

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>12/08/2010</u>	Action Requested
	<input type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>12/15/2010</u>	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 117 Junction Road

ALDERMANIC DISTRICT: 9, Paul Skidmore

OWNER/DEVELOPER (Partners and/or Principals) WCB Properties, LLC/Wisconsin Community Bank <u>Mr. Tom Wilkinson, President</u>	ARCHITECT/DESIGNER/OR AGENT: <u>GMK Architecture Inc.</u> <u>Russ Kowalski</u> <u>3220 Syene Road, Suite 103</u> <u>Madison, WI 53713</u>
<u>Flad Development & Investment Corp.</u> <u>Mr. John Flad, President</u>	

CONTACT PERSON: John Flad
Address: 7941 Tree Lane
Madison, WI 53717
Phone: 833-8100
Fax: 833-8105
E-mail address: jflad@flad-development.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP) Amendment to Planned Unit Development
- Planned Community Development (PCD) Approved by Madison City Council
- General Development Plan (GDP) May 16, 2006
- 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.

Amendment #1
Final Approval Request
Urban Design Commission
December 15, 2010

8240 Mineral Point Road &
117 Junction Road
PUD (GDP-SIP)/ Planned Commercial Site,
Commercial/Retail Building &
Off-Premise Ground Sign...9th Ald. District

Urban Design Commission

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Sign Chart (Original 12-1-10 Submission)

Sign Chart (Revised)

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Free-Standing Sign/Entrance Marker (Revised)

**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

December 6, 2010

Urban Design Commission
c/o Alan Martin
Department of Planning and
Community & Economic Development
City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: Amendment #1
Final Approval Request
Urban Design Commission
December 15, 2010

8240 Mineral Point Road & 117 Junction Road
PUD (GDP-SIP) / Planned Commercial Site,
Commercial/Retail Building & Off-Premise
Ground Sign.....9th Ald. District

Dear Commission:

On December 1, 2010 representatives of WCB Properties, LLC/Wisconsin Community Bank appeared before the Urban Design Commission requesting approval for the above-captioned project. Initial approval of the project was granted.

The Commission provided guidance and direction on a number of issues and requested the Applicant address these specific issues and return for final review and approval. The specific issues and the associated responses are as follows:

- (1) Site Plan.....Eastern-most access to the Target loop road: At the northeast corner of the Wisconsin Community Bank site plan, ingress and egress access to the Target loop road is presently provided.

Response: Applicant agrees to restrict this access point to egress or "exit only" from the Bank property and the appropriate signage shall be provided.

- (2) Landscaping.....Original Landscape Plan L1.0 detailed tree and plant materials and locations; specific concerns expressed related to the location of crabapple trees, "massing" of plant material adjacent to the building, vinyl edging around plant beds, and revisiting plant material opportunity at vacated Mineral Point Road access. Additionally, full scale drawings were requested for the landscape architects on the Commission.

Response: We believe the revised Landscape Plan L1.0 is responsive to all issues raised at the December 1, 2010 meeting.

- (3) Original Sheets A2.1 & A2.2 delineated the building elevations.....Two issues were raised by the Commission:
- (1) The east elevation was particularly "uninteresting" compared to the other elevations with specific discussion regarding the south-most E.I.F.S. panel on the East elevation.
 - (2) Interest in eliminating spandrel glass from upper transom glass panels.

Response:

- (1) Revised Sheet A2.2 illustrates the substitution of a clear glass panel for the south-most E.I.F.S. panel.....(A "no-build" easement will be secured from Wisconsin Community Bank to address the State Code issue).
 - (2) Revised Sheets A2.1 & A2.2 illustrate that we are committed to clear glass clerestory windows on all elevations and have removed the small spandrel transom glass windows replacing them with E.I.F.S. header panels articulated to match the window mullion spacing.
- (4) The free-standing sign/entrance marker for U.S. Cellular was of concern relative to its proportion and its steel posts base.

Response: A new revised free-standing sign/entrance marker has been delineated and is more in harmony with the Target off-premises sign and its masonry base.

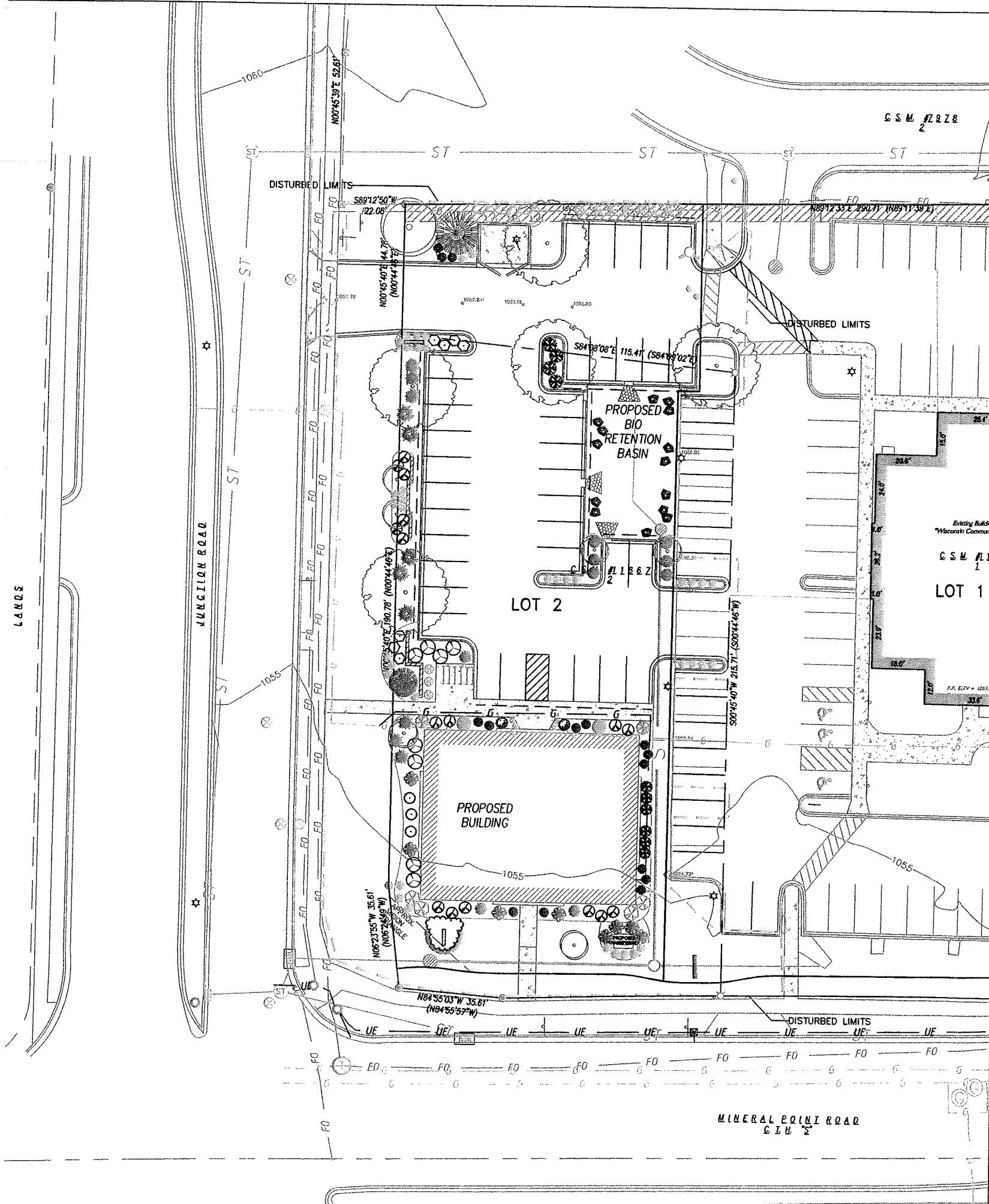
We believe our responses have candidly addressed the issues raised at your December 1, 2010 meeting. We look forward to visiting further with you at the December 15, 2010 Urban Design Commission meeting.

