

Flad Development & Investment Corp.

Oakbridge Commons
7941 Tree Lane, Suite 105
Madison, Wisconsin 53717-2029
(608) 833-8100 FAX (608) 833-8105
E-mail: flad@flad-development.com

January 16, 2013

TO: Urban Design Commission

**RE: Sign Program Modification for Land's End Building
(Building G at Prairie Towne Center)**

Building G is the outlot building of Prairie Towne Center located at 209 Junction Road on the far west side of Madison, Wisconsin. The building has been occupied by Lands' End since 1997, the year the shopping center was developed.

This Application for Urban Design Commission Review and Approval is being submitted to provide Lands' End with some flexibility with respect to wall signage on the east elevation of the building which faces Target and the rest of the shopping center.

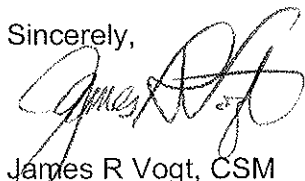
Previously, Lands' End had a wall sign mounted on the east elevation's EIFS sign spandrel area labeled "C" on the enclosed drawing. They have since removed that sign and would like to install on the brick face of each of the two towers on the east elevation a 4'-4" x 4'-4" LED illuminated logo.

Since signs are not permitted to cross architectural details, the second of these two logos is currently not permitted.

This application, if approved, would: 1) allow Lands' End to have these two logos (one on each tower) so long as, when added together, the total size of the signs do not exceed the total square feet of signage currently permitted on that elevation; or 2) allow Lands' End to have only one sign on the east elevation to be mounted in the EIFS sign spandrel area labeled C or D, but not both.

We appreciate your consideration.

Sincerely,



James R Vogt, CSM
Leasing and Management

Encl.

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>01/16/13</u>	Action Requested <input type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval and/or Recommendation <input checked="" type="checkbox"/> Final Approval and/or Recommendation
UDC MEETING DATE: <u>01/23/13</u>	

PLEASE PRINT!

PROJECT ADDRESS: 209 Junction Road, Madison, Wisconsin 53717
ALDERMANIC DISTRICT: 9

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

Junction Ridge Limited Partnership
% Flad Development & Investment Corp.
7941 Tree Lane, Suite 105, Madison

CONTACT PERSON: Jim Vogt, Flad Development & Investment Corp.

Address: 7941 Tree Lane, Suite 105
Madison, WI 53717

Phone: 608-833-8100 x5

Fax: 608-833-8105

E-mail address: jvogt@flad-development.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)
☐ 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)

