

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # 04194

DATE SUBMITTED: <u>7/19/06</u>	<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: 660 JOHN NOLEN DRIVE  
ALDERMANIC DISTRICT: \_\_\_\_\_

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
ROB ZACHE - CENTRAL PLAZA REAL ESTATE BADGER DISPLAY SIGNS, INC.  
2242 Mustang Way  
Madison, WI 53718  
JAMES MILLER

CONTACT PERSON: JAMES MILLER  
Address: 2242 MUSTANG WAY  
MADISON, WI  
Phone: 608-222-5353  
Fax: 608-222-6363  
E-mail address: JMILLER@BADGERDISPLAYSIGNS.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 50,000 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) UDD #1 REQUIREMENTS
- Other \_\_\_\_\_



\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

July 20, 2006

Mr. Al Martin, Senior Planner  
City of Madison  
Planning & Development  
215 Martin Luther King Jr Blvd  
Madison, WI 53701

Re: 660 John Nolen Drive  
Monument Sign Variance Request  
August 9, 2006 UDC

Dear Al:

Let this serve as our request for approval of the attached monument sign for our new office project at 660 John Nolen Drive. The total square footage of the sign is approximately 61.7 SqFt, while the allowable size is 40 SqFt.

The sign was designed by the building architect (Gary Brink & Assoc) to compliment the building and is conceptually intended to model after a section of the glass curtain wall from the building with similar proportions, colors and design.

The sign uses the same colors and proportions of the existing new building and window system, including the champagne window mullions, two colors of green spandrel glass, a stone base, and white internally lit tenant names & building identification ("660 John Nolen").

We want to keep the size and proportions of the panels on the sign substantially similar to the sections of the glass wall located directly behind it, which is directing the proposed size.

We also feel this size is necessary since the building and monument sign are oriented toward traffic on John Nolen Drive. Two factors cause the need for the request. The traffic on John Nolen Drive has a speed limit of 35 MPH, and the setback of the sign off the John Nolen Drive curb is approximately 125' due to the city bike path and its additional right of way that the sign must be seen over. A normal setback may be only 20 feet. The speed of traffic coupled with such a large setback causes the need for this request, as a sign at a total of 40 SqFt will not be seen or readable by traffic going this speed from those distances.

Note the readable area of the sign (where the tenant names are) is approximately 35 SqFt, but the design features of the glass panels that surround this area and make the sign attractive is putting us over the current limit.

Thank you for your consideration.

