

From: Skidmore, Paul
Sent: Wednesday, January 23, 2013 11:16 AM
To: Jim Vogt
Cc: Tucker, Matthew; Martin, Al
Subject: RE: Urban Design Meeting Tonight

Greetings Jim,

Thanks for contacting me on this. Yes, I do support your proposal. I think it is appropriate and tasteful. Al and Matt: Please express my support for this project to the UDC. I am sorry I can not attend the meeting in person, since I will be at another City committee meeting.

Thanks. Please feel free to contact me if you have any issues or if you want to discuss this further.

alder paul

From: Jim Vogt [JVogt@flad-development.com]
Sent: Wednesday, January 23, 2013 9:21 AM
To: Skidmore, Paul
Subject: Urban Design Meeting Tonight

Paul:

I am sorry that I did not contact you earlier about our item on the agenda tonight. I hope you will support the small change we are requesting. Enclosed is a copy of our application. A summary of the request follows:

Lands' End in the outbuilding at Prairie Towne Center recently changed its branding and has therefore changed three of its wall-mounted signs on the building to reflect this new branding image. They removed the fourth sign from the east elevation of the building (which faces the rest of the shopping center), but are not able to install the signs they want to place on the brick façades of each of the two towers. These signs are more like logos and are only 52 inches by 52 inches, but Lands' End can install only one of these on one tower and not both, since the second sign spandrel area is separated by architectural details.

What we are asking for tonight is some flexibility with respect to signage on this east elevation. We are not asking for more signage in the aggregate, but rather the ability to utilize the two tower facades for a balanced presentation.

On pages 5 and 7 of the enclosed application you can see that we are showing four signable areas labeled A, B, C and D. We are asking for the flexibility to have signs placed in either: 1) Areas A and B; or 2) Area C; or 3) Area D. In any instance, the maximum amount of total signage permitted will remain the same as it does today (i.e., two square feet for each lineal foot of frontage on that east elevation).

I have met with Al Martin, Matt Tucker and Liz Krueger and they are in support of this request. We initially prepared a draft of Minor Alteration to affect this change, but were advised to make application to the Urban Design Commission instead, since this request was determined to be an Amendment to a Previously Approved Plan.

We hope that you can support our request. Please let me know if you have any questions.
Thanks.

Sincerely,

James R Vogt, CSM
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