Sincerely,



John J. Flad
President

JJF/mb



Plant Material List

Quantity	Code Name	Scientific Name	Common Name	Planting Size
1	AE	Ulmus Japonica X Wilsoniana 'Kortov'	Accolade Elm	2 1/2" B&B
2	ABH	Acer X Freemanii 'Autumn Blaze'	Autumn Blaze Maple	2 1/2" B&B
2	CHB	Celtis Occidentalis	Common Hackberry	2 1/2" B&B
1	CSCA	Malus 'Cocoburn' (std)	Cocoburn Crabapple (std)	2" B&B
1	EMH	Cornus Canadensis	Eastern Redbud	5" B&B
1	SHL	Gleditsia 'Tiscan Juv' 'Skyline'	Skyline Thirt Honeylocust	2 1/2" B&B

Quantity	Code Name	Scientific Name	Common Name	Planting Size
1	BHS	Picea Glauca Var densata	Black Hills Spruce	5" B&B
3	ESP	Pinus Strobus 'Blue Shag'	Blue Shag Eastern White Pine	#3 CONT.
6	CHS	Picea Abies 'Pam2'	Compact Norway Spruce	#3 CONT.
8	EA	Thuja Occidentalis 'Smaragd'	Emerald Arborvitae	4" B&B
1	FAS	Picea pungens 'Fat Albert'	Fat Albert Blue Spruce	5" B&B
3	KCJ	Juniperus Chinensis 'Compacta'	Karl Foerster's Compact Juniper	#2 CONT.
3	MAJ	Juniperus Sabina 'Mini Arcadia'	Mini Arcadia Juniper	#2 CONT.
5	MBJ	Juniperus Chinensis 'Mountbatten'	Mountbatten Juniper	4" B&B
2	TY	Taxus X Media 'Taxuslow'	Thurston Yew	10" B&B

Quantity	Code Name	Scientific Name	Common Name	Planting Size
5	BES	Rothschkei Fui Var Sullivan 'Goldstamm'	Goldstamm Black-eyed Susan	#1 CONT.
9	HLL	Chelone Lyoni 'Hot Lips'	Hot Lips Turtlehead	#1 CONT.
19	KFG	Calamagrostis Canadensis 'Karl Foerster'	Karl Foerster's Feather Reed Grass	#1 CONT.
4	PPCB	Neuchera Heterantha 'Palace Purple'	Palace Purple Coral Bells	#1 CONT.
7	PD	Sporobolus Heterophyllus	Prairie Dropseed	#1 CONT.
7	RSD	Hemerocallis 'Ruby Stella'	Ruby Stella Daylily	#1 CONT.
3	WLC	Nejete X Faassenii Walker's Low'	Walker's Low Catmint	#1 CONT.

Quantity	Code Name	Scientific Name	Common Name	Planting Size
6	AC	Ribes Alpinum	Alpine Currant	#2 CONT.
3	CLV	Viburnum Dentatum 'Syrinestvedt'	Chicago Lustre Arnd Viburnum	#7 CONT.
8	DBH	Diervilla Lonicera	Dwarf Bush-honeysuckle	#2 CONT.
4	GLS	Rhus Aromatica 'Giro-lav'	Gre-low Fragrant Sumac	#2 CONT.
6	LHDS	Itea Virgatica 'Sprink'	Little Henry Dwarf Sweetgum	#5 CONT.
12	LPS	Spiraea Japonica 'Little Princess'	Little Princess Spirea	#2 CONT.
4	MCS	Spiraea Japonica 'Magic Carpet'	Magic Carpet Spirea	#2 CONT.
2	PKL	Syringa Patula 'Miss Kim'	Miss Kim Lilac	#5 CONT.
3	NWR	Rosa 'Hearty Wild'	Hearty Wild Rose	#2 CONT.
7	RGB	Berberis Thunb 'Var Atrop' 'Rose Glow'	Rose Glow Barberry	#2 CONT.
4	SNS	Spiraea Japonica 'Snowmound'	Snowmound Japanese Spirea	#5 CONT.
7	TBS	Spiraea Betulifolia 'Tor'	Tor Barberry Spirea	#2 CONT.
2	TSH	Hydrangea Macro 'Pavlov'	Twink-shout Hydrangea	#2 CONT.

GENERAL NOTES

- A) Areas labeled "Red B Colored Wood Mulch" to receive a mixture of recycled wood mulch, colored brown or red as indicated, spread to a 3" depth over pre-emergent herbicide.
- B) Individual trees (and shrub groupings) found along perimeter of property as well as those found within lawn areas to receive wood mulch rings (and wood mulch beds) consisting of a mixture of recycled wood mulch, colored brown or red as indicated, spread to a minimum 3" depth (3' wide beds for shrub groupings).
- C) "Vinyl Edging" to be Valley View Black Diamond Vinyl Edging or equivalent.
- D) Areas labeled "washed stone" to receive 1-1/2" washed stone spread to a 3" depth over fabric weed barrier.
- E) "Lawn" areas shall be finish-graded and seeded at a rate of 4 lbs. per 1,000 sq. ft.
- F) Seed shall consist of the following mixture:
 40% Palmer Ryegrass
 20% Baron Bluegrass
 20% Nassau Bluegrass
 20% Pennlawn Creeping Red Fescue
- G) Slope areas of 3:1 or greater and overland drainage areas shall receive "Seed with Straw Erosion Matting" shall be seeded with the above-noted premium lawn seed mixture and overlaid with DS75 straw erosion control matting that is then pegged into the soil with metal staples.
- H) Plant beds adjacent to building foundation to be mulched with 1-1/2" diameter washed stone mulch spread to a 3" depth over fabric weed barrier.

