



City of Madison

Proposed Rezoning

Location
3822 Mineral Point Road

Applicant
WI Newspaper Association Foundation/
Richard G. Karls - Ascenvives

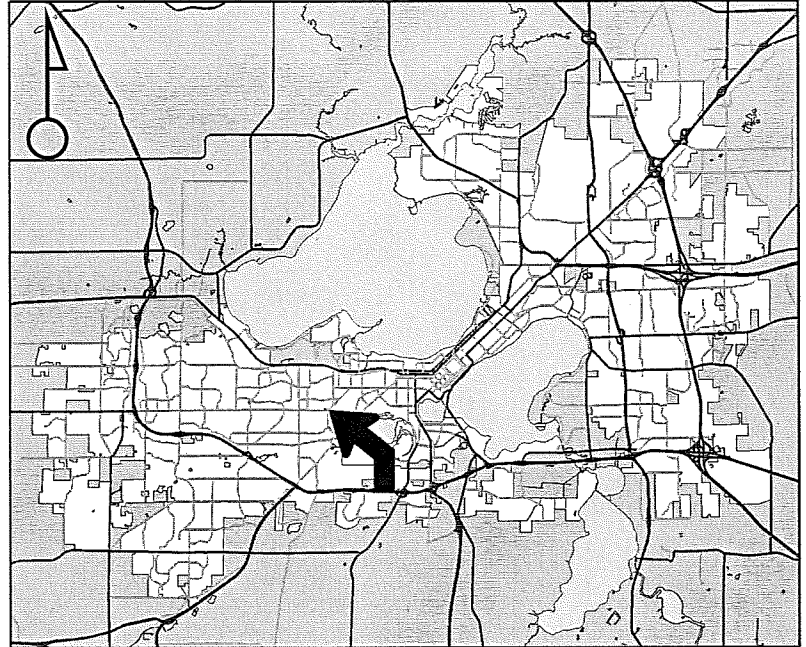
From: PUD-SIP To: Amended
PUD-GDP-SIP

Existing Use
Commercial property

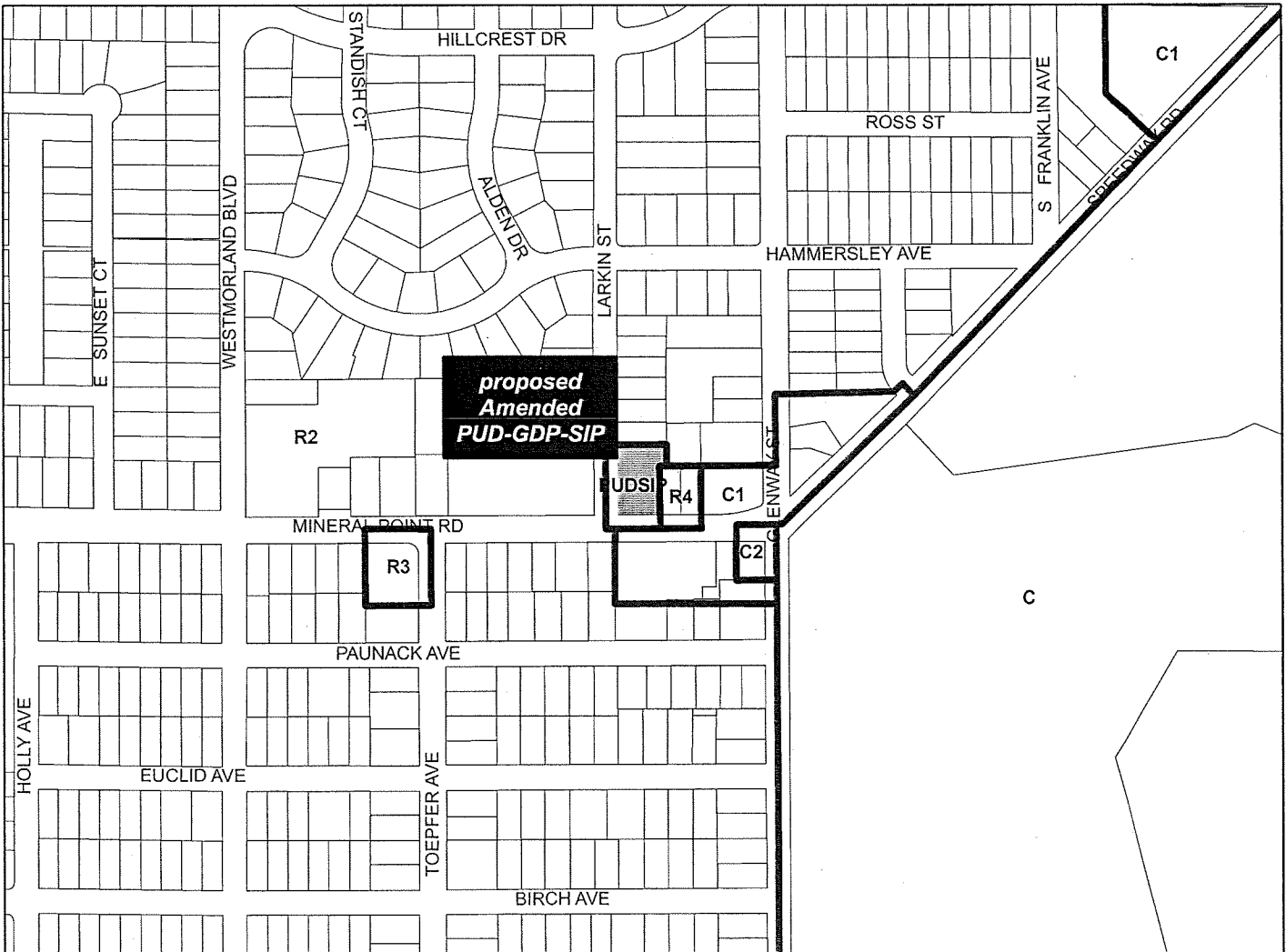
Proposed Use
Amend PUD to allow engraving
business in existing commercial
building

Public Hearing Date
Plan Commission
19 March 2012

Common Council
10 April 2012



For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 06 March 2012



Date of Aerial Photography : Spring 2010



LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid	1250 Receipt No. 128293
Date Received	1/18/12
Received By	PDA
Parcel No.	0709-213-1812-1
Aldermanic District	11 CHRIS SCHMIDT
GQ	
Zoning District	PUD SIP
For Complete Submittal	
Application	Letter of Intent
IDUP	Legal Descript.
Plan Sets	Zoning Text
Alder Notification	Waiver
Ngrbrhd. Assn Not.	Waiver
Date Sign Issued	

1. **Project Address:** 3822 Mineral Point Road **Project Area in Acres:** .426 A
(18537 sq ft)

