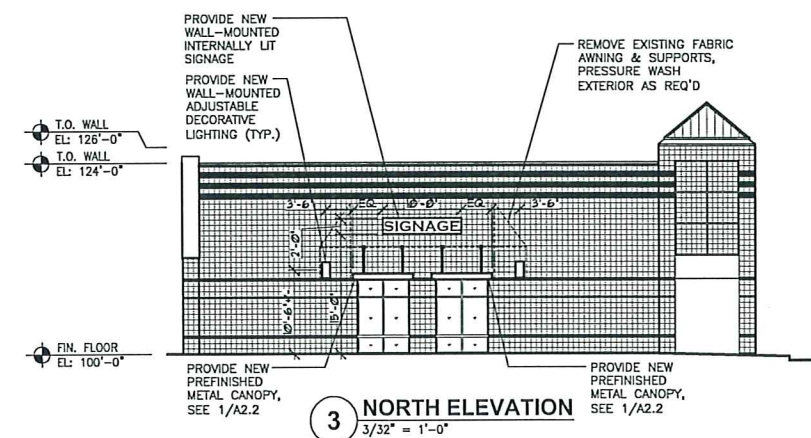
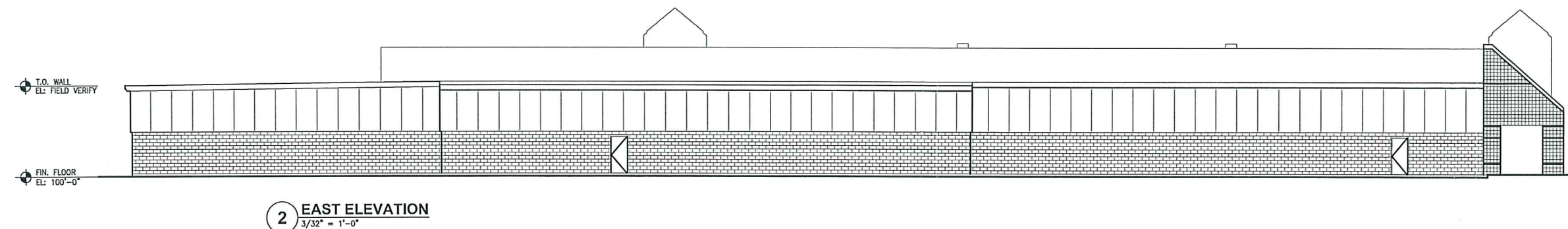
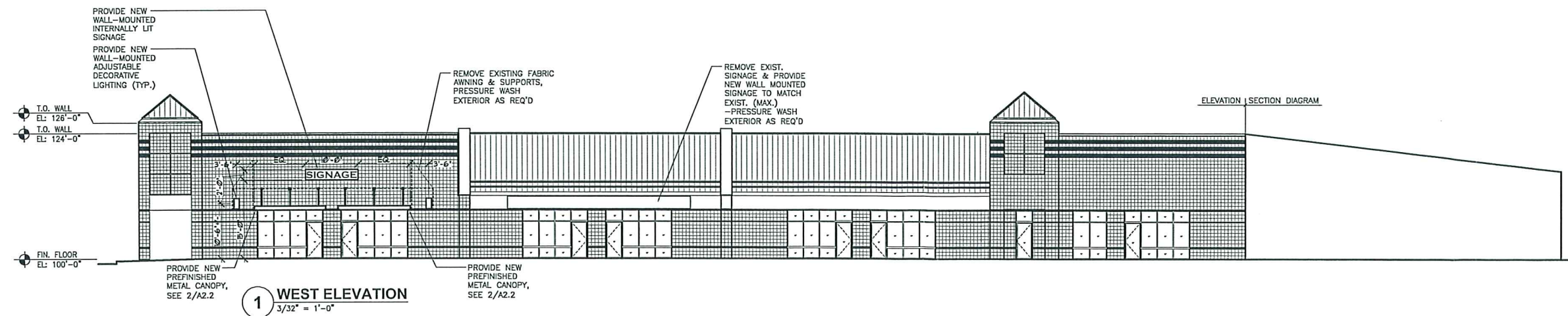
PROPOSED PARTIAL SOUTH ELEVATION