BIORETENTION BASIN PLANT LIST

Quantity	Location	Common Name	Scientific Name	Code Name	Planting Size
56	BIO BASIN	Butterfly Weed	Achillea tuberosa	BFV	2.5" Plug
64	BIO BASIN	Blue False Indigo	Baptisia australis	BI	2.5" Plug
32	BIO BASIN	White False Indigo	Baptisia alba	WT	2.5" Plug
96	BIO BASIN	Purple Coneflower	Echinacea purpurea 'Insignis'	PCF	2.5" Plug
64	BIO BASIN	Blue Flag Iris	Iris sibirica	CF	2.5" Plug
32	BIO BASIN	Cardinal Flower	Lobelia cardinalis	CF	2.5" Plug
64	BIO BASIN	Marsh Blacktopper	Liatris spicata	MB	2.5" Plug
64	BIO BASIN	Brown Eyed Susan	Rudbeckia hirta	BS	2.5" Plug
64	BIO BASIN	Soft Goldenrod	Solidago nemoralis	GR	2.5" Plug

Quantity	Location	Common Name	Scientific Name	Code Name	Planting Size
256	BIO BASIN	Karl Foerster's Feather Reed Grass	Calamagrostis Canadensis 'Karl Foerster'	KFG	2.5" Plug
64	BIO BASIN	Little Bluestem	Schizanthus scoparium	LBS	2.5" Plug
96	BIO BASIN	Prairie Dropseed	Sporobolus heterophyllus	PD	2.5" Plug

CITY OF MADISON

LANDSCAPE POINTS REQUIREMENTS

NUMBER OF PARKING STALLS	36
NUMBER OF 2" MIN. CAL TREES REQUIRED	3
NUMBER OF LANDSCAPE POINTS REQUIRED	174

SOLUTION

2	CANOPY TREES (2" x 1/2") @ 35 PTS.	70
1	CANOPY TREES OR SMALL ORNAMENTAL TREES (1 1/2" x 2") @ 15 PTS.	15
27	DECIDUOUS SHRUBS @ 3 PTS.	81
12	EVERGREEN SHRUBS @ 3 PTS.	36
2	EVERGREEN TREES (2" HT) @ 15 PTS.	30
30	DECORATIVE WALL OR FENCE @ 5 PTS. (PER 10 LF.)	150
1	EARTH BERM (PER 10 LF.)	10
1	AVERAGE HEIGHT - 30' @ 5 PTS.	5
1	AVERAGE HEIGHT - 15' @ 2 PTS.	2
TOTAL POINTS		389

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 www.ecdesign.com

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 FAX (608) 831-4245

PROJECT TITLE:
 WCB OFFICE & RETAIL CENTER
 MADISON, WI
 8240 MINERAL POINT ROAD
 117 JUNCTION ROAD

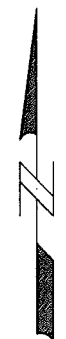
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1/17/10		PLANNING COMMISSION REVIEW SET

DRAWING TITLE:
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 LANDSCAPING PLAN

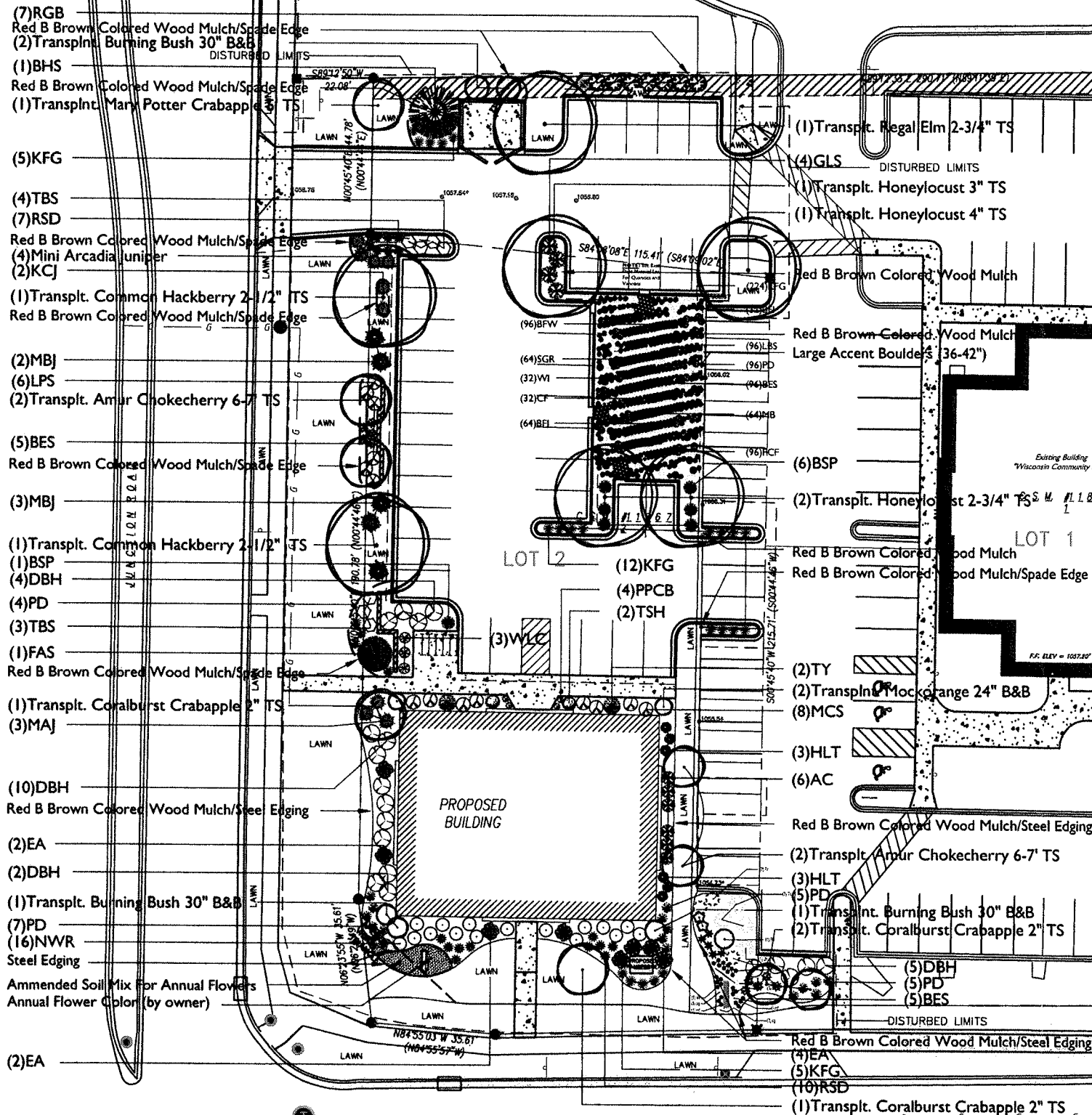
PROJECT #: **SHEET #:**

DRAWN BY: **L.I.O**

C.S.M. #7928



SCALE: 1 INCH = 20 FEET (22"x34")
1 INCH = 40 FEET (11"x17")