Project Title (if any): _____

2. **This is an application for:**

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)		
<input type="checkbox"/> Rezoning to a Non-PUD or PCD Zoning Dist.: Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____	<input type="checkbox"/> Rezoning to or Amendment of a PUD or PCD District: <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input checked="" type="checkbox"/> Ex. Zoning: <u>Amendment</u> to PUD/PCD-SIP <input type="checkbox"/> Amended Gen. Dev. Plan <input type="checkbox"/> Amended Spec. Imp. Plan	
<input type="checkbox"/> Conditional Use	<input type="checkbox"/> Demolition Permit	<input type="checkbox"/> Other Requests (Specify): _____

3. **Applicant, Agent & Property Owner Information:**

Applicant's Name: Richard G. Karls Company: Ascentives
 Street Address: 702 N. Midvale Blvd, Ste# 131 City/State: Madison, WI Zip: 53705
 Telephone: (608) 231-2488 #303 Fax: (608) 231-1382 Email: rick@ascentivescss.com

Project Contact Person: same Company: _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () _____ Fax: () _____ Email: _____

Property Owner (if not applicant): WI Newspaper Association Foundation, Inc.
 Street Address: 1901 Fish Hatchery Road City/State: Madison, WI Zip: 53713

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: Office, engraving services,
limited dry goods storage

Development Schedule: Commencement April 11, 2012 Completion within 1 year

5. Required Submittals:

- Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **One (1) copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent: Twelve (12) copies** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee:** \$ 1250 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer*.
- Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

In Addition, The Following Items May Also Be Required With Your Application:

- For any applications proposing demolition or removal of existing buildings, the following items are required:
 - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
 - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- A **Zoning Text** must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

6. Applicant Declarations:

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:

→ The site is located within the limits of the: _____ Plan, which recommends: _____ for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing no later than **30** days prior to filing this request:

→ List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:

NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.

- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: _____ Date: _____ Zoning Staff: MAH Tucker Date: 1-12-12
- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

The signer attests that this form is accurately completed and all required materials are submitted:

Printed Name Richard G. Karls Date JAN. 18, 2012

Signature [Handwritten Signature] Relation to Property Owner _____

Authorizing Signature of Property Owner [Handwritten Signature] Date 1-18-12

Letter of Intent.

As proposed for the currently vacant 3822 Mineral Point Road property.

Desire to relocate Ascentives, Inc., a professional, business to business promotional solutions company, to new, professional office space at 3822 Mineral Point Road, Madison WI.

A: Legal Description: BAI Building; Lots 1 & 13 Moreland Terrace, City of Madison, Dane County, State of Wisconsin. Tax Parcel Number: 251-0709-213-1812-1

B: Existing Conditions & Uses of the property:

Office space on the first floor and offices and engraving services on the second floor. There is an existing parking lot on the property of approximately 10-13 stalls currently with identified handicap parking stall. A small storage garage exists on the east edge of the parking lot which houses snow removal and lawn care equipment.

C: Type of business:

Professional, Business 2 Business. Ascentives sells and services corporate clients and non-profit organizations with imprinted promotional products and services to achieve their promotional objectives. Ascentives brings corporate specialty solutions to our customers by researching, wholesale purchasing (from a diverse network of US and overseas manufacturers) and coordinating the delivery directly from the manufacturers to our customers designated location. Only a very small percentage (<10%) of our corporate customers business is delivered to our business location. As an additional service, we offer in-house engraving to our corporate customers.

D: Development schedule for the property:

To begin updating the existing building interior and exterior , including updating as needed immediately upon PUD-SIP approval on April 11, 2012. Present lease expires on/must be relocated by June 30, 2012.

Addition of proposed lower level door and adjoining additional sidewalk with ground level entrance from the Larkin Street to facilitate safe and quick package deliveries from UPS, Fed Ex and other carriers. Desire the current a "No Parking to Corner" street designation exists on Larkin Street to be maintained where allowance for safe traffic flow and quick delivery of dry goods can be facilitated.

E: Names of the persons involved:

Richard G. Karls, President of Ascentives, Inc.,

Tomas R. Ibinger, Ascentives Vice President

F: Acreeage / size of site: Property is given as 18,537 sq. ft. Building: 2758 sq ft – first floor; 2660 sq ft second floor.

G: Hours of operation: Normal Business to Business hours M-F 7:00 am- 5:30 pm, Saturdays: 8-4pm.

H: Number of employees: 12

I: Number of parking stalls: Off street parking is 10-13 stalls including 1 handicap access stall.



ascentives®

corporate specialty solutions

3.13.12

Memo to Sunset Hill Neighborhood:

Dear Neighbors to 3822 Mineral Point Road,

Since 1977, Ascentives Corporate Specialty Solutions has been located in the lower level of the Hilldale Mall. As an area small business, you may have come to know and utilize our engraving services to personalize gifts you may have purchase from our fellow merchant tenants here in the mall.

For those that don't know us quite yet, I imagine that my neighbors might have questions surrounding our intent for the commercial property at 3822 Mineral Point Road. You may wonder who we are and what sort of changes might be planned. These are fair questions especially given that this property has been vacant for several years.

Ascentives has now grown beyond our space here in Hilldale. The prospect of relocating to this property means Ascentives will be moving its Madison office staff (currently totaling 12 employees) into larger quarters than it presently enjoys. As such, we are not looking to expand the existing building. Our plan is to modestly update the interior to a professional environment. Our efforts on the exterior seek to maintain the quiet aspect of the property with a focus on very modestly updating the serviceability of the property and also restore by catching up on the neglected maintenance.

Ascentives is a professional, promotional products provider to both "for profit" and "not for profit" organizations in south central Wisconsin. Our core business is to work closely with our customers, generally we go to their location to consult on projects, to determine and then provide selected promotional products imprinted with our customer logos in the most optimum manner. In more recent times our business has grown to utilize internet communication more heavily thus reducing the associated issues and cost of physically driving.

Ascentives diverse product offerings include smaller physical items like imprinted apparel, awards, clocks, pens, travel mugs and other promotional items. Our products are made by global manufacturers that identify and use safe materials and processes. A great many products are actually of an eco-friendly makeup. While Ascentives works with manufacturers around the world to provide the optimum product value to our customers we always opt for local Wisconsin production if it can be reasonably obtained.

Our presence in the commercial corridor of Mineral Point Road will bring only a very modest amount of safely intended traffic to the site and neighborhood. Our small staff of professionals, generally travel to our customer locations if customer projects require such. UPS and Fed EX regular delivery trucks bring us product samples and materials that we request on behalf of our customers. With the smaller quantity and



ascentives®

corporate specialty solutions

physical nature of the products that Ascentives actually handles, our need for larger semi-truck carriers are extremely infrequent. For the delivery exceptions, Ascentives has consistently made arrangements to have these delivered to an off-site location when needed.

I believe Ascentives is a great fit to bring its long-standing, wholesale-oriented business to this commercial location. Our desire is to relocate within the neighborhood we have known for all 35 years of our existence. To revitalize this commercial property with the relatively quiet business operation of Ascentives seems to be a very agreeable fit. We recognize and seek to preserve the quiet neighborhood setting that 3822 Mineral Point Road presents. Ascentives desire is to be your respectful and conscientious business neighbor.

