

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # 27995

DATE SUBMITTED: <u>10-10-12</u>	Action Requested
UDC MEETING DATE: <u>11-7-12</u>	<input type="checkbox"/> Informational Presentation
<u>10-17-12</u>	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 676(H) WHITNEY SQUARE

ALDERMANIC DISTRICT: MARK CLEAR

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
WHITNEY SQUARE 1999, LLC AMERICAN SIGNS
1720 S. BELLWIRE ST # 1209 720 E. PARK BLVD #204
DENVER, CO 80222 PLANO, TX 75074
FOR: TUESDAY MORNING

CONTACT PERSON: JAMES MILLER - WISCONSIN SIGN & GRAPHICS
Address: PO BOX 283 / 109 HOTEL ST. #
BROOKLYN, WI 53521
Phone: 608-455-5055 CEL - 608-609-0079
Fax: 608-455-5080
E-mail address: JEMILLER@WISSIGN.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:)

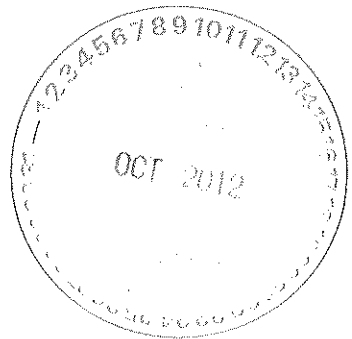
- New Construction or Exterior Remodeling in C4 District (Fee required)

(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.