Plant Material List

Quantity	Code Name	Scientific Name	Common Name	Planting Size
Conifer Evergreen				
1	BHS	Picea Glauca Var densata	Black Hills Spruce	5' B&B
7	BSP	Pinus Strobus 'Blue Shaw'	Blue Shaw Eastern White Pine	#3 CONT.
8	EA	Thuja Occidentalis 'Smaragd'	Emerald Arborvitae	4' B&B
1	FAS	Picea pungens 'Fat Albert'	Fat Albert Blue Spruce	5' B&B
2	KCJ	Juniperus chinensis 'Kallias Compacta'	Kallias Compact Juniper	#2 CONT.
7	MAJ	Juniperus Sabina 'Mini Arcadia'	Mini Arcadia Juniper	#2 CONT.
5	MBJ	Juniperus chinensis 'Mountbatten'	Mountbatten Juniper	4' B&B
2	TY	Taxus X Media 'Tauntonia'	Tauntonia Yew	16" B&B
Shrub				
19	AC	Ribes alpinum	Alpine Currant	#2 CONT.
6	DBH	Diervilla lonicera	Div Bush-honeysuckle	#2 CONT.
4	GLS	Rhus aromatica 'Gro-low'	Gro-low Fragrant Sumac	#2 CONT.
6	LPS	Spiraea japonica 'Little Princess'	Little Princess Spiraea	#2 CONT.
16	MCS	Spiraea japonica 'Magic Carpet'	Magic Carpet Spiraea	#2 CONT.
8	NWR	Rosa 'Nearly Wild'	Nearly Wild Rose	#2 CONT.
7	RGB	Berberis thunbergii 'Rosy Glow'	Rosy Glow Barberry	#2 CONT.
7	TBS	Spiraea betulifolia 'Tor'	Tor Birchleaf Spiraea	#2 CONT.
2	TSH	Hydrangea macrophylla	Twist-n-shout Hydrangea	#2 CONT.
Perennial				
10	BES	Rudbeckia fulva sullivanii 'Goldsturm'	Goldsturm Black-eyed Susan	#1 CONT.
6	HLT	Chelone lyonii 'Hot Lips'	Hot Lips Turtlehead	#1 CONT.
21	NFG	Calamagrostis acutiflora 'Karl Foerster'	Karl Foerster's Feather Reed Grass	#1 CONT.
4	PPCB	Heuchera micrantha 'Palace Purple'	Palace Purple Coral Bells	#1 CONT.
17	PD	Sporobolus heterolepis	Prairie Dropseed	#1 CONT.
21	RSD	Hemerocallis 'Ruby Stella'	Ruby Stella Daylily	#1 CONT.
3	WLC	Nepeta x faassenii 'Walker's Low'	Walker's Low Catmint	#1 CONT.

Transplant Material Plant List

Quantity	Common Name	Planting Size/ Root Condition
1	Honeylocust	4" Tree Spade (65")
1	Honeylocust	3" Tree Spade (65")
2	Honeylocust	2-3/4" Tree Spade (65")
1	Regal Elm	2-3/4" Tree Spade (65")
2	Common Hackberry	2-1/2" Tree Spade (65")
1	Mary Potter Crabapple	5' Multi Stem Tree Spade (65")
4	Amur Chokecherry	6-7" Multi Stem Tree Spade (65")
2	Coralburst Crabapple	2" Tree Spade (65")
Deciduous Shrubs		
2	Arrowwood Viburnum	30" Hand Dug B&B
2	Minnesota Snowflake Mockorange	30" Hand Dug B&B
3	Timber Creek Burning Bush	24" Hand Dug B&B

BIORETENTION BASIN PLANT LIST

Quantity	Location	Common Name	Scientific Name	Code Name	Planting Size
96	BIO BASIN	Butterfly Weed	Asclepias tuberosa	BTW	2.5" Plug
32	BIO BASIN	Blue False Indigo	Baptisia australis	BI	2.5" Plug
32	BIO BASIN	White False Indigo	Baptisia leucostachya	WBI	2.5" Plug
96	BIO BASIN	Purple Coneflower	Echinacea purpurea 'magnus'	PCF	2.5" Plug
64	BIO BASIN	Blue Flag Iris	Iris virginica	IRI	2.5" Plug
32	BIO BASIN	Cornflower	Lythrum salicaria	CF	2.5" Plug
64	BIO BASIN	Marsh Blackberry	Lactuca spicata	MS	2.5" Plug
96	BIO BASIN	Brown Eyed Susan	Rudbeckia hirta	BES	2.5" Plug
64	BIO BASIN	SOP Goldenrod	Solidago rigida	SG	2.5" Plug

CITY OF MADISON

LANDSCAPE POINTS REQUIREMENTS	REQUIREMENT	POINTS
NUMBER OF PARKING STALLS	75	75
NUMBER OF 1" MIN CAL TREES REQUIRED	174	174
NUMBER OF LANDSCAPE POINTS REQUIRED		
SOLUTION		
27 CANOPY TREES (2'-2 1/2") @ 35 PTS.		945
5 CANOPY TREES OR SMALL ORNAMENTAL TREES (1'-2 1/2") @ 15 PTS.		75
27 DECIDUOUS SHRUBS @ 3 PTS.		81
12 EVERGREEN SHRUBS @ 3 PTS.		36
17 EVERGREEN TREES (1" HT.) @ 15 PTS.		255
10 DECORATIVE WALL OR FENCE @ 5 PTS. (PER 10 LF.)		50
EARTH BERM (PER 10 LF.)		5
AVERAGE HEIGHT - 30' @ 5 PTS.		25
AVERAGE HEIGHT - 15' @ 2 PTS.		30
TOTAL POINTS		1416

- ### GENERAL NOTES
- Areas labeled "Red B Colored Wood Mulch" to receive a mixture of recycled wood mulch, colored brown or red as indicated, spread to a 3" depth over pre-emergent herbicide.
 - Individual trees (and shrub groupings) found along perimeter of property as well as those found within lawn areas to receive wood mulch rings (and wood mulch beds) consisting of a mixture of recycled wood mulch, colored brown or red as indicated, spread to a minimum 3" depth (3" wide beds for shrub groupings).
 - "Steel Edging" shall be 3/16" thick by 4 inches deep by 16 feet long with 5 stakes per section, having a P4I Finish, as manufactured by Sure-Loc Edging Corporation and under it's trade name Sure-Loc. Sure-Loc Edging Corporation, 94 E. 46th Street, Holland, MI 49423. Phone (800) 787-3562. or Website at www.surelocedging.com.
 - "Lawn" areas shall be finish-graded and seeded at a rate of 4 lbs. per 1,000 sq. ft.
 - Seed shall consist of the following mixture:
40% Palmer Ryegrass
20% Baron Bluegrass
20% Nazaro Bluegrass
20% Penlawm Creeping Red Fescue
 - Slope areas of 3:1 or greater and overhead drainage areas shall receive "Seed with Straw Erosion Matting" shall be seeded with the above-noted premium lawn seed mixture and overlaid with DS75 straw erosion control matting that is deep pegged into the soil with metal stakes.
 - Plant beds adjacent to building foundation to be mulched with Red B Colored Wood Mulch 3" depth over fabric weed barrier.
 - Existing trees will be transplanted using a 65" truck mounted tree spade, and existing shrubs will be hand dug balled and barked and taken to a holding area on the adjacent Prairie Towne Center properties to be held in until construction of the new site is completed. This location to be provided by Flad Development with access to a water source for temporary maintenance services. When transplanting to the new site is required the same transplanting procedures will apply. No warranty for on-site transplanting is implied, although every possible precaution will be followed to ensure the best possible survival rates.