If we haven't already met you, our neighbor, I invite you to stop by our current location here in the lower level of Hilldale Mall when you are visiting. It would be a welcomed opportunity to have you meet our team of professionals.

Sincerely Yours,

Rick Karls
President

Zoning Text

Project Name: Seek Amended PUD-SIP

Address: 3822 Mineral Point Road Madison WI

Legal Description: BAI Building; Lots 1 & 13 Moreland Terrace, City of Madison, Dane County, State of Wisconsin. (a recent modification was recorded as of February 22, 2007). Also known as Tax Parcel Number: 251-0709-213-1812-1

A. *Statement of Purpose:* This zoning district is established to allow for office and engraving services as shown on approved plans.

B. *Permitted uses:*

- 1: Those that are stated as permitted uses in the PUD/PCD-SIP zoning district: professional office space
- 2: Professional office spaces, on-site engraving services, limited dry good storage
- 3: Uses accessory to permitted uses as listed above.

C. Lot Area: 18,537 sq ft. (.426 A) with existing building, existing parking lot, existing storage unit and graphic street sign as shown on approved plans.

Existing Building is a total of 5418 sq ft divided as 2758 sq ft first floor/ plus 2660 sq. ft second level

D. Floor Area Ratio: To be provided as shown on approved plans

E. Yard Requirements: Yard area will be provided as shown on approved plans.

F. Landscaping: Site landscaping will be provided as shown on approved plans.

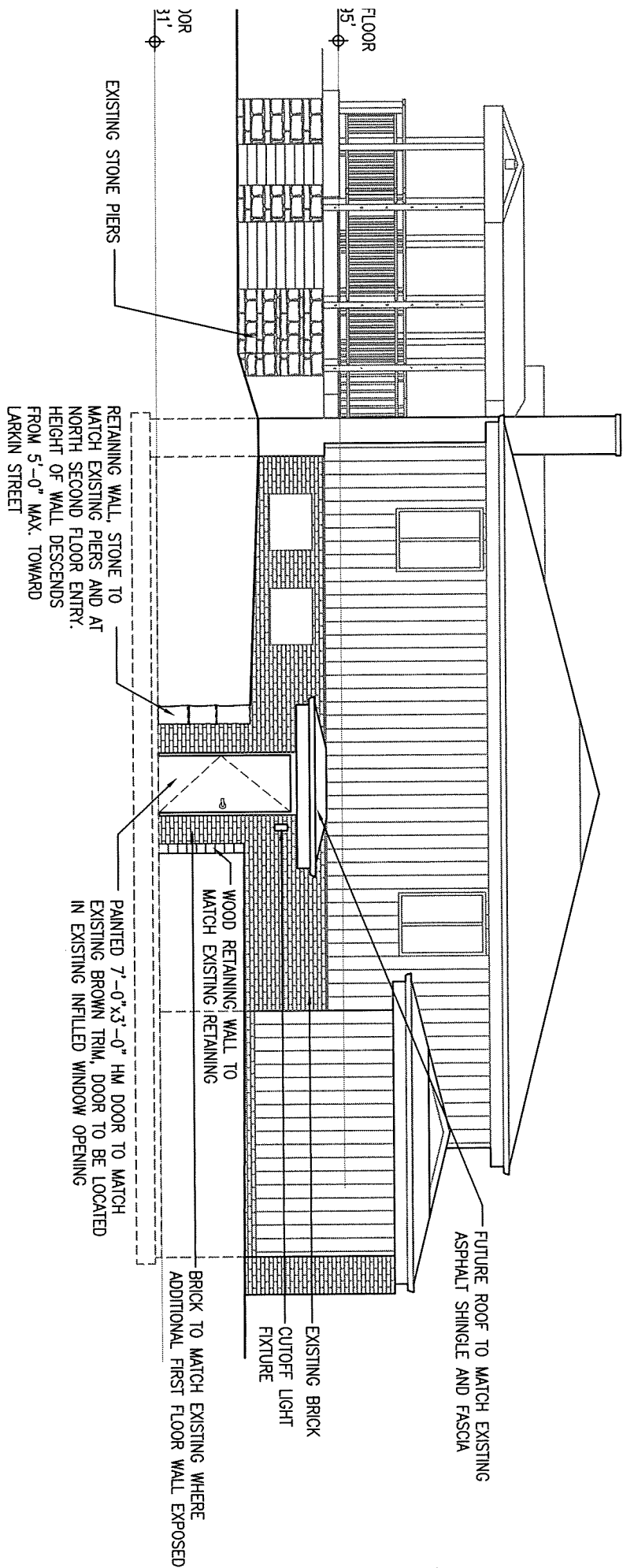
G. Accessory Off-Street Parking & Loading: accessory off-street parking and loading will be provided as shown on approved plans.

H. Lighting: Site lighting will be provided as shown on approved plans. Additionally request the addition of motion security lighting to be installed on small garage on east edge of the parking lot.

I. Signage: Signage will be allowed as Per Chapter 31 of the Madison General Ordinances as compared to the C1 district, or signage will be provided as approved on the recorded plans.

J. Family Definition: None, residential uses are not approved.

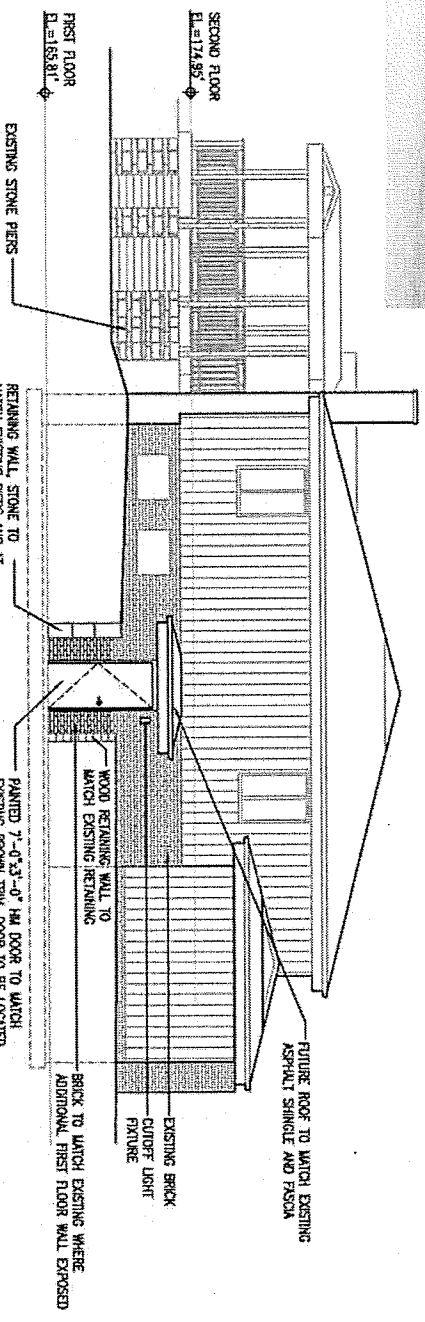
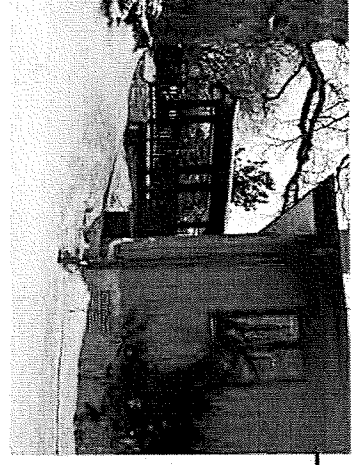
K. Alterations and Revisions: No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.