Whitney Way

Westgate

Mall

Walgreens

Famous Footwear

Hancock Fabrics

FOOD CENTER

T.J. Maxx

Whitney Square

25,800 VPD

Marshall

Guitar Center

Dunham's Sports

Office DEPOT

Woodcraft

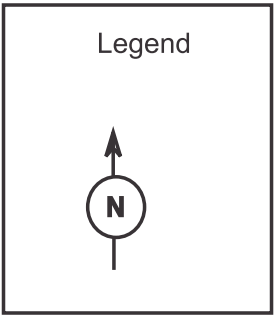
DOLLAR TREE

17,900 VPD

15,100 VPD

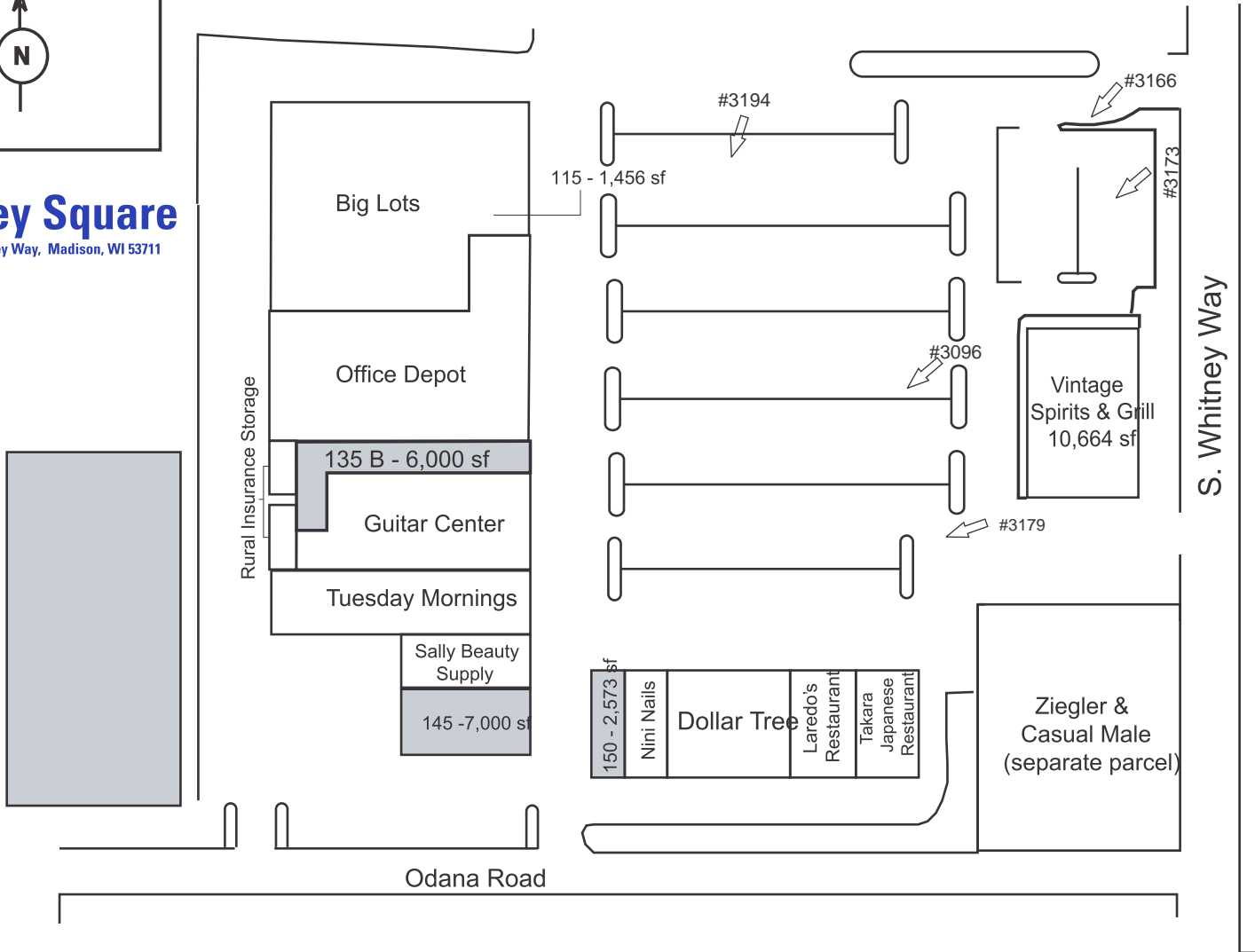
Odana Road

47,850 VPD



Whitney Square

674-696 South Whitney Way, Madison, WI 53711



Customer Tuesday Morning
Street 676 Whitney Square
City Madison, WI

Date: 10-8-12
Account Rep. James Miller

Designer: JEM
Drawing No. 10812
Revision
Scale No scale

Client Approval:
Date:

Landlord Approval:
Date:

Wisconsin Sign & Graphics, LLC is the sole owner of this artwork. Drawings, color renderings and/or sign concepts used to submit to client for approval. Reproduction in whole or part without written permission by Wisconsin Sign & Graphics, LLC is prohibited.

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October 5, 2012
Urban Design Commission
City of Madison, WI

Dear Commission,

We approve and support the exemptions requested by Tuesday Morning, a new national tenant opening in our center. Due to the design and construction of the shopping center, we endorse the exemption request of the signage above the 10' height above the sidewalk. Additionally, we approve and request an exemption to the size of the letters on the storefront, per the requested size on drawings submitted. We request the approval based upon the setback of the center from South Whitney Way. Please refer to the aerial provided and other information provided. We believe approval of this exemption will provide Tuesday Morning with appropriately sized signage for the storefront.

We appreciate your considerations and fully support the requested exemptions.

We thank the Commission for your time and consideration of these exemptions.

Regards,

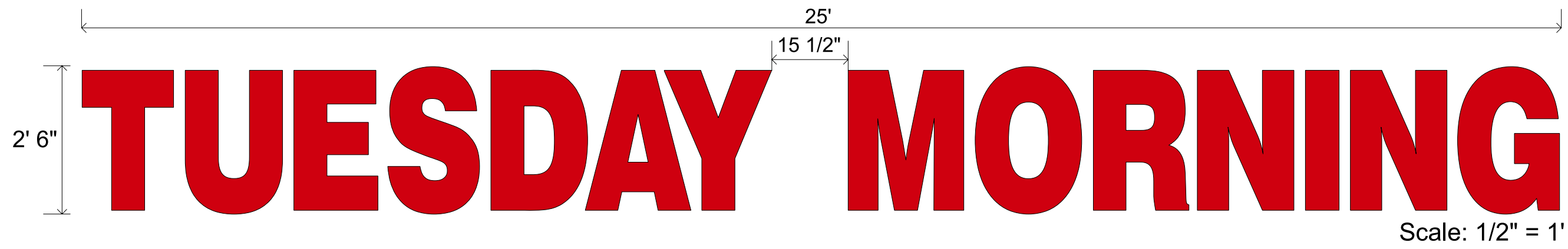
A handwritten signature in blue ink, appearing to read "JBost", is written over the printed name "Jason Bost".