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PROJECT TITLE:
WCB OFFICE & RETAIL CENTER
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 8240 MINERAL POINT ROAD
 117 JUNCTION ROAD

Rev	Date	Description of Issue
13/6/10		REVISED LANDSCAPE PLAN
11/17/10		PLANNING COMMISSION REVIEW SET

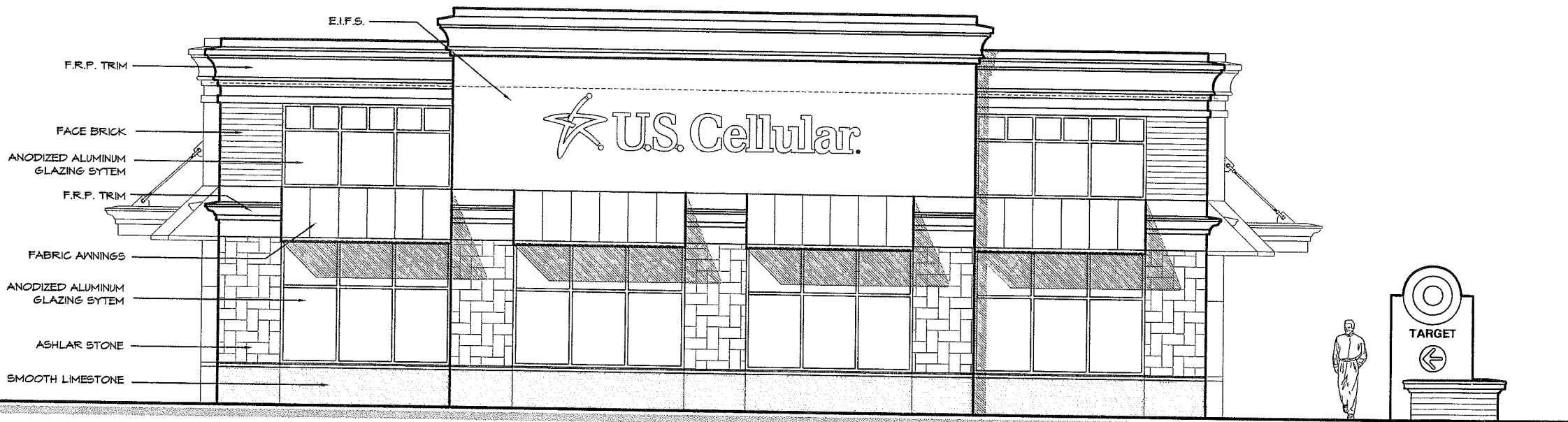
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SITE LANDSCAPING PLAN (Revised)

PROJECT #: _____ **SHEET #:** _____
DRAWN BY: CPP **L.I.O**

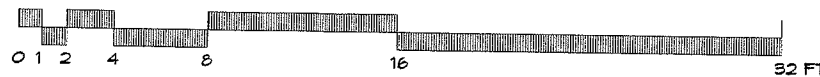
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SOUTH





WEST

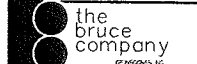


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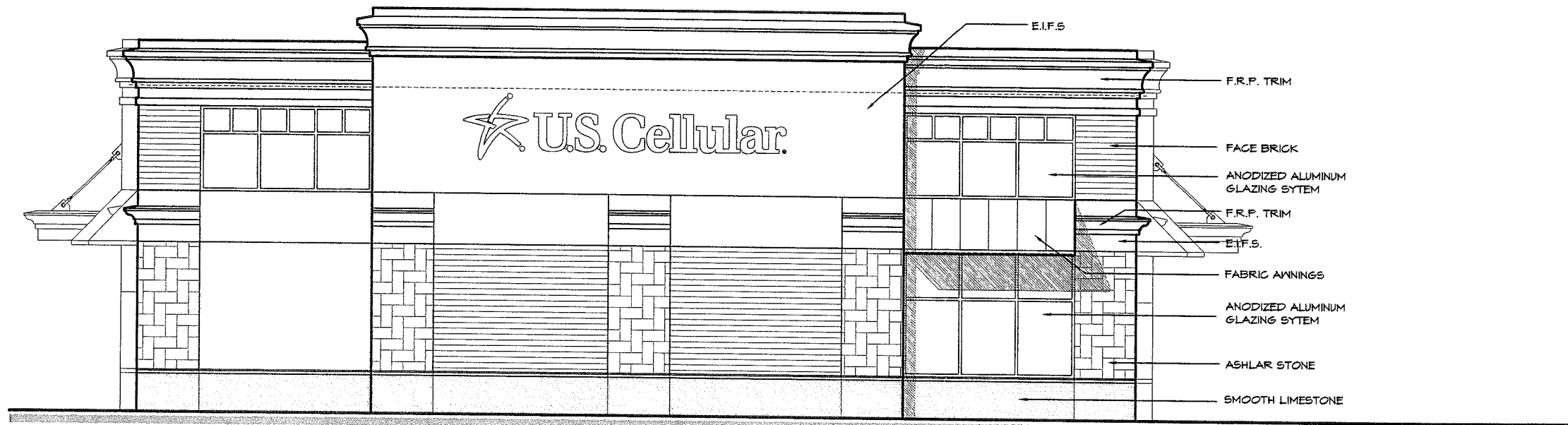
LANDSCAPE ARCHITECT:

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 FAX (608) 831-4256

PROJECT TITLE:
WCB OFFICE & RETAIL CENTER
 MADISON, WI
 8240 MINERAL POINT ROAD
 117 JUNCTION ROAD

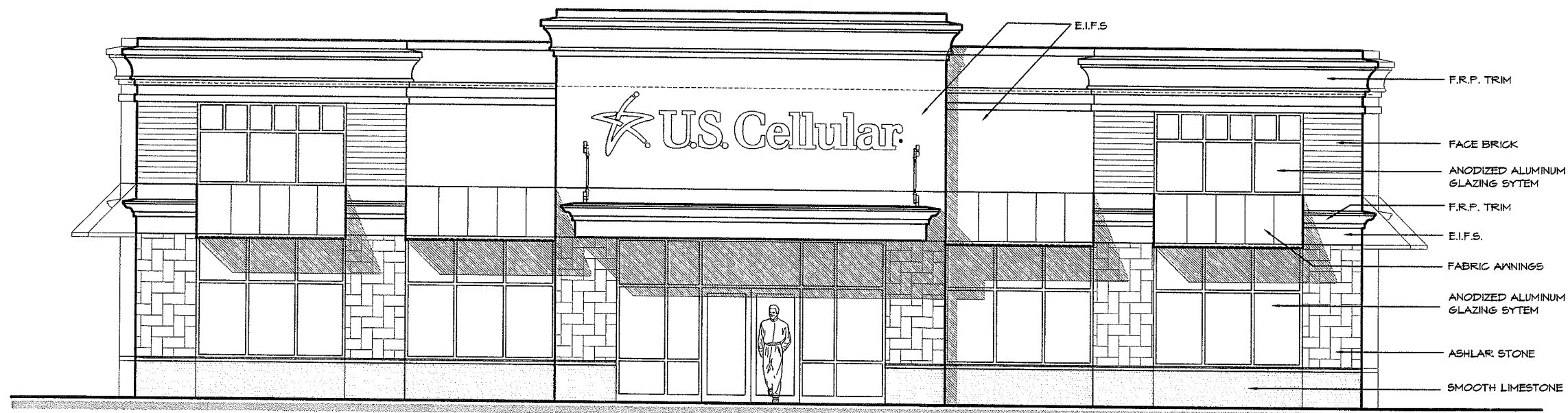
Rev	Date	Description of Issue
1	11/17/10	PLANNING COMMISSION REVIEW SET