Sincerely,  
Central Place Real Estate

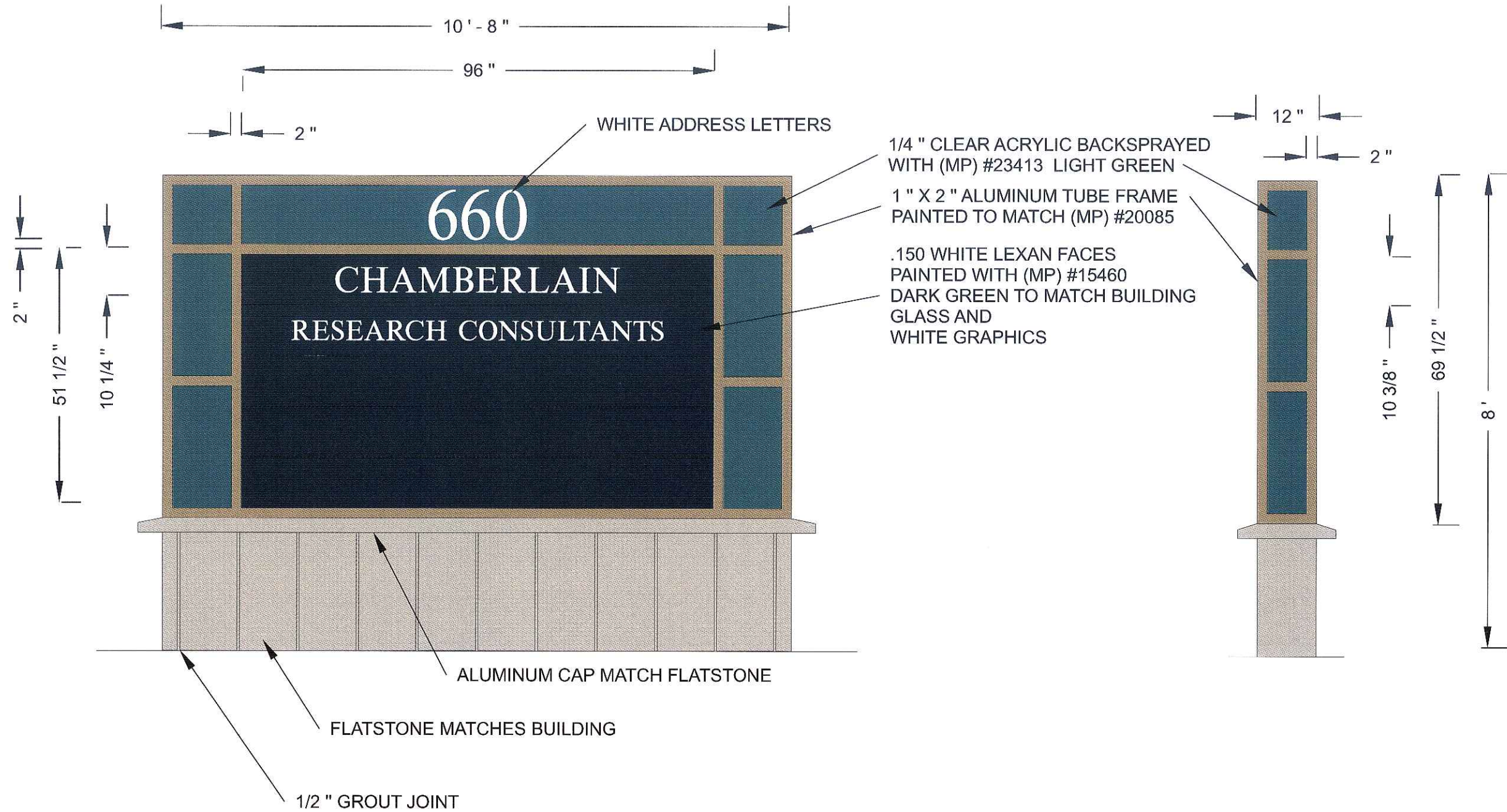
Rob Zache CCIM, CHA  
President

fc:ltr62255.doc

**GENERAL NOTES:**

- 1) SINGLE FACES GROUND SIGN
- 2) INTERNALLY ILLUMINATED WITH WHITE T-12 CW/HO FLUORESCENT LAMPS
- 3) SIGN IS FABRICATED WITH 12" ALUMINUM EXTRUSION
- 4) SIGN AREA 61.7 SQUARE FEET TOTAL