Jason Bost

J. HERZOG & SONS, INC.
Management Company for Whitney Square 1999, LLC
a Colorado limited liability company

TIME CLOCK SETTINGS
Standard Time:
 ON at 4:30pm
 OFF at 10:00pm
Daylight Savings Time:
 ON at 7:00pm
 OFF at 10:00pm

Illumination is by Double Row of LEDs.

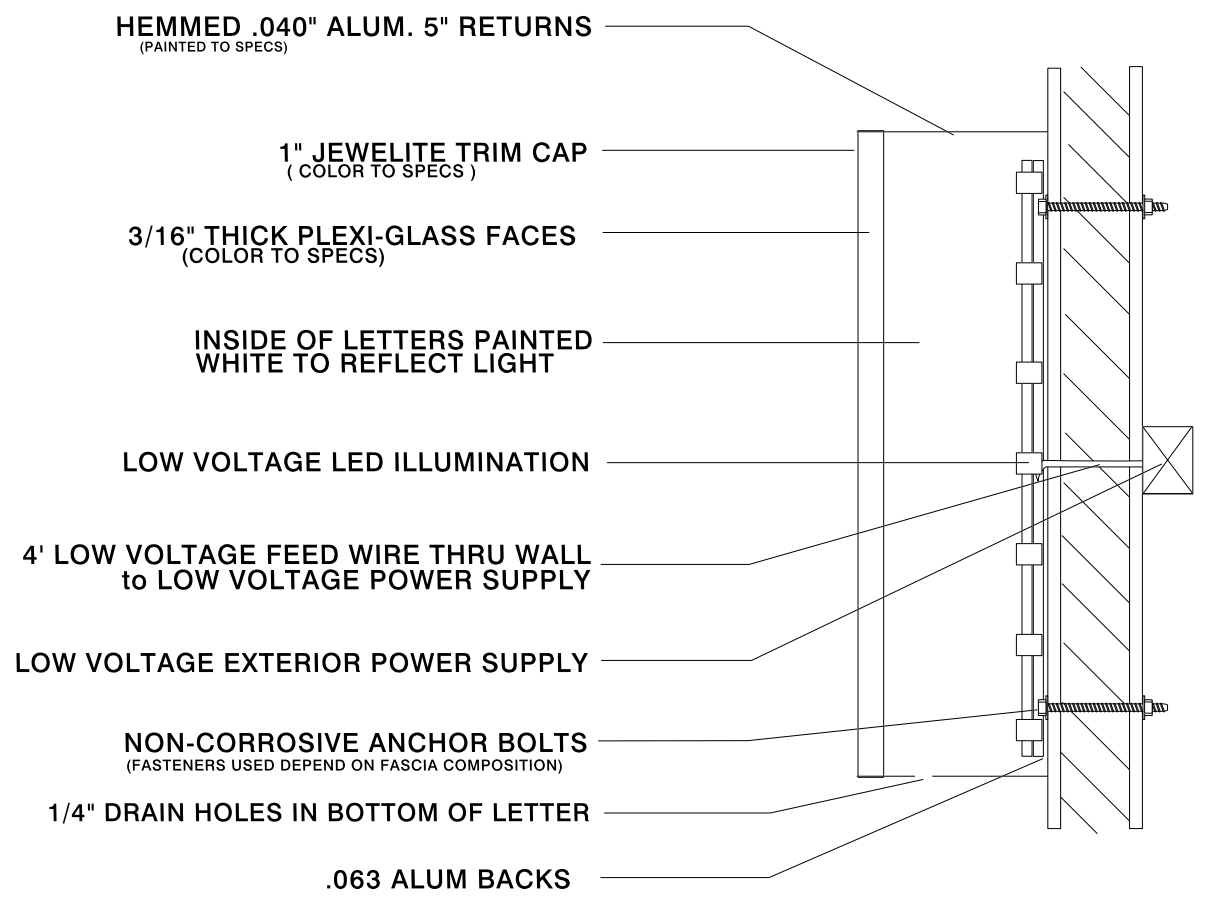


Specifications:

Red LED Illuminated Channel Letters
 30" Letters = 62.5 Sq Ft
 Red #2415 Plex Faces w/ Black 5" Returns and 1" Trimcaps.
 Direct Mount to Sign Band.

PAY ATTENTION TO OVERALL SPREADOUT OF COPY

**LED ILLUMINATION
 CHANNEL LETTER DETAIL**



Project:
**Tuesday Morning
 #277 Relo**

Location Address:
**674-696 S. Whitney Way
 Madison WI. 53711
 (Whitney Square)**

Date: **8-30-12**

Sign Description:
**Red LED Illuminated
 30 In Channel Letters
 Direct Mount**

Salesman: **House**

Designer: **S Rogers**

Revisions:

No.	Date

Customer Approval: _____

Date: _____

ELECTRICAL TO BE U.L. APPROVED AND SHALL MEET N.E.C. STANDARD

Underwriters Laboratories, INC. ELECTRIC SIGN
 All neon & LED installations are required to use U/I 2161 transformers and must have a dedicated ground wire from the transformer back to the main circuit. All signs to meet 2011 N. E. C. and city codes.

WALL ATTACHMENT NOTE:
 Installation details as shown do not always represent actual wall conditions. The proper attachment method for specific wall materials shall be verified in the field to provide for a safe and secure installation and must meet all local and state code requirements. Extra costs may be incurred to meet these requirements after site inspection.