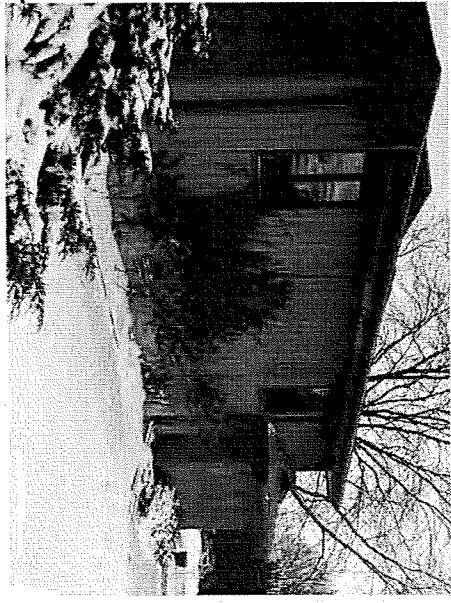
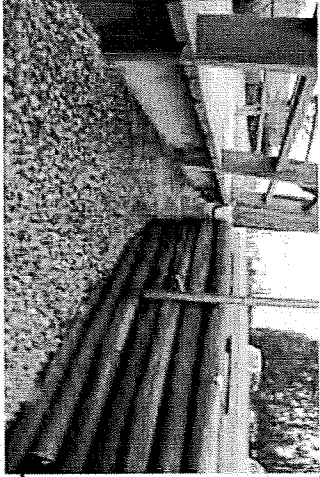
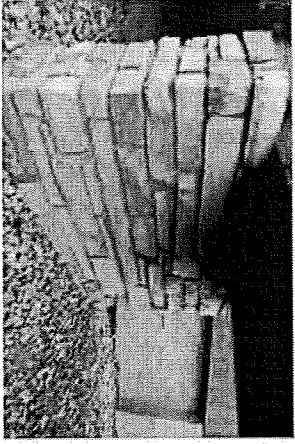
1 WEST ELEVATION
 1/8" = 1'-0"

Architecture
Planning

Dorchester Associates, Inc.
447 E. Washington Ave., 4th Fl.
Madison, Wisconsin 53703



1 WEST ELEVATION
1/8" = 1'-0"



PROJECT
ACCOMMODATE FIRST FLOOR
ENTRY
2022 WABEEL POINT ROAD
MADISON, WISCONSIN

DRAWING
WEST ELEVATION

DATE
07/11/12

A1.0

Architectural
Planning

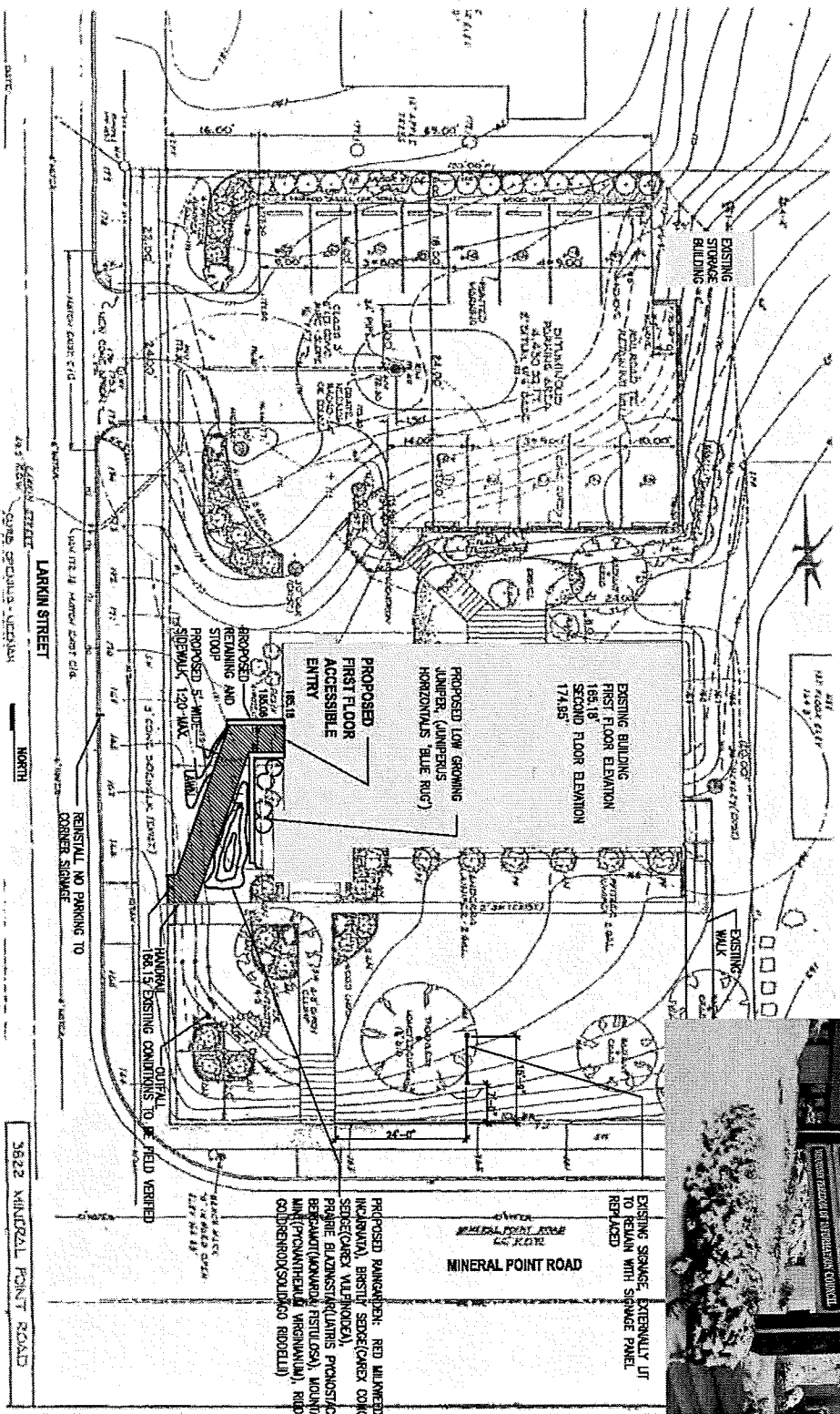
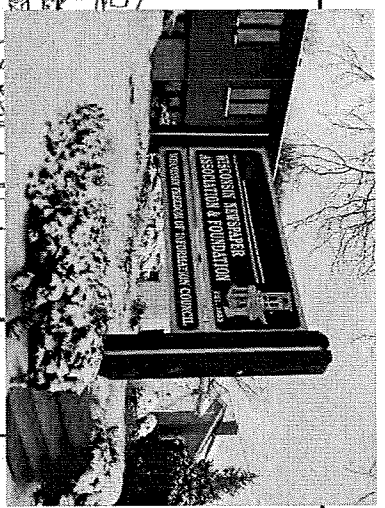
Consultants, Inc.
441 E. Washington Ave., Ste. 112
Madison, Wisconsin 53703

REMARKS

EXISTING STORAGE, EXTERNALLY LIT
TO REMAIN WITH SIGNAGE PANEL
REPLACED

MINERAL POINT ROAD
60' R.O.W.