DRAWING TITLE:
 ELEVATIONS

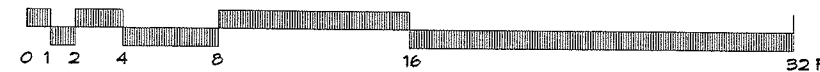
PROJECT #: K1040	SHEET #: A2.1
DRAWN BY: RKK	



EAST



NORTH



DEVELOPER:

Flad Development & Investment Corp.
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 608 . 271.0505 madison, wi 53713
 www.gmkarch.com

CIVIL ENGINEER:

vierbicher | 
 planners | engineers | advisors
 REEDSBURG - MADISON - PRAIRIE DU CHIEN
 999 Fautler Drive, Suite 201 Madison, Wisconsin 53717
 Phone: (608) 826-0532 Fax: (608) 826-0530

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 Electrical Design, Contracting & Consulting

 2861 Index Road
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 LANDSCAPE CONTRACTORS
 2550 N. BELTLINE HWY
 P.O. BOX 622930
 MESA, AZ 85202-0930
 TEL: (602) 838-1041
 FAX: (602) 834-6294

PROJECT TITLE:

WCB OFFICE & RETAIL CENTER
 MADISON, WI
 8240 MINERAL POINT ROAD
 117 JUNCTION ROAD

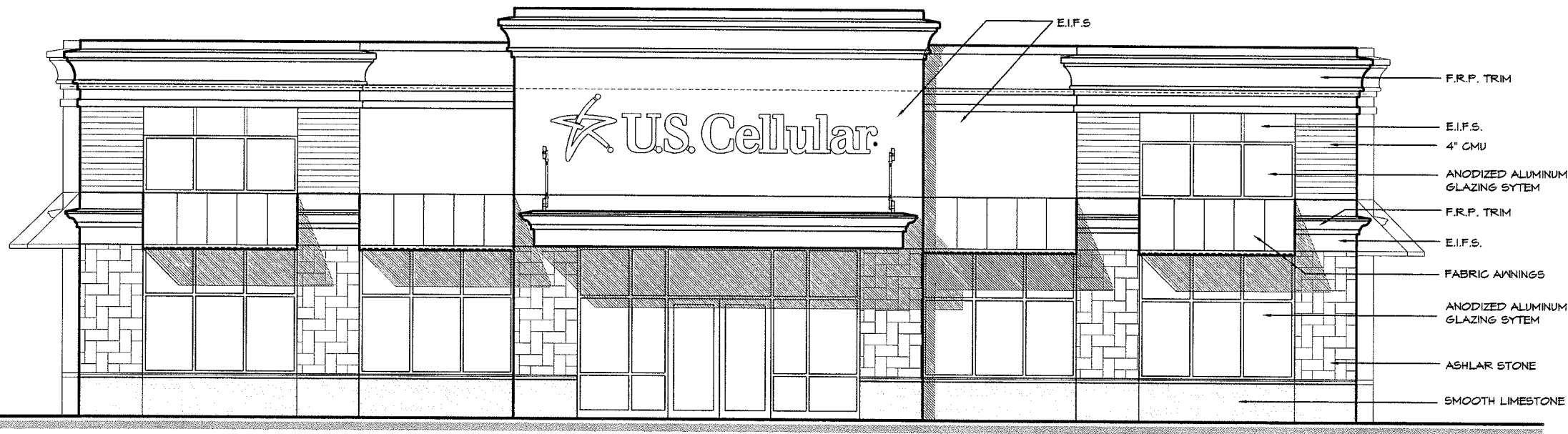
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Rev	Date	Description of Issue

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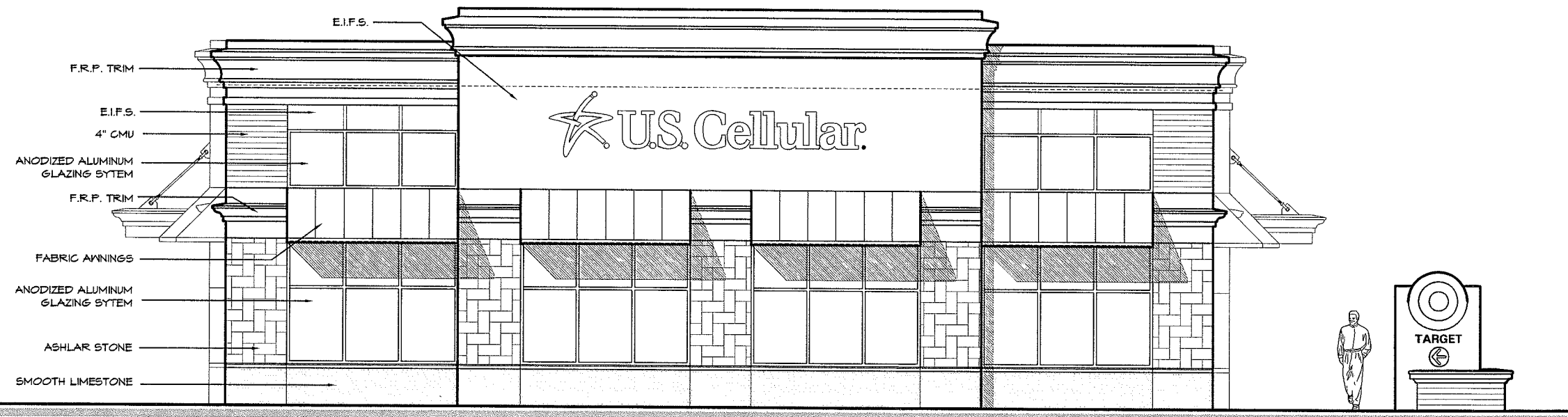
ELEVATIONS

PROJECT #: K1040	SHEET #: 2.2
DRAWN BY: RKK	

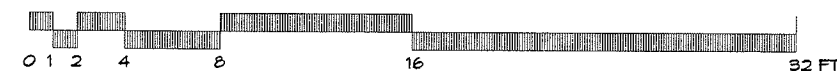
Revised



SOUTH



WEST



DEVELOPER:

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 FAX: (608) 895-8288

PROJECT TITLE:

WCB OFFICE & RETAIL CENTER
 MADISON, WI
 8240 MINERAL POINT ROAD
 117 JUNCTION ROAD

Rev	Date	Description of Issue
	12/8/10	URBAN DESIGN COMMISSION REVIEW SET
	11/17/10	PLANNING COMMISSION REVIEW SET