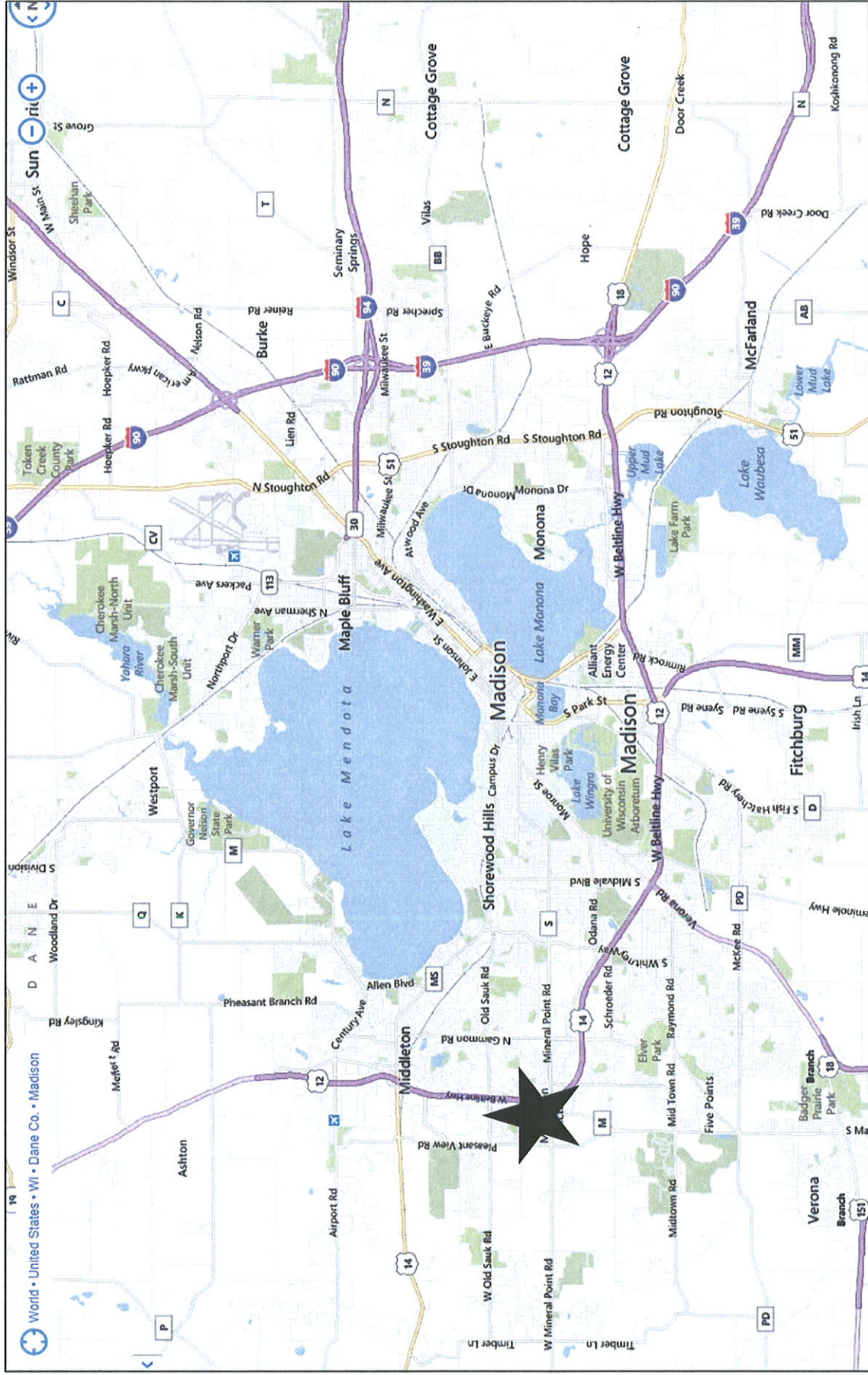
(See Section D for:)

- ☐ 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.

Locator Map



Lands' End at Prairie Towne Center, 209 Junction Road, Madison, Wisconsin

Prairie Towne Center Sign Regulations Addendum II

This document is intended to amend the previously approved and recorded Prairie Towne Center Sign Regulations Addendum I (see Document No. 2801021 recorded on October 3, 1996).

The following changes and clarifications are hereby offered as amendments:

Building “G” Wall Signs on East Elevation.

The east elevation of Building “G” shall have four separate Signable Areas (A, B, C and D) as defined on the attached elevation.

Tenant shall have the option of placing wall signs on the east elevation in one of the following signable areas: 1) Signable Areas A and B; or 2) Signable Area C; or 3) Signable Area D.

1) Signable Areas A and B

The total maximum square footage of the signs within Signable Areas A and B when added together shall be no greater than two square feet times each lineal foot of the building frontage on the east elevation of Building “G”; or