EXISTING PARTIAL SOUTH ELEVATION



PROPOSED PARTIAL SOUTH ELEVATION



EAST POINTE

1601 THERER ROAD

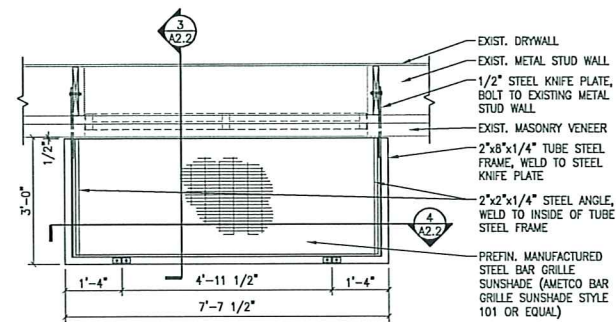
MADISON WISCONSIN

EXTERIOR ELEVATIONS

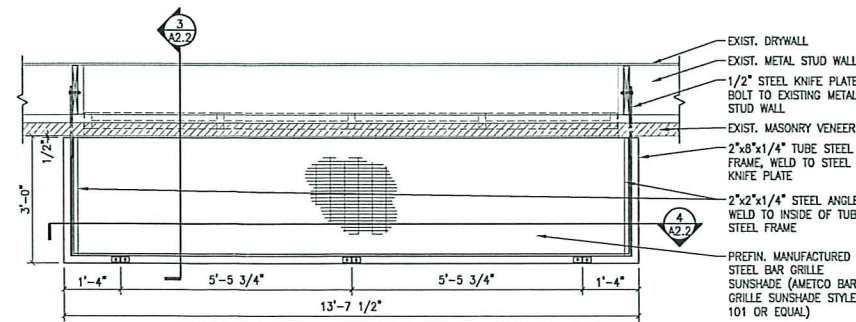
REVISIONS	
06/12/07	CITY SUBMITTAL #1
06/18/07	CITY SUBMITTAL #2

DATE	11/15/07
PROJECT NO.	0733-00
SHEET	

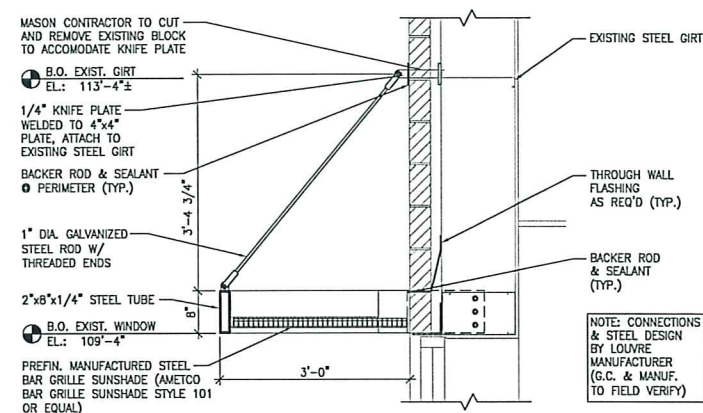
A2.1



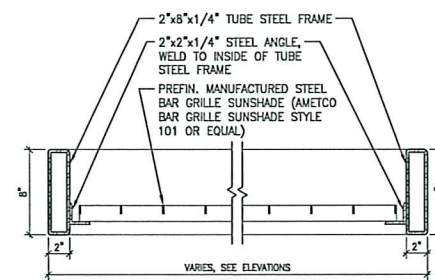
1 SUNSHADE PLAN DETAIL
1/2" = 1'-0"



2 SUNSHADE PLAN DETAIL
1/2" = 1'-0"



3 SUNSHADE SECTION DETAIL
3/4" = 1'-0"



4 SUNSHADE DETAIL
1 1/2" = 1'-0"

**EAST
POINTE**

1601 THIERER ROAD

**MADISON
WISCONSIN**

**CANOPY
SECTIONS
AND DETAILS**

REVISIONS	
06/12/07	CITY SUBMITTAL #1
06/18/07	CITY SUBMITTAL #2

DATE	11/15/07
PROJECT NO.	0733-00
SHEET	

A2.2

December 7, 2007

City of Madison
Urban Design Commission

LETTER OF INTENT

Re: East Pointe Plaza
1601-1739 Thierer Road
Madison, Wisconsin

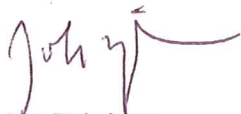
Dear Sirs and Madams;

The intent of this submittal is to change the sign criteria at the East Pointe Plaza Shopping Center and to update portions of the exterior façade.

Existing fabric canopies, that are deteriorating, are proposed to be removed and replaced with decorative pre-finished metal canopies that are attached to the face of the buildings. The new decorative metal canopies are designed to be more durable than the fabric, more physically attractive, and in the same style as the most recent building at the shopping center, the Erik's Bikes Building. As a part of the existing canopy removal, light fixtures that illuminated the fabric will also be removed. New decorative lights are planned in their place, also similar in style to the decorative lights on the Erik's Bikes Building. To replace the signage incorporated in the existing fabric canopies, new internally lit signage is also proposed above each new tenant space door.

Please see the attached color elevations that show the design intent. Feel free to call if you have questions or concerns.

Sincerely,



John Brigham

Enclosure