DRAWING TITLE:

ELEVATIONS

PROJECT #:

K1040

DRAWN BY:

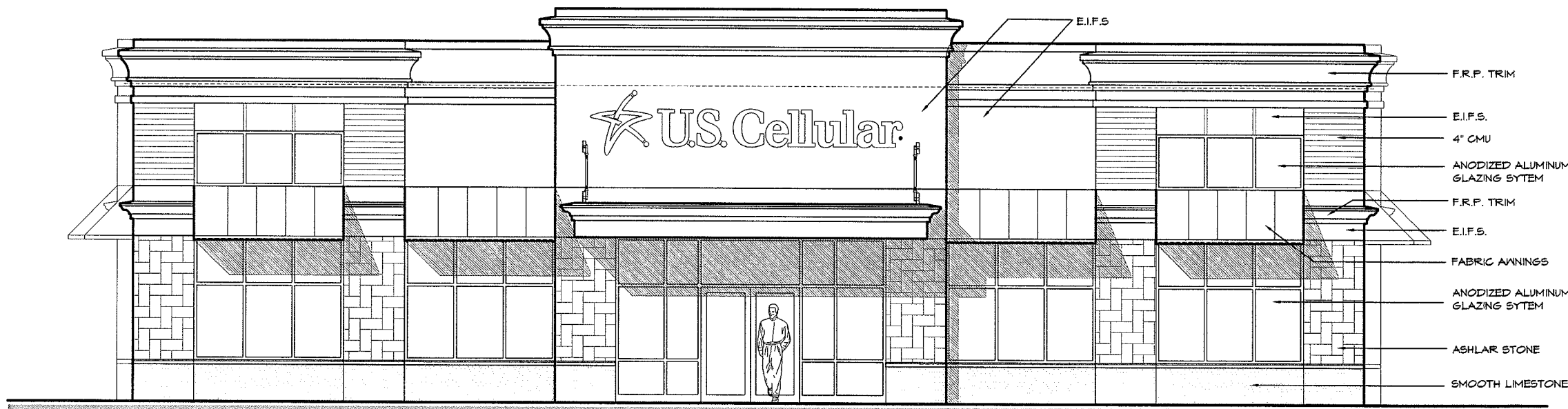
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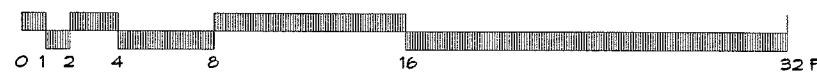
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EAST



NORTH



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Flad Development & Investment Corp.
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 MADISON, WI 53760-0330
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 FAX: (608) 851-4210

PROJECT TITLE:

WCB OFFICE & RETAIL CENTER
 MADISON, WI
 8240 MINERAL POINT ROAD
 117 JUNCTION ROAD

Rev	Date	Description of Issue
	12/8/10	URBAN DESIGN COMMISSION REVIEW SET
	11/17/10	PLANNING COMMISSION REVIEW SET

DRAWING TITLE:

ELEVATIONS

PROJECT #:

K1040

DRAWN BY:

RKK

SHEET #:

A2.2

Original 12-1-10 Submission

US Cellular Proposed Sign Package
Madison, WI - NEC of Mineral Point Road and Junction Road
Sign Code District "PUD"

Prepared by: SPH - 11/15/10

Assumptions: All four sides of the building have at least 33 feet of paved parking and drives, therefore, per Sec.31.07(5)(d) of the Madison Mun. Code we are proposing one wall sign per side. All signs are below the square footage maximum dictated by 31.07(4).

Sign Message	Letter Height	Maximum Sign Height (Tip to Tip)	Maximum Sign Length	Total Sign Square Footage	Measuring Method	Size Permitted by Code	Code Reference(s)	Code Reference(s)
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I. Building Wall Signs:

North Wall Sign - facing off-street parking:

Signable Area = 23.75' (W) X 8.0' (H)								
Star Logo	4.0'	4.0'	4.0'	16.00 SF	Two touching rectangles	148 SF	31.07(4)	31.07(5)(d)
"US Cellular" (27")	2.25'	2.25'	15.0'	33.75 SF			31.07(4)	31.07(5)(d)
TOTAL SF - North Wall				49.75 SF				

West Wall Sign - facing Junction Road:

Signable Area = 23.75' (W) X 8.0' (H)								
Star Logo	4.0'	4.0'	4.0'	16.00 SF	Two touching rectangles	118 SF	31.07(4)	
"US Cellular" (27")	2.25'	2.25'	15.0'	33.75 SF			31.07(4)	
TOTAL SF - West Wall				49.75 SF				

South Wall Sign - facing Mineral Point Road:

Signable Area = 23.75' (W) X 8.0' (H)								
Star Logo	4.0'	4.0'	4.0'	16.00 SF	Two touching rectangles	148 SF	31.07(4)	
"US Cellular" (27")	2.25'	2.25'	15.0'	33.75 SF			31.07(4)	
TOTAL SF - South Wall				49.75 SF				

East Wall Sign - facing off-street parking:

Signable Area = 23.75' (W) X 8.0' (H)								
Star Logo	4.0'	4.0'	4.0'	16.00 SF	Two touching rectangles	118 SF	31.07(4)	31.07(5)(d)
"US Cellular" (27")	2.25'	2.25'	15.0'	33.75 SF			31.07(4)	31.07(5)(d)
TOTAL SF - East Wall				49.75 SF				

II. Off-Premises Monument Sign (at SWC of property):

Target Directional Sign (2-sided - square footage is per side-->)								
	Ht per Face	W per Face		SF X 2 Sides				
	5.5'	5.5'		30.25 SF	Rectangle enclosed		31.115(1)(a)	
TOTAL GROUND SIGN				30.25 SF				

III. On-site Entrance Marker:

9 SF Entrance Marker near Junction Road Entrance								
	Ht per Face	W per Face		SF				
	1.33'	6.58'		8.75 SF	Rectangle enclosed		31.08	
TOTAL GROUND SIGN				8.75 SF				9 SF

IV. Special Notes:

- A. All Signs: meet City zoning code for C-2 category.
- B. Wall Signs: will be individually-lit channel letters with LED lighting (see attached drawing)
- C. Off-Premises Monument Sign: will be a panel sign mounted on a base of material consistent with the building materials (see attached drawing)
- D. On-Premises Entrance Marker: will be an internally illuminated box sign mounted on a base of material consistent with the building materials (see attached drawing)

Revised

US Cellular Proposed Sign Package
Madison, WI - NEC of Mineral Point Road and Junction Road
Sign Code District "PUD"