PROPOSED RANGERS: RED JUNCEBO/ASCLEPIUS
INCARNATA, BRISTLE SPICE (CAREX COLOS.), FOX
SERRICORAL VILFENOZIA,
PRYME BLAZNEY (CULMIS PROCHOSTRUM), WILD
BERRY (RUBUS VIRGINIANUS), MOONBURN
MUN (POTAMOGETON VIRGINIANUS), REDBELLS
GOLDENROD (SOLIDAGO RIBBELL)

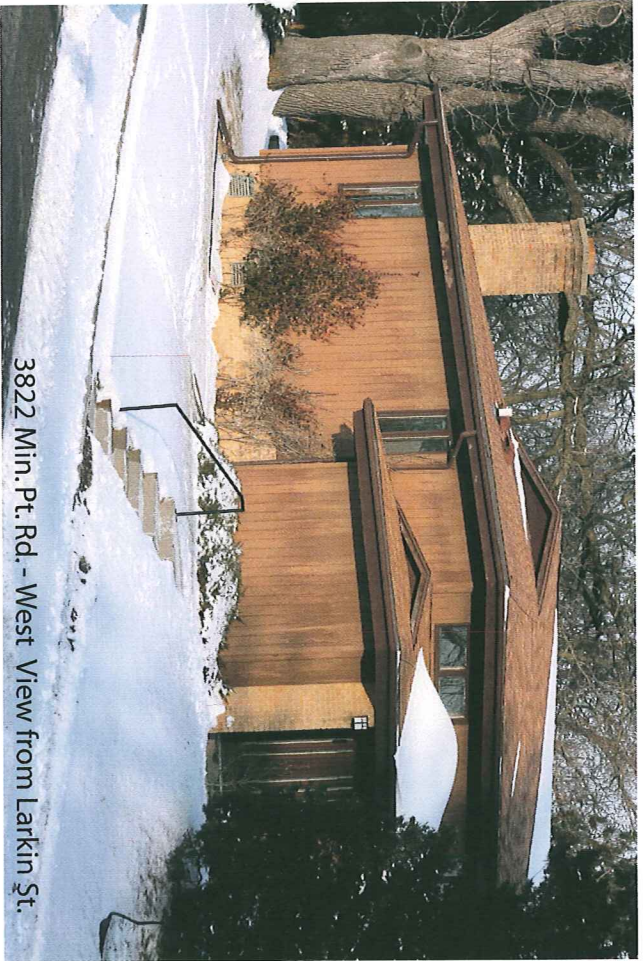


1 SITE PLAN
1"=20'-0"

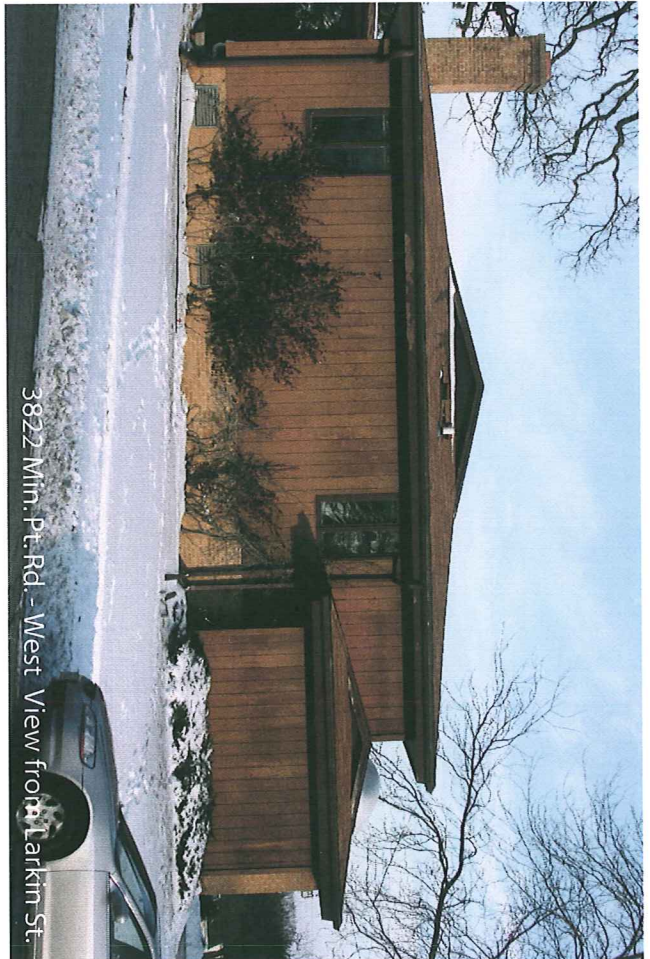
DRAWING
DATE
01/17/12

DESIGNED BY
ARCHITECTS FIRST FLOOR
