

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>9-26-12</u>	Action Requested
UDC MEETING DATE: <u>10-17-12</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 701-751 N. HIGH POINT RD.

ALDERMANIC DISTRICT: 19

COPY

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>SUTTON FELD SAUK POINT LLC +</u>	<u>RYAN SIGNS, INC.</u>
<u>JELINEK REAL PROPERTIES LLC</u>	<u>3007 PERRY ST.</u>
<u>PO Box 2033</u>	<u>MADISON, WI 53713</u>
<u>WANSAN, WI 54402</u>	

CONTACT PERSON: MARY BETH GROWNEY SELENE

Address: 3007 PERRY ST.
MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgrowneyselene@ryansigns.net

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) IN AN APPROVED PUD-SIP
- 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.

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax

mbgrowneyselene@ryansigns.net

September 25, 2012

SAUK POINT SQUARE 701 N. HIGH POINT ROAD COMPREHENSIVE DESIGN PLAN IN AN APPROVED PUD-SIP

The owners of the Sauk Point Square development are requesting approval to update the signage guidelines for the entire retail center. The approval is consistent with approvals received for similar developments throughout the City of Madison.

BACKGROUND

- A. The property was developed in 1998-2000.
- B. The property is zones PUD-SIP.
- C. The sign plan was included in the original PUD-SIP Zoning Text, dated July 8, 1998.
 - a. Roof and wall mounted signs were included in the Zoning Text.
 - b. Monument signage was included in the Zoning Text.
 - c. Pedestrian signage was included in the Zoning Text.
- D. The updated Comprehensive Sign Plan includes language from the original PUD-SIP as well new signage as approved over the last 15 years.
- E. The updated language allows for consistent administration of the sign plan.
- F. The updated sign plan removes ambiguous language that was included in the original plan.

PROPOSED UPDATED COMPREHENSIVE SIGN PLAN

- A. The intent of the proposed plan of action is to allow for future and/or potential sub-division of tenant spaces, not to allow for multiple signable areas for a single tenant on the same elevation. The areas included are based on variables that may occur within the tenant spaces, allowing for a variety of tenant configurations.
- B. The developer/landlord will approve all sign designs prior to production and this approval must accompany all sign permit applications.

The following is a listing of Sign Types located on the site plan and building elevations:

Wall or Roof Signs

Retail Building 1
Retail Building 2
Existing Building "B"
Existing Building "C"

Each tenant shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (sizes and locations as depicted on the drawings).

Retail Building 1

The tenant whose space includes the west elevation shall be allowed one additional sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).

Existing Building "B"

The tenant whose space includes the south elevation shall be allowed one additional sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).

Existing Building "C"

This tenant whose space includes the west and south elevations and the parking lot on two elevations shall be allowed up to four signs, one per elevation, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).

Library

This tenant was previously approved for two signable areas on the same elevation (alteration to an Approved and Recorded Specific Implementation Plan on August 28, 2000). The tenant shall be allowed up to two signs on one elevation, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).

General Notes
Wall & Roof Signs

All tenant wall or roof signs shall be located as close as possible to the tenant's leased space.

All tenant wall or roof signs shall be of materials, colors, and design as approved by the landlord. Illumination shall be external, using projecting decorative architectural lights OR backlit/internally illuminated as approved by the landlord.

Freestanding Signs

The existing monument sign makes use of the originally approved sign. The new sign, including the recent addition to the top is 75.87 square feet. (In a C2 zoning district, the site would be allowed 72 sq. ft.)

Pedestrian Signs
Walkway Wall Sign

Each tenant shall be allowed one 14" x 10" pedestrian sign. The signs shall contain the name of the business only and shall be placed as close to the tenant's entrance as possible. The signs are utilized by pedestrians only and are not visible from the street or parking areas.

Window Graphics

All window graphics shall comply with Section 31.10 of Chapter 31 of the city of Madison Sign Ordinance.

Awnings

Awnings shall be decorative in nature unless specifically approved by the landlord. If approved by the landlord, copy will be limited to the bottom 12" of the awnings unless the awning is to be used in lieu of a wall sign.