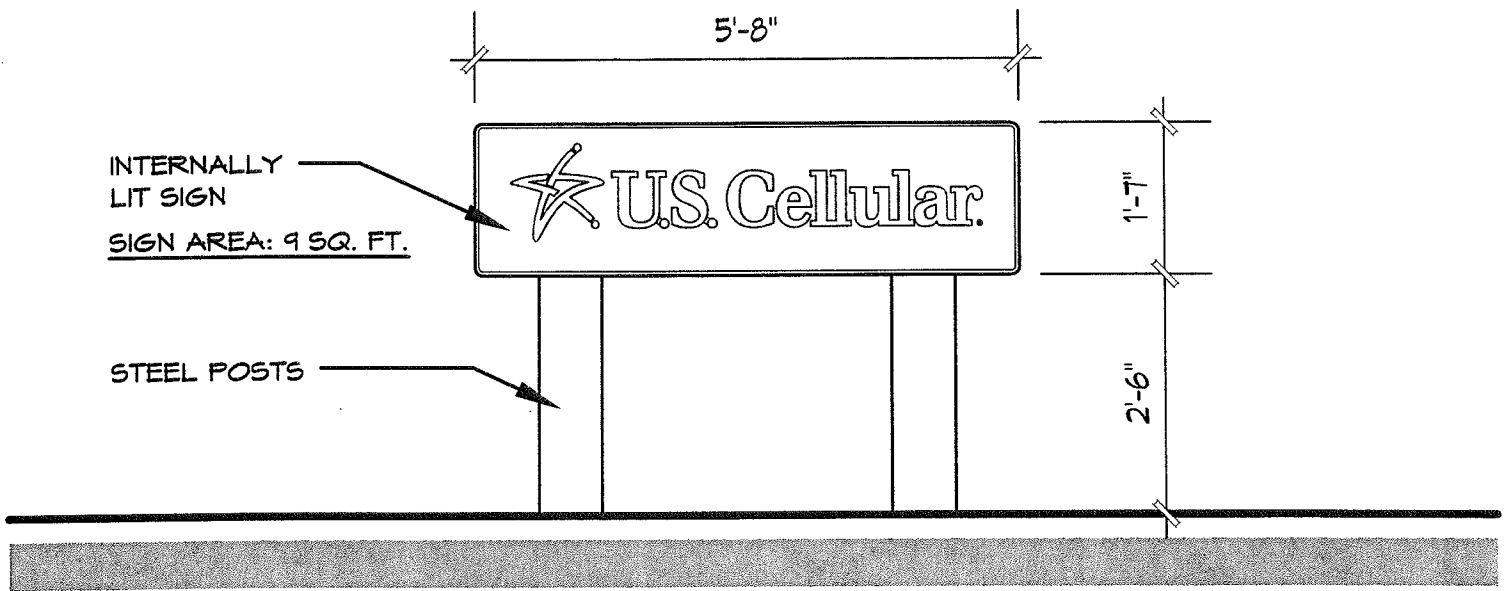
Prepared by: SPH - 12/31/10

Assumptions: All four sides of the building have at least 33 feet of paved parking and drives, therefore, per Sec.31.07(5)(d) of the Madison Mun. Code we are proposing one wall sign per side. All signs are below the square footage maximum dictated by 31.07(4).

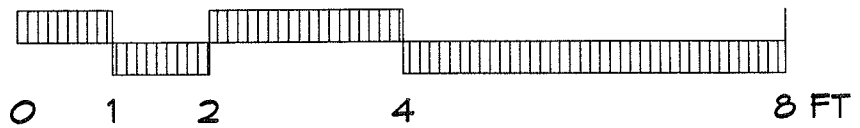
Sign Message	Letter Height	Maximum Sign Length	Total Sign Square Footage	Measuring Method	Size Permitted by Code	Code Reference(s)	Code Reference(s)
I. Building Wall Signs:							
North Wall Sign - facing off-street parking:							
Signable Area = 23.75' (W) X 8.0' (H)							
Star Logo	4.0'	4.0'	16.00 SF			31.07(4)	31.07(5)(d)
"US Cellular"	2.25'	15.0'	33.75 SF			31.07(4)	31.07(5)(d)
TOTAL SF - North Wall			49.75 SF	Two touching rectangles			148 SF
West Wall Sign - facing Junction Road:							
Signable Area = 23.75' (W) X 8.0' (H)							
Star Logo	4.0'	4.0'	16.00 SF			31.07(4)	
"US Cellular"	2.25'	15.0'	33.75 SF			31.07(4)	
TOTAL SF - West Wall			49.75 SF	Two touching rectangles			118 SF
South Wall Sign - facing Mineral Point Road:							
Signable Area = 23.75' (W) X 8.0' (H)							
Star Logo	4.0'	4.0'	16.00 SF			31.07(4)	
"US Cellular"	2.25'	15.0'	33.75 SF			31.07(4)	
TOTAL SF - South Wall			49.75 SF	Two touching rectangles			148 SF
East Wall Sign - facing off-street parking:							
Signable Area = 23.75' (W) X 8.0' (H)							
Star Logo	4.0'	4.0'	16.00 SF			31.07(4)	31.07(5)(d)
"US Cellular"	2.25'	15.0'	33.75 SF			31.07(4)	31.07(5)(d)
TOTAL SF - East Wall			49.75 SF	Two touching rectangles			118 SF
II. Off-Premises Monument Sign (at SWC of property):							
Target Directional Sign (2-sided - square footage is per side-->)							
Ht per Face	W per Face	SF X 2 Sides					
5.5	5.5	32.00 SF		Rectangle enclosed		31.115(1)(a)	
TOTAL GROUND SIGN		32.00 SF					32 SF
III. On-site Entrance Marker:							
9 SF Entrance Marker near Junction Road Entrance							
(2-sided - square footage is per side)							
Ht per Face	W per Face	SF					
1.72'	5.66'	9.80 SF		Rectangle enclosed			64 SF
TOTAL GROUND SIGN		9.80 SF					

IV. Special Notes:

- A. All Signs: meet City zoning code for C-2 category.
- B. Wall Signs: will be individually-lit channel letters with LED lighting (see attached drawing)
- C. Off-Premises Monument Sign: will be a panel sign mounted on a base of material consistent with the building materials (see attached drawing)
- D. On-Premises Entrance Marker: will be an internally illuminated box sign mounted on a base of material consistent with the building materials (see attached drawing)

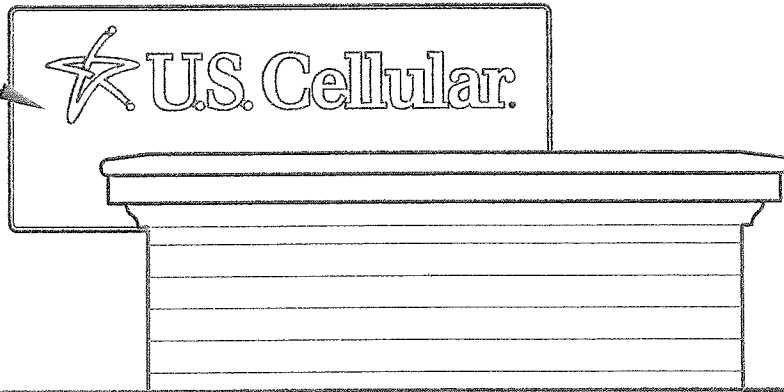


ENTRANCE MARKER



Revised

INTERNALLY
LIT SIGN
SIGN AREA: 9.8 SQ. FT.



ENTRANCE MARKER