3822 MINERAL POINT ROAD
MADISON, WISCONSIN

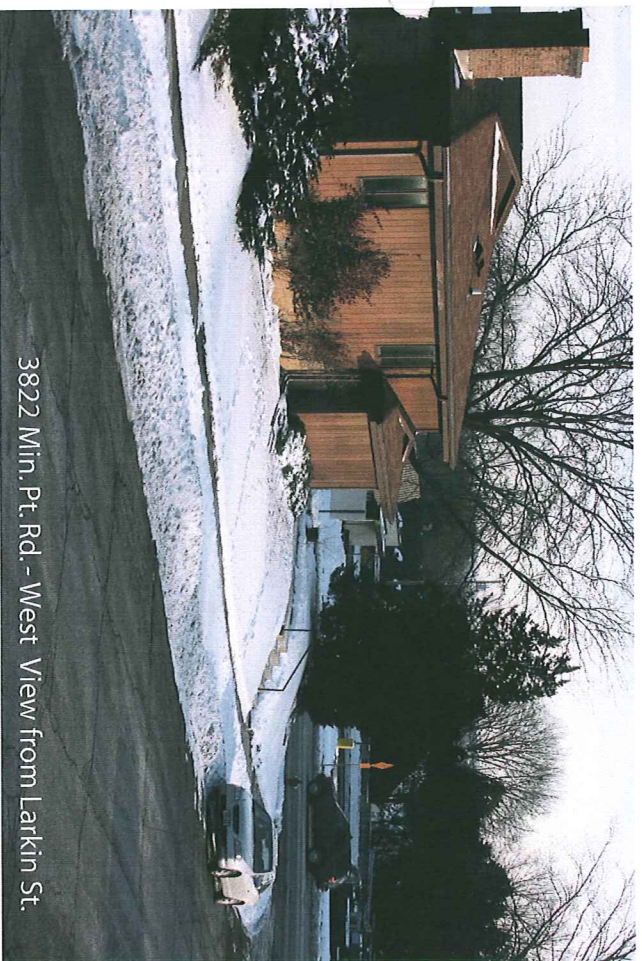
C1.0



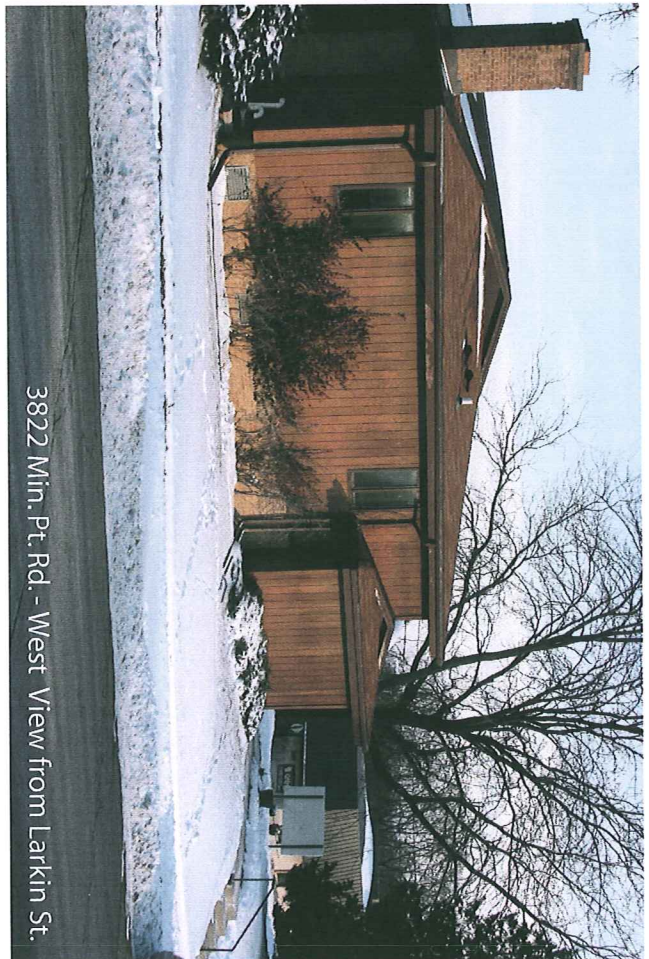
3822 Min. Pt. Rd. - West View from Larkin St.



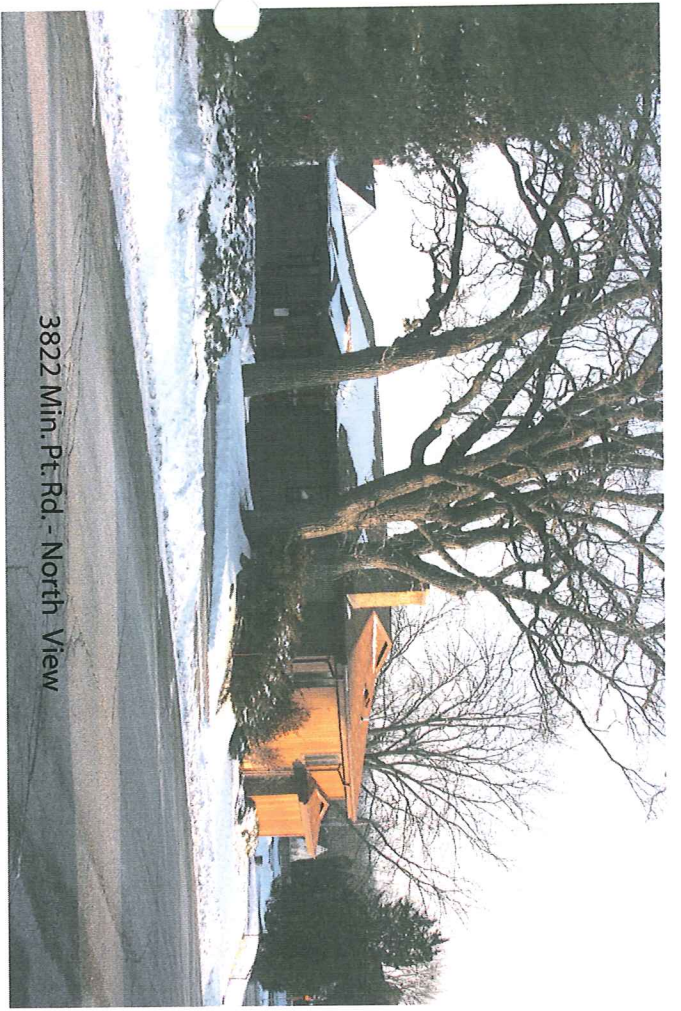
3822 Min. Pt. Rd. - West View from Larkin St.



3822 Min. Pt. Rd. - West View from Larkin St.



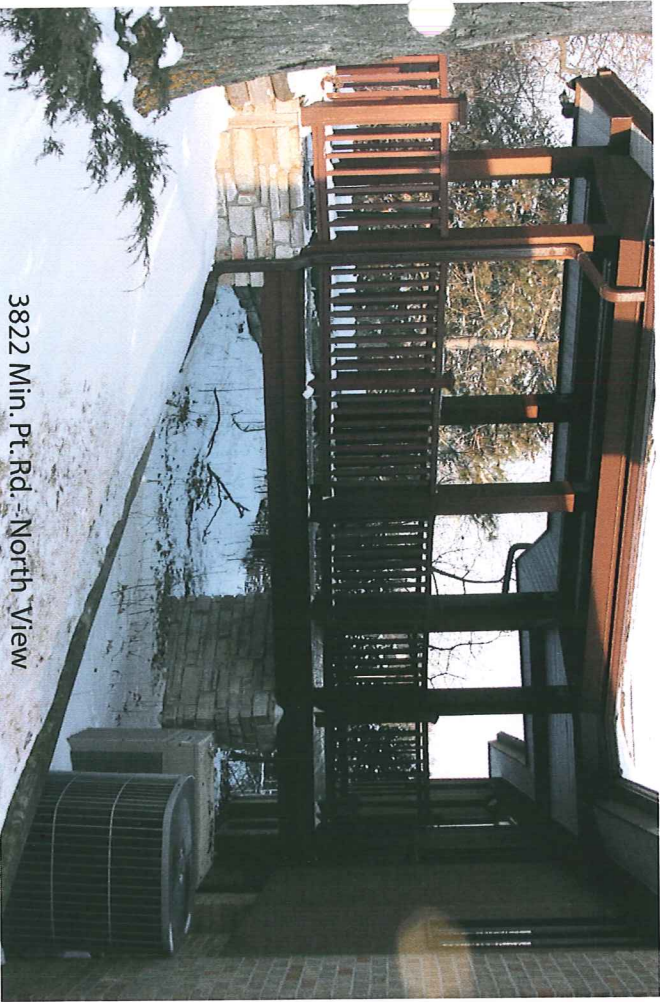
3822 Min. Pt. Rd. - West View from Larkin St.