Parking Lot Regulation Signs

Parking Lot Regulation Signs shall be allowed as needed throughout the development. Existing signs include Handicap Parking, 15 Minute Parking, No Parking Fire Lane and No Skateboarding, etc. These signs shall not exceed 9 square feet. Similar regulatory signs shall be allowed as needed.

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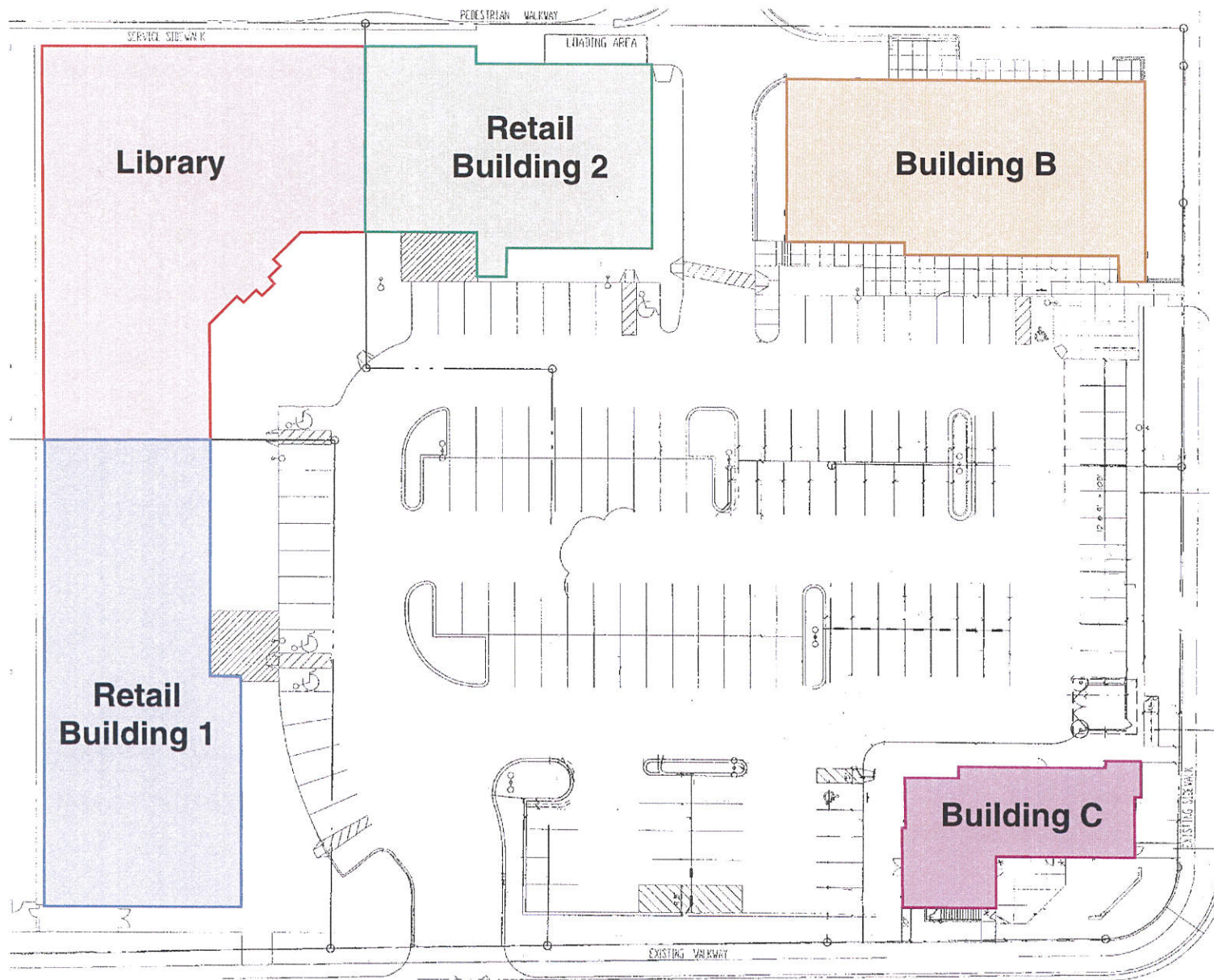
September 25, 2012

City of Madison Sign Ordinance Comparative
 701 N. High Point Road

Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed.