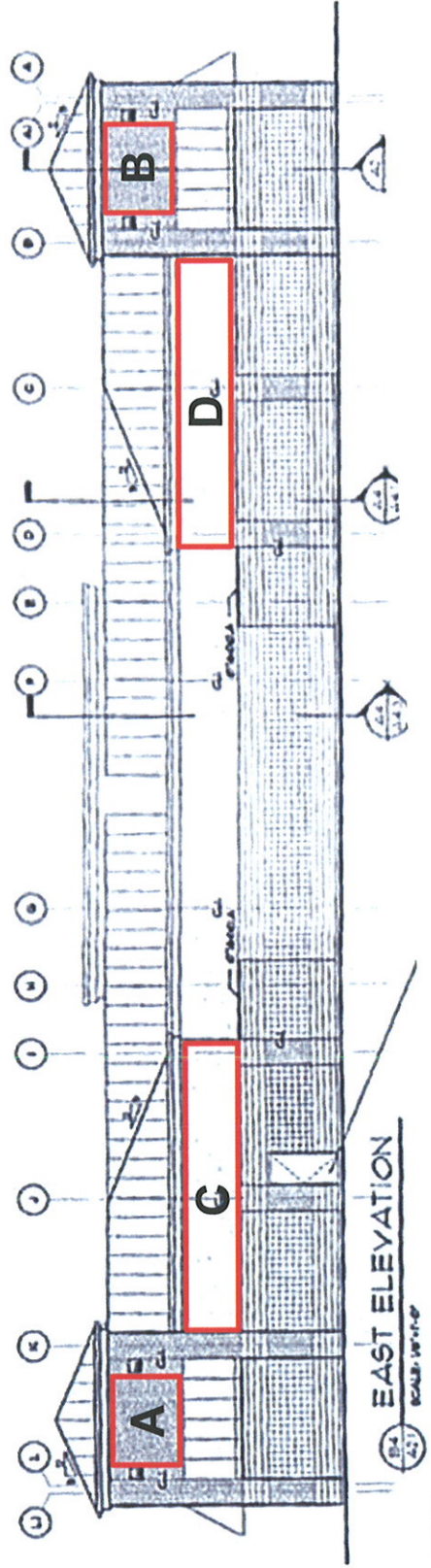
2) Signable Area C

The total maximum square footage of the sign within Signable Area C shall be no greater than two square feet times each lineal foot of the building frontage on the east elevation of Building “G”; or

3) Signable Area D

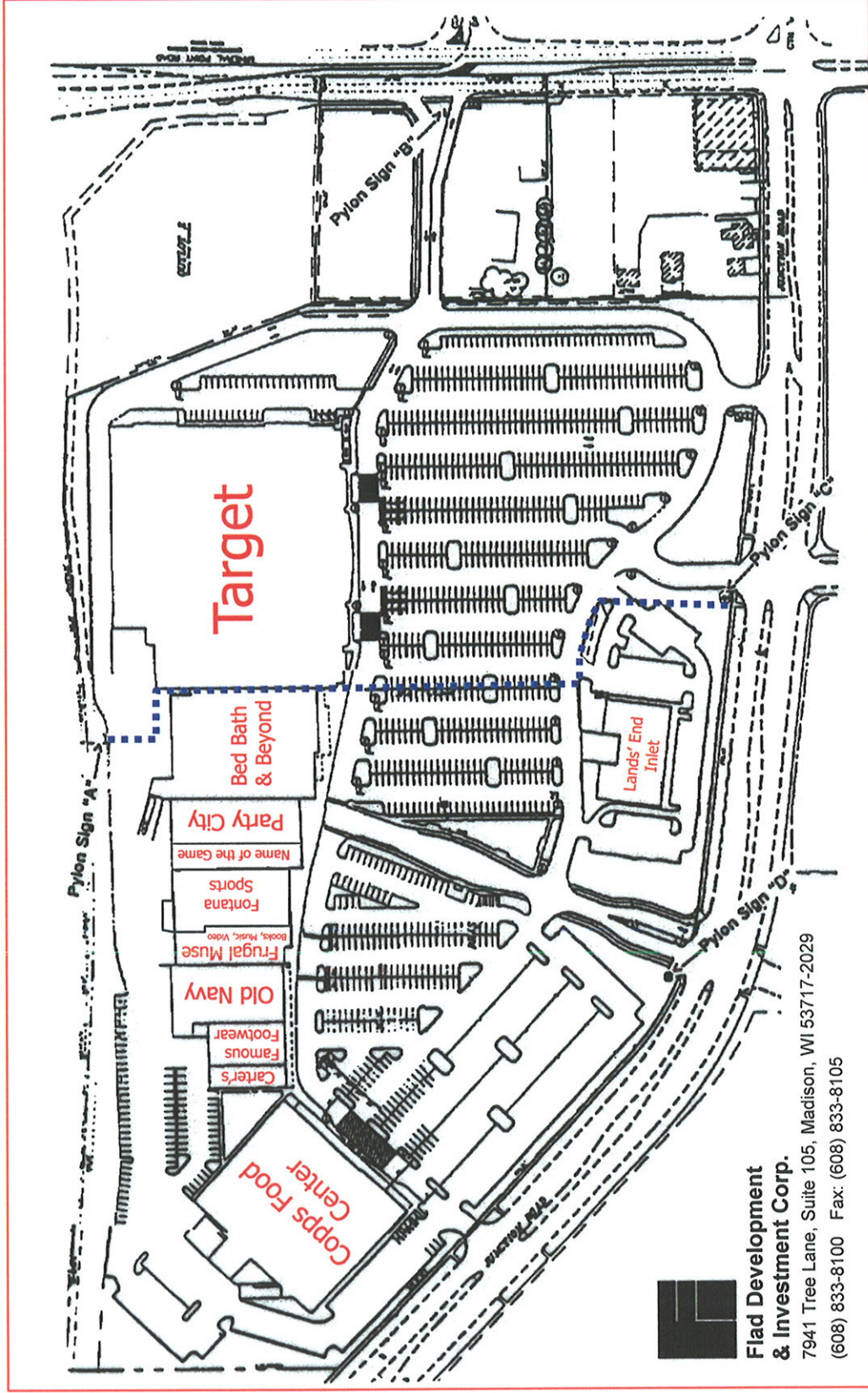
The total maximum square footage of the sign within Signable Area D shall be no greater than two square feet times each lineal foot of the building frontage on the east elevation of Building “G”; or