Job No. _____
 Design No. **3147**
 R Drive/
 Tuesday Morning/
 Madison, WI #277/
 Red 30 In LED

Sheet Number
 of

AMERICAN SIGNS
 720 E. Park Blvd. #204
 Plano, TX 75074
 ph: 972-633-3700 fax: 972-633-3755

WHITNEY SQUARE SHOPPING CENTER

674-696 South Whitney Way, Madison, WI 53711

kbrouillette@herzog.com

October 5, 2012

Urban Design Commission
City of Madison, WI

Dear Commission,

We approve and support the exemptions requested by Tuesday Morning, a new national tenant opening in our center. Due to the design and construction of the shopping center, we endorse the exemption request of the signage above the 10' height above the sidewalk. Additionally, we approve and request an exemption to the size of the letters on the storefront, per the requested size on drawings submitted. We request the approval based upon the setback of the center from South Whitney Way. Please refer to the aerial provided and other information provided. We believe approval of this exemption will provide Tuesday Morning with appropriately sized signage for the storefront.

We appreciate your considerations and fully support the requested exemptions.

We thank the Commission for your time and consideration of these exemptions.

Regards,



Karyn Brouillette
General Manager
Whitney Square

50'

TUESDAY MORNING

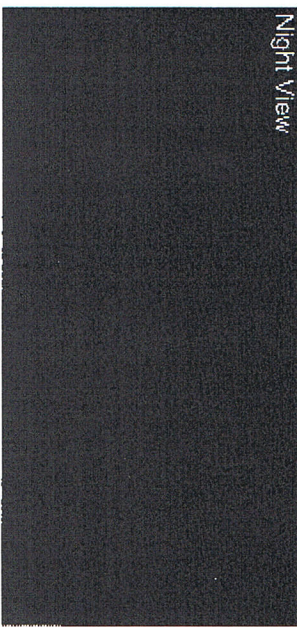
50' OAL of East Elevation Storefront.

Red 30" LED Illuminated Channel Letters Direct Mount Centered on Sign Band in Front of Entry Doors as Shown.