Sign Type/Location	Location in Code	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance from Code</i>
<u>Tenant Wall & Roof Signage</u>	Wall, Roof & Above Roof Signs Page 24 31.07 (4) Size.	All existing tenant signage is located in an architecturally designed mansard roof or signable area. The original Sign Plan approval allowed for 2'-0" x 12'-0" maximum signs. <i>As part of the Comprehensive Design Plan, we are requesting approval to allow for tenant signs up to 40% of the signable area or up to 2 square feet per lineal foot of store frontage. Sign location may not always reference tenant's leased space. Landlord approval is required for all signs, and such approval is required on all sign permit applications.</i> <i>The sign design & color of the faces and illumination will be determined by the tenant with approval from the landlord.</i>	31.07 (4) Size. The permitted net area of wall, roof and above-roof signs shall be no more than 40% of the signable area or 2 square feet of signage for each lineal foot of building frontage, except that for all Planned Developments and when the total square footage of all building on the zoning lot is 25,000 sq. ft. or more, the maximum net area shall be 30% of the signable area, and the lineal foot method of measurement shall not be available... <i>The project is a PUD-SIP. Without this updated and approved CDP, tenants would be limited to a 2'-0" x 12'-0" sign.</i>
<u>Freestanding Signage</u>	Ground Signs Page 27 31.08	The existing freestanding pylon sign was installed under the original PUD-SIP with an approved minor alteration in 2010 or 2011. The original PUDSIP allowed for one freestanding sign at the corner of High Point Road and Old Sauk Road. The approval included "dimensions of 4'-0" above grade, two pilaster elements with pole light fixtures on each side. The words shall consist of individual colored, aluminum letters 15" - 18" in height. These letters are to be mounted directly to the sign structure approximately 2'-0" above grade. Illumination of the sign is provided by both the decorative pole-mounted lights on each side, and by grade-mounted uplights."	This sign complied with the approved PUDSIP and approved minor alteration when it was constructed. <i>The revised ground sign includes an addition to the top of the structure, totaling 75.87 square feet.</i>
<u>Pedestrian Signage</u>	Not addressed in the Code.	<i>Through the CDP, we are requesting approval to maintain the 14" x 10" pedestrian signs at the entrances to each tenant space</i>	These signs were part of the original PUD-SIP. Though the tenants have never included these signs, we would like the approval to remain.

<u>Window Signs</u>	Window Signs 31.10	Window signs, as defined in Sec. 31.03(2), may be displayed in the Commercial, Manufacturing and Office districts without a permit, subject to the following restrictions: (1) Window signs consisting solely of individual alphabetic letters, numerals, or other symbolic characters without any background may be displayed but the net area shall not cover more than thirty (30) percent of the total window area. (2) A window sign that includes opaque objects, logos, or other images, or any type of background, (whether or not any object allowed under sub. (1) is included) may be displayed, but the net area of all window signs shall not exceed twenty percent (20%) of the total window area. (3) The “total window area” shall be one continuous panel of glass or other transparent material, or a set of two or more panels divided by mullions of six (6) inches in width or narrower. Panels surrounded on all sides by solid walls or mullions wider than six (6) inches shall be considered individual windows. (4) The net area, for purposes of subs. (1) and (2), shall be determined by measuring a box around each group of characters, objects, images, logos and any background. (5) For purposes of this section, any banner attached to the outside of a window shall not be considered a window sign. (6) Illumination. Window signs may be illuminated, subject to Sec. 31.04(6)(k). Window signs that are internally illuminated and flashing are prohibited. (7) Other Window Signs Prohibited. Window signs other than those expressly allowed under this section (Sec. 31.10) or expressly permitted or allowed elsewhere in this code (ch. 31) shall be prohibited, and no permit shall be issued for a window sign in violation thereof.	This language complies with the code.
<u>Awnings</u> (Entire Development)	Awning Signs 31.06 (1)	Awnings are/can be located on the property. Any signage on the awnings will be located on the bottom 12” of the awning and will not exceed 6” in height, unless in lieu of a wall sign.	This language complies with the code.
<u>Parking Lot Regulation Signs</u>	31.044(1)(l) 1. Parking Lot Regulation Signs		Maximum Square Foot: 9 Maximum Height: 10’ Setback: 10’ Number: 2 per street frontage Illumination: Yes These signs comply with the code.