Notwithstanding the above, all other existing Prairie Towne Center Sign Regulations shall remain in full force and effect.



Building "G"
Prairie Towne Center
209 Junction Road, Madison, Wisconsin

Prairie Towne Center Site Plan



**Flad Development
& Investment Corp.**

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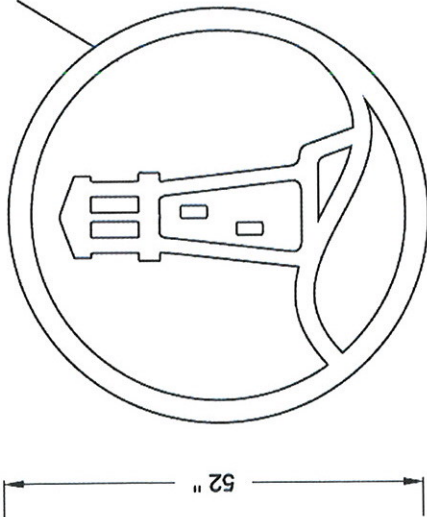
Madison, Wisconsin

SE Tower

FRONT LIT CHANNEL LETTERS.
FACES: WHITE POLYCARB
TRIM: WHITE
RETURNS: SILVER NA PPG #301640
ILLUMINATED WITH WHITE LEDS.

SPECIFICATIONS:

ADD NEW LOGO TO 2 WALL ELEVATION.



a PERSPECTIVE VIEW
SCALE: 1/2" = 1'

Approved: *[Signature]*
James Robert
Owner for Landlord
11/05/12

52" 52"



EAST ELEVATION

EXISTING SIGN TO BE REMOVED.