59.2 Sq Ft of Boxed Sign.

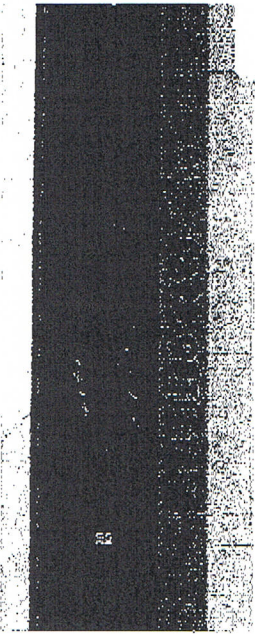
PAY ATTENTION TO OVERALL SPREADOUT OF COPY.

Night View



Scale: 3/16" = 1'

Landlord to Remove Existing Sign Patch & Paint as Required.



NTS

Project: Tuesday Morning #277 Relo

Location Address: 674-696 S. Whitney Way Madison WI, 53711 (Whitney Square)

Date: 8-30-12

Sign Description: LED Illuminated 30" Channel Letters Direct Mount

Setback: House

Designer: S Rogers

Revisors:	No.	Date
	1	10-4-12

Client Approval: *Raymond Brumby*
Date: 10/5/12

SMALL BUSINESS NOTE
 We are a small business and we are committed to providing excellent customer service. We are currently offering a 10% discount on all orders over \$100. This offer is valid until 10/31/12. Please contact us at 972-833-3700 for more information.

Job No.
 Design No. 3147
 R. Daniel
 Tuesday Morning/
 Madison, WI 53711
 Front Elev.
 Steel Number of
 AMERICAN SIGNS
 7301 E. Park Blvd. - #236
 Fort Worth, TX 76176
 PH: 972-833-3700 FAX: 972-833-5755

TIME CLOCK SETTINGS
 Standard Time:
 ON at 4:30pm
 OFF at 10:00pm
 Daylight Savings Time:
 ON at 7:00pm
 OFF at 10:00pm

Illumination is by Double Row of LEDs.

2.6" 15 1/2" 25"

TUESDAY MORNING

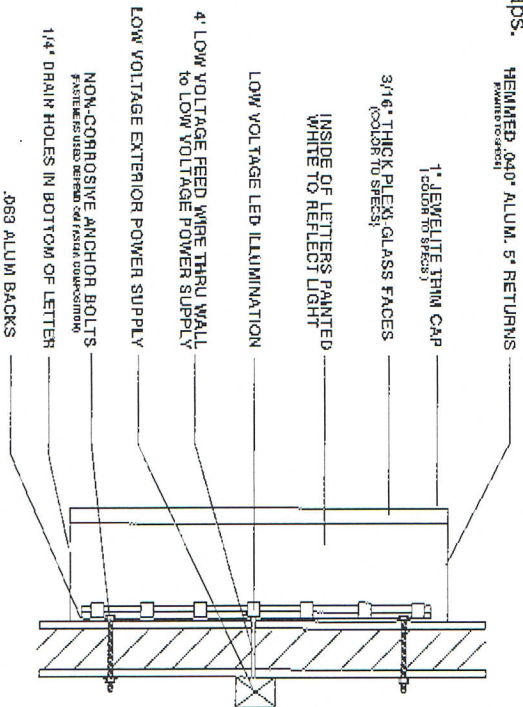
TUESDAY 29.1 Sq Ft MORNING 30.1 Sq Ft Scale: 1/2" = 1'

Specifications:

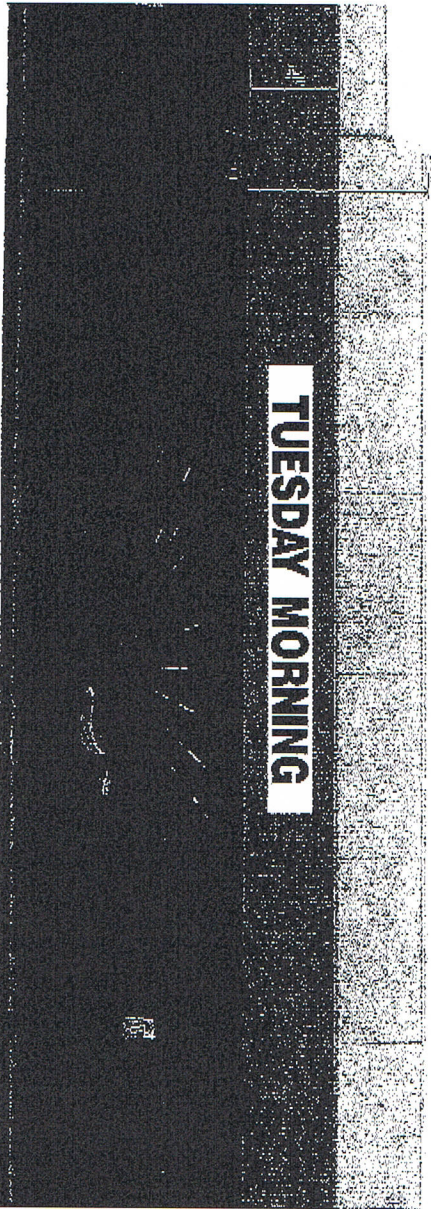
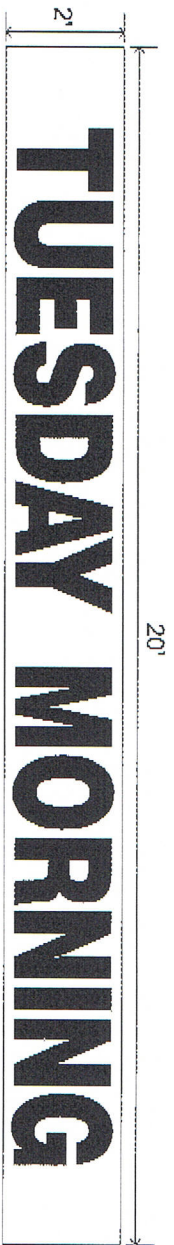
Red LED Illuminated Channel Letters
 30" Letters = 59.2 Sq Ft of Combined Words.
 Red #2415 Plex Faces w/ PMS Black C 5" Returns and 1" Trimcaps.
 Direct Mount to Sign Band.

PAY ATTENTION TO OVERALL SPREADOUT OF COPY

**LED ILLUMINATION
 CHANNEL LETTER DETAIL**



Project: Tuesday Morning #277 Rejo	Location Address: 674-696 S. Whitney Way Madison WI 53711 (Whitney Square)	Date: 8-30-12	Sign Description: Red LED Illuminated 30 In Channel Letters Direct Mount	Subsector: House	Designer: S Rogers
Job No.	Customer Approval: <i>Tommy Bennett</i>	Revisors:	Revisors:	Revisors:	Revisors:
Design No. 3147	Date: 10/5/12	No.	Date	No.	Date
Sheet Number R/Diker Tuesday Morning Madison, WI #277 of	<small>ALL WORK IS TO BE DONE IN ACCORDANCE WITH THE SPECIFICATIONS AND CONDITIONS OF THE CONTRACT. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITIES.</small>				
AMERICAN SIGNS 720 E. Park Blvd #200 Plano, TX 75074 P.O. 872-033-3730 Fax: 872-936-0755					



50' OAL of East Elevation Storefront.

Manufacture & Install One (1) Corrugated Plastic 2' x 20' Temporary Sign to have 3M 3630-43 Translucent Red Vinyl Copy Applied as Shown. Sign to be Temporarily Bolted to Sign Band.