Site Plan



Retail Building 1
Wall or Roof Signs



Retail Building 1
Wall or Roof Signs

Ryan Signs, Inc.		NO. 4	N/A	APPROVED
1001 South Beach Boulevard, Westfield, WI 53591-2212 Tel: (414) 271-2272 Fax: (414) 271-2262		DATE	9/17/12	2012
		DESIGNED BY	KW	5271
SAUK POINT				
<small>These signs are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are intended to be used by your company for the sole purpose of your identification of what is purchased from Ryan Signs, Inc. without alteration. A sign designed and manufactured according to these plans, dimensions or schedule of items placed by anyone other than employees of your company in one of the places mentioned is a sign similar to the one indicated herein is hereby prohibited. In the event that such use, distribution or exhibition occurs, the undersigned hereby agrees to pay to Ryan Signs, Inc. the total 25% of the purchase price of such sign. This consent of agreement is irrevocable and shall remain in full force and effect until the expiration of the term of the client signature.</small>				



Ryan Signs, Inc. 3024 Peach Street, Mechanicsville, VA 23103-1113 1-800-824-2279 Fax: (804) 271-7200	SCALE: N/A DATE: 9/17/12 DESIGNED BY: Ryan Signs, Inc. INSTALLED BY: KW	APPROVED: DATE: 2012 PROJECT NO.: 5271A
SAUK POINT	<small>These signs are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. You are authorized to use your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Materials, Workmanship & sign design are manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans in violation of this license by any unaffiliated person is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to sue Ryan Signs, Inc. for up to 25% of the purchase price as specified by law. This consent of approval, acknowledgment, and completion for the signs, shall also serve as the preparation of the signs.</small>	
	5271A <small>Start Signature</small>	



Retail Building 2
Wall or Roof Signs



Retail Building 2
Wall or Roof Signs



Retail Building 2
Wall or Roof Signs

Ryan Signs, Inc. 3500 Perry Street • Madison, WI 53713 • Tel: 608.271.2700 • Fax: 608.271.7650	SCALE: N/A DATE: 9/17/12 DESIGNED BY: Ryan Signs, Inc. DRAWN BY: KW	APPROVED: Ryan Signs, Inc. Copyright 2012 Ryan Signs, Inc.
SAUK POINT	LEADER: HANDEL	52710
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you as the contractor for the sole purpose of your construction or display to potential clients. Ryan Signs, Inc. reserves the right to alter, amend, modify, and supplement these plans at any time without notice. In the event that such use, distribution or publication occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of \$500 for the purchase price of such plans. This consent of payment is irrevocable and is compensation for the time, effort and labor devoted to the preparation of the plans. CLIENT: HANDEL</small>		



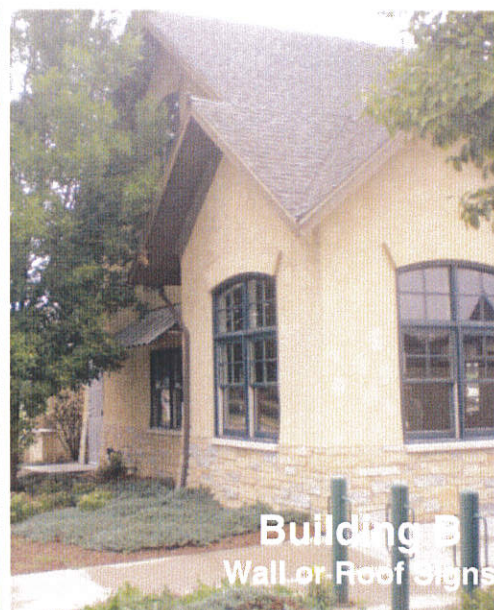
Ryan Signs, Inc. 1001 Civic Blvd., Madison, WI 53713, Tel: (608) 271-2100, Fax: (608) 271-2000	SCHL: N/A DATE: 9/17/12 DESIGN: [initials] DRAWING: KW	APPROVED: DATE: 2012-10-10 BY: [signature]
SAUK POINT		REVISIONS: 01/2012 5271D
<small>These signs are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you in your company for this sale, pending your confirmation of whether to purchase them from Ryan Signs, Inc. without restriction. A sign designed and manufactured according to these plans, description or schedule of these signs, alone or in conjunction with other signs, employees of your company or used of their plan, to construct a sign similar to the one indicated herein is expressly prohibited. In the event that such use, distribution or additional orders, the purchaser expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of the purchase price to Ryan Signs, Inc. This consent of agreement is understood to be irrevocable for the time, after and shall be voided by the purchaser of the signs. CONTACT: [signature]</small>		