3822 Min. Pt. Rd. - North View



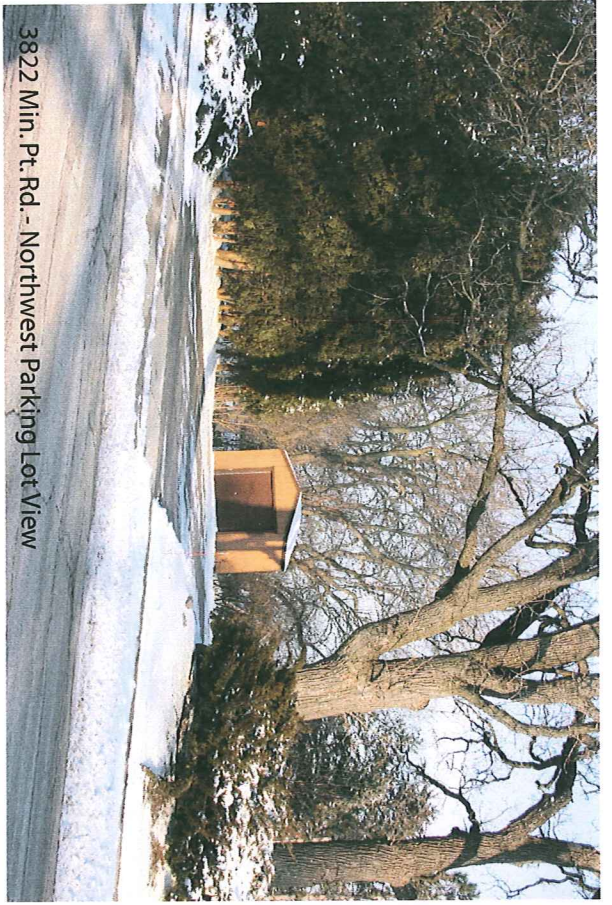
3822 Min. Pt. Rd. - North View



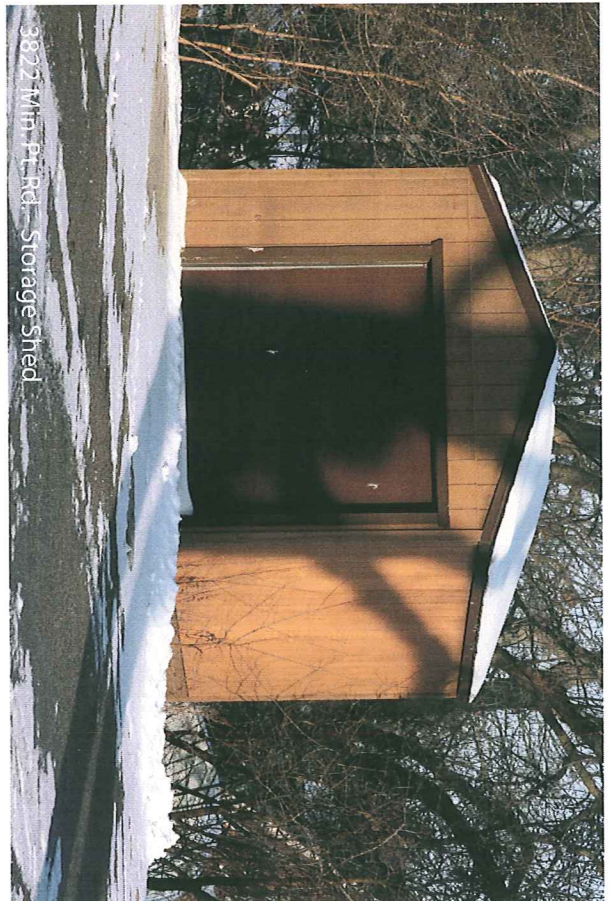
3822 Min. Pt. Rd. - North View



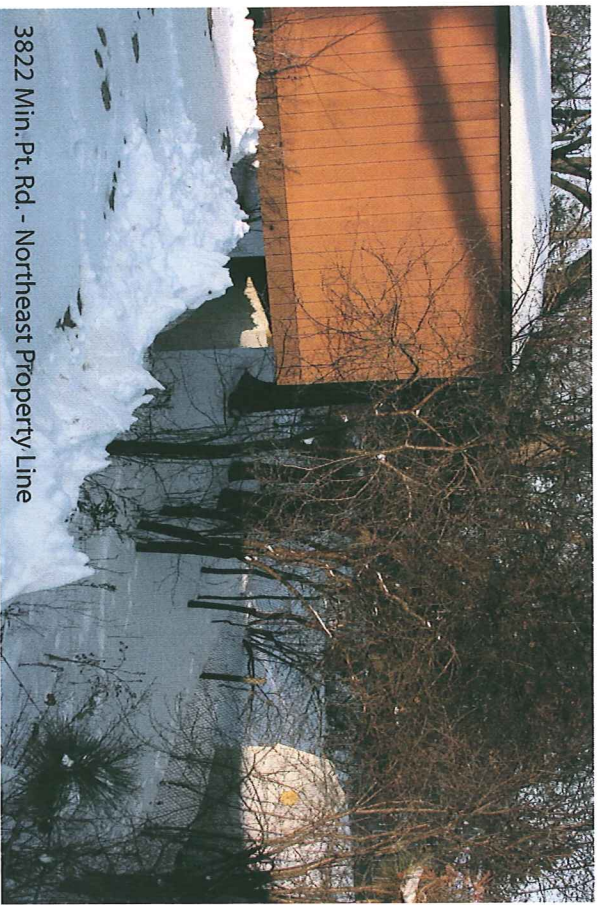
3822 Min. Pt. Rd. - North View



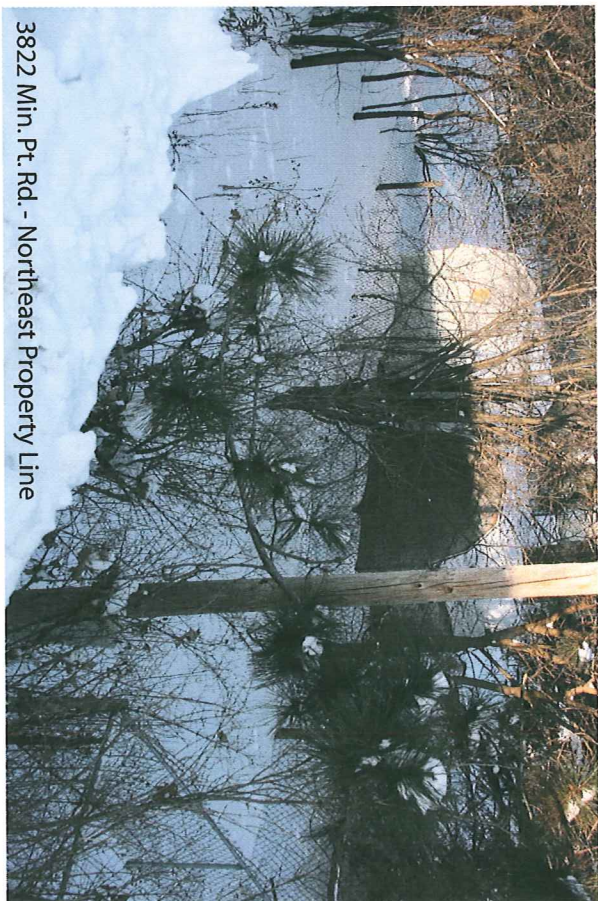
3822 Min. Pt. Rd. - Northwest Parking Lot View