40 Sq Ft. of Sign Panel.

Project:
Tuesday Morning
#277 Relo

Location Address:
674-896 S. Whitney Way
Madison WI, 53711
(Whitney Square)

Date: 10-4-12

Sign Description:
Corrugated Plastic
Panel Sign 2' x 20'
w/ Red Vinyl Copy

Salesman: House

Designer: S Rogers

Preparer No.	Date

Customer Approval:

Karen Brumlett

Date: 10/9/12

AMERICAN SIGNS
7231 E. Park Blvd. #204
Plano, TX 75074
PH: 972-633-3700 FAX: 972-633-3755

MAIL ADDRESSES ONLY:

Hardware signs to have a 1/2" x 1/2" hole for mounting. All other signs to have a 1/2" x 1/2" hole for mounting. All signs to have a 1/2" x 1/2" hole for mounting. All signs to have a 1/2" x 1/2" hole for mounting.

Job No.

Design No. 3147
R Driver
Tuesday Morning
Madison, WI #277
Temp Sign

Steel Number
of
Temp Sign



Scale: 3/16" = 1'

50' OAL of East Elevation Storefront.

Red 30" LED Illuminated Channel Letters Direct Mount
Centered on Sign Band in Front of Entry Doors as Shown.

62.5 Sq Ft of Boxed Sign.

PAY ATTENTION TO OVERALL SPREADOUT OF COPY.

Landlord to Remove Existing Sign.
Patch & Paint as Required.



NTS

Project:
**Tuesday Morning
#277 Relo**

Location Address:
**674-696 S. Whitney Way
Madison WI. 53711
(Whitney Square)**

Date: **8-30-12**

Sign Description:
**LED Illuminated
30" Channel Letters
Direct Mount**

Salesman: **House**

Designer: **S Rogers**


Revisions:

No. Date

No.	Date

Customer Approval:

Date: _____

ELECTRICAL TO BE U.L. APPROVED AND SHALL MEET N.E.C. STANDARD
 Underwriters Laboratories
ELECTRIC SIGN

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Job No.

Design No. **3147**
R Drive/
Tuesday Morning/
Madison, WI #277/
Front Elev

Sheet Number
of

AMERICAN SIGNS
720 E. Park Blvd. #204
Plano, TX 75074
ph: 972-633-3700 fax: 972-633-3755



Scale: 3/16" = 1'

50' OAL of East Elevation Storefront.

Red 30" LED Illuminated Channel Letters Direct Mount
Centered on Sign Band in Front of Entry Doors as Shown.

62.5 Sq Ft of Boxed Sign.

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Night View

Landlord to Remove Existing Sign.
Patch & Paint as Required.



NTS

Project:
**Tuesday Morning
#277 Relo**

Location Address:
**674-696 S. Whitney Way
Madison WI. 53711
(Whitney Square)**

Date: **8-30-12**

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**LED Illuminated
30" Channel Letters
Direct Mount**

Salesman: **House**

Designer: **S Rogers**

Revisions:

No. Date

No.	Date

Customer Approval:

Date: _____



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Design No. **3147**
R Drive/
Tuesday Morning/
Madison, WI #277/
Front Elev

Sheet Number
of

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Plano, TX 75074
ph: 972-633-3700 fax: 972-633-3755

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>10-10-12</u>	Action Requested
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10-17-12	<input type="checkbox"/> Initial Approval and/or Recommendation
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PLEASE PRINT!

PROJECT ADDRESS: 676(H) WHITNEY SQUARE

ALDERMANIC DISTRICT: MARK CLEAR

OWNER/DEVELOPER (Partners and/or Principals) <u>WHITNEY SQUARE 1999, LLC</u> <u>1720 S. BELLWIRE ST # 1209</u> <u>DENVER, CO 80222</u>	ARCHITECT/DESIGNER/OR AGENT: <u>AMERICAN SIGNS</u> <u>720E. PARK BLVD #204</u> <u>PLANO, TX 75074</u> <u>FOR: TUESDAY MORNING</u>
---	---

CONTACT PERSON: JAMES MILLER - WISCONSIN SIGN & GRAPHICS

Address: PO BOX 283 / 109 HOTEL ST. #
BROOKLYN, WI 53521

Phone: 608-455-5055 ~~608-609-0079~~

Fax: 608-455-5086

E-mail address: JEMILLER@WISSIGN.COM

PLEASE PRINT!

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)
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- 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)
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