Building B
Wall or Roof Signs



Building B
Wall or Roof Signs



Building B
Wall or Roof Signs

Ryan Signs, Inc. 2002 Cedar Avenue, Des Moines, IA 50319 Telephone 319.251.9119 Fax 515.261.2783	DATE: N/A DATE: 9/17/12	APPROVED:
SAUK POINT	DESIGNED BY: KW	DATE: 2012
<small>These signs are the sole property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are automatically your property for the sole purpose of your installation of similar to purchase from Ryan Signs, Inc. without restriction. A 10% deposit and manufacturing according to the plans. Distribution or exhibition of these signs to anyone other than employees of your company in violation of the agreement is prohibited. In the event that you wish to distribute, exhibit or otherwise use the signs, you must first obtain written permission from Ryan Signs, Inc. The cost of such permission shall be agreed to you. The contract of payment is subject to the terms, conditions and subject to the provisions of the plan. ©2012 Ryan Signs, Inc.</small>		
		5271E



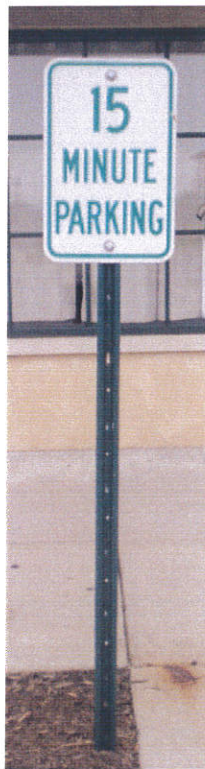
Freestanding Monument Sign

Ryan Signs, Inc. <small>3007 Easy Street - Madison, WI 53713 Tel: (608) 271-7370 Fax: (608) 271-7551</small>		SCALE: NA DATE: 9/17/12 DRAWN BY: KW	APPROVED: _____ DATE: 9/17/12
SAUK POINT		DESIGN BY: KW	APPROVED: 5271G



18" x 12"
Typical Wall Mount
Handicap Parking

18" x 12"
Typical Post Mount
Handicap Parking



18" x 12"
Typical Parking



16" x 16" - Typical
Activity Regulatory



Traffic Stop



Lightpost Installation

Parking Lot Regulation Signs

Ryan Signs, Inc. 3007 Perry Street, Madison, WI 53713, Tel: 608.271.7277, Fax: 608.271.7282	ISSUE: N/A DATE: 8/25/11 REVISED: DRAWN BY: KW	APPROVED: 2011 PROJECT: HIGH POINT CENTRE DRAWING NUMBER: 5071-1
<small>These signs are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are loaned to you for your company for the sole purpose of your consideration of whether to purchase them. Ryan Signs, Inc. reserves the right to reproduce, modify, alter, and distribute these signs without your consent. Any reproduction or use of these signs without your consent is prohibited. In the event of your purchase, you agree to pay for the signs, and you agree to indemnify and hold Ryan Signs, Inc. harmless from any and all claims, damages, and expenses, including reasonable attorney's fees, that may be incurred by Ryan Signs, Inc. as a result of your use of these signs. The contract of purchase is acknowledged to be the final and complete agreement between the parties.</small>		