**(a) FRONT VIEW**  
SCALE - 1/2" = 1'



**BADGER DISPLAY SIGNS INC.**  
Since 1932

2242 MUSTANG WAY  
MADISON, WI 53718  
TEL: 222-5353 • FAX: 222-6363

CLIENT: CENTRAL PLACE REAL ESTATE

PROJECT: GROUND SIGN

LOCATION: 660 JOHN DRIVE

CITY/STATE: MADISON, WI

ACCT. REP: JIM MILLER

DATE: 7/18/06

DRAWN BY: MICHAEL V JOLIN

FILE NAME: CenPla660JohNolen

DISK: 2006

SCALE: VARIES

CLIENT APPROVAL

SIGNED: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

LANDLORD APPROVAL

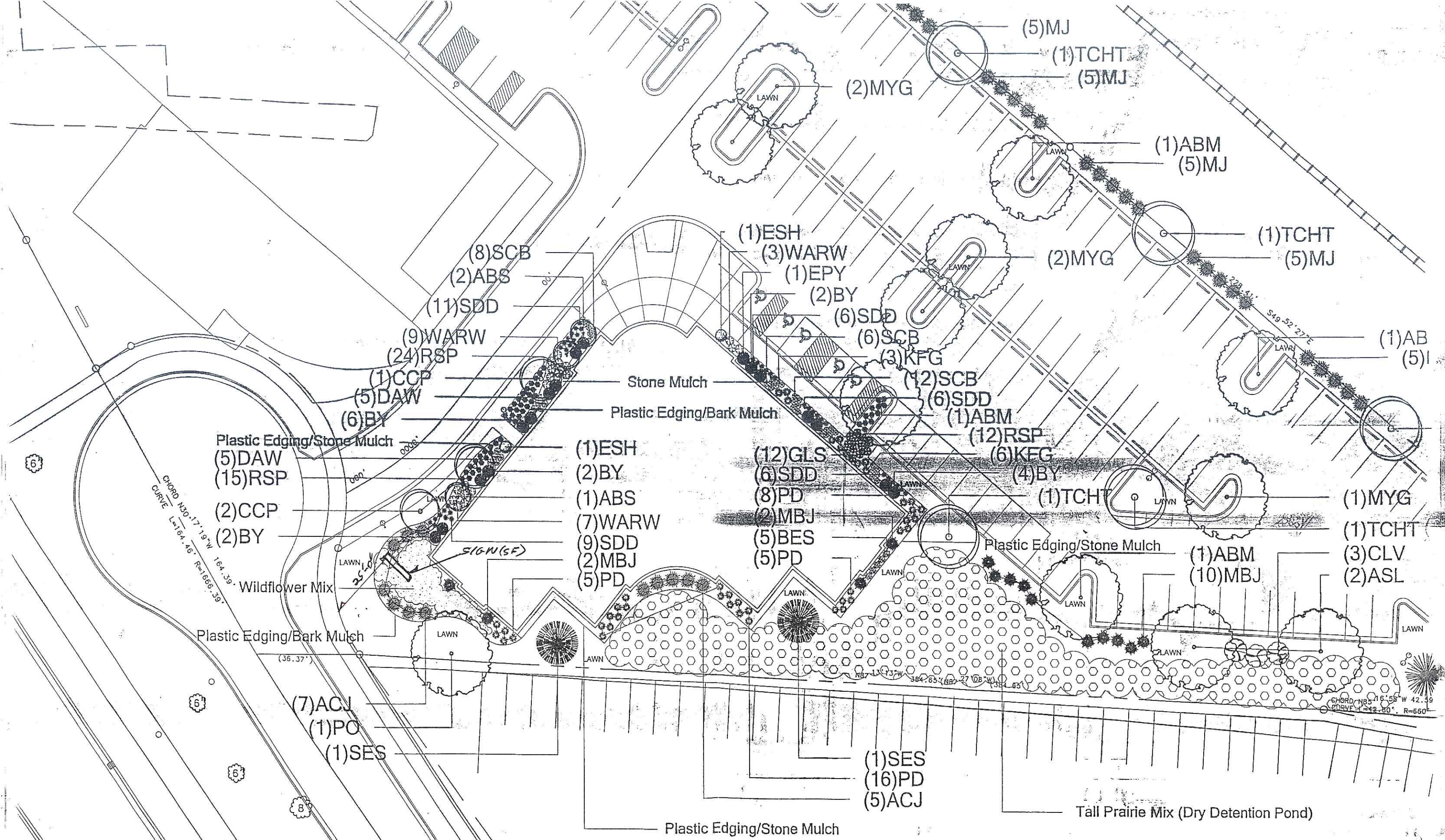
SIGNED: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

BADGER DISPLAY SIGNS, INC. 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 IN PART WITHOUT WRITTEN PERMISSION BY BADGER DISPLAY SIGNS, INC. IS PROHIBITED.

© Copyright Badger Display Signs 2006



660 JOHN NOLEN DRIVE GROUND SIGN

**LANDSCAPE PLAN**

SCALE: 1" = 30'