BADGER DISPLAY SIGN
COMPANY, INCORPORATED

CLIENT APPROVAL
SIGNED: _____
DATE: _____

22422 MUSTANG WAY
MADISON, WI 53718
TEL: 772-5553 FAX: 772-5383

CITY/STATE: MADISON, WI
FILE NAME: LandEndJmRoa

LOCATION: 209 JUNCTION ROAD
DRAWN BY: MICHAEL V JOLIN

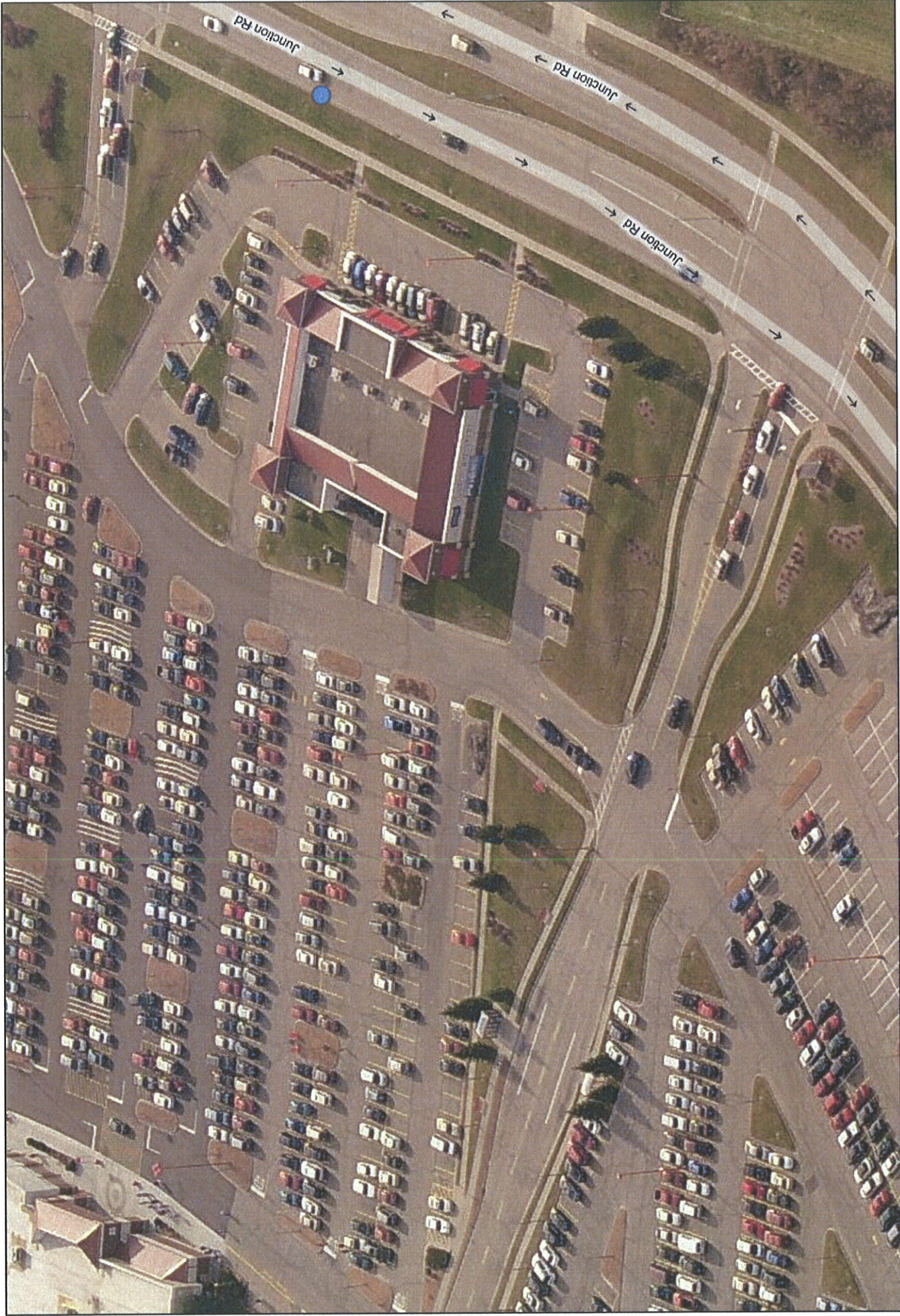
PROJECT: GROUND SIGN
DATE: 10/8/2012

CLIENT: LANDS END
ACCT REP: STEVE MCCORMICK

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West Elevation



North Elevation



East Elevation