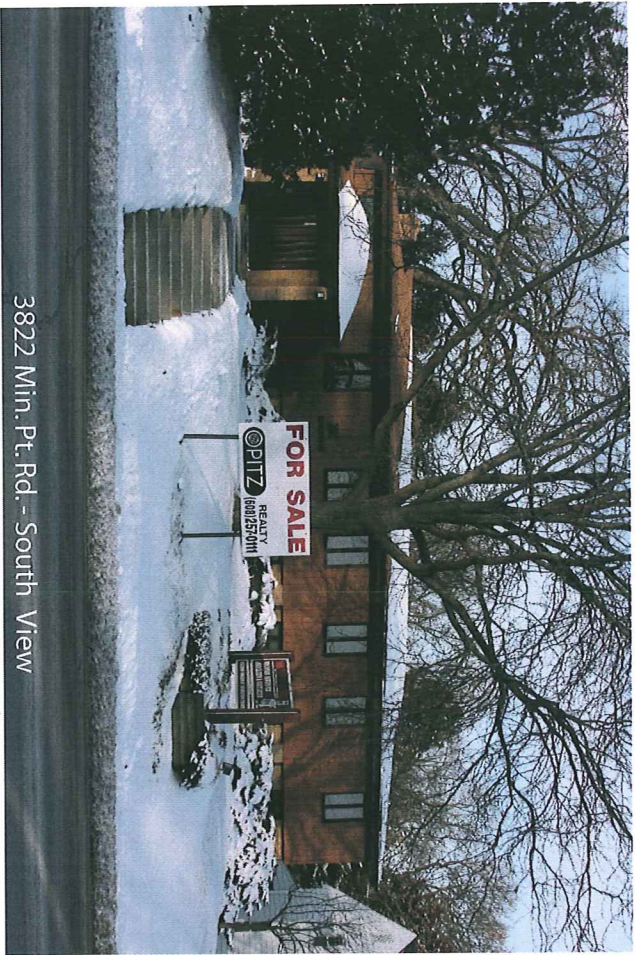
3822 Min. Pt. Rd. - Storage Shed



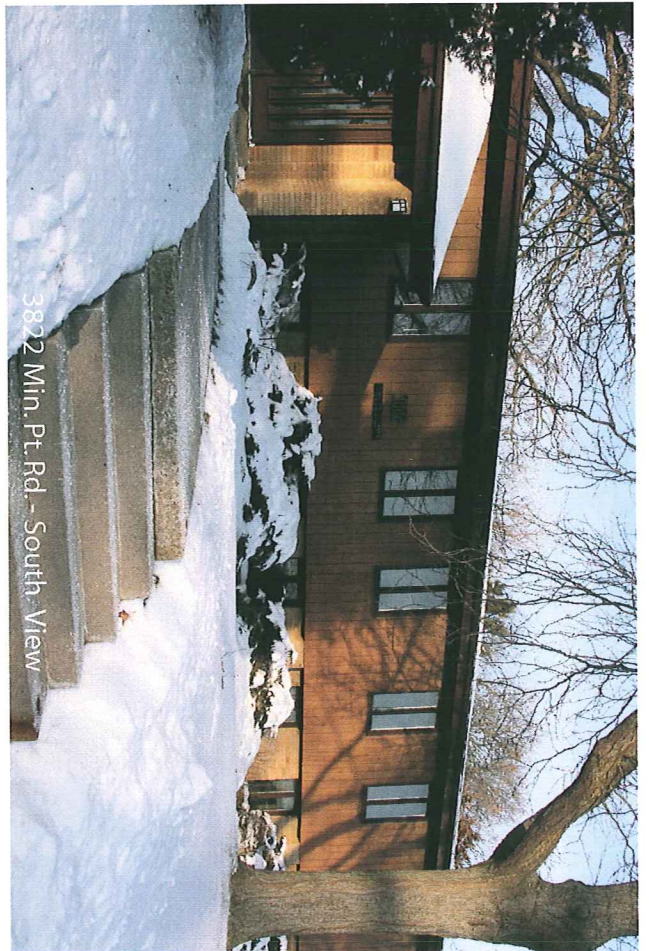
3822 Min. Pt. Rd. - Northeast Property Line



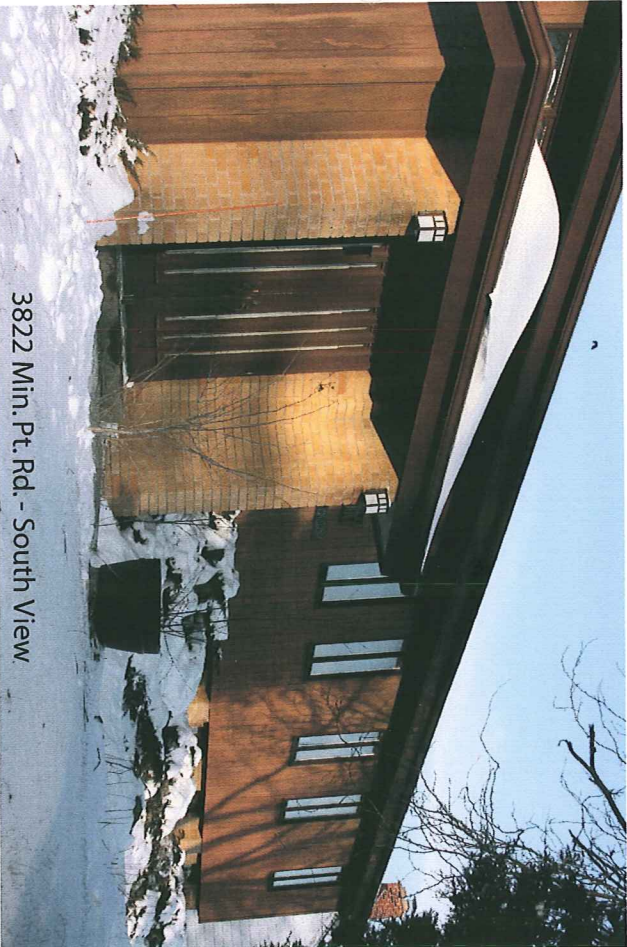
3822 Min. Pt. Rd. - Northeast Property Line



3822 Min. Pt. Rd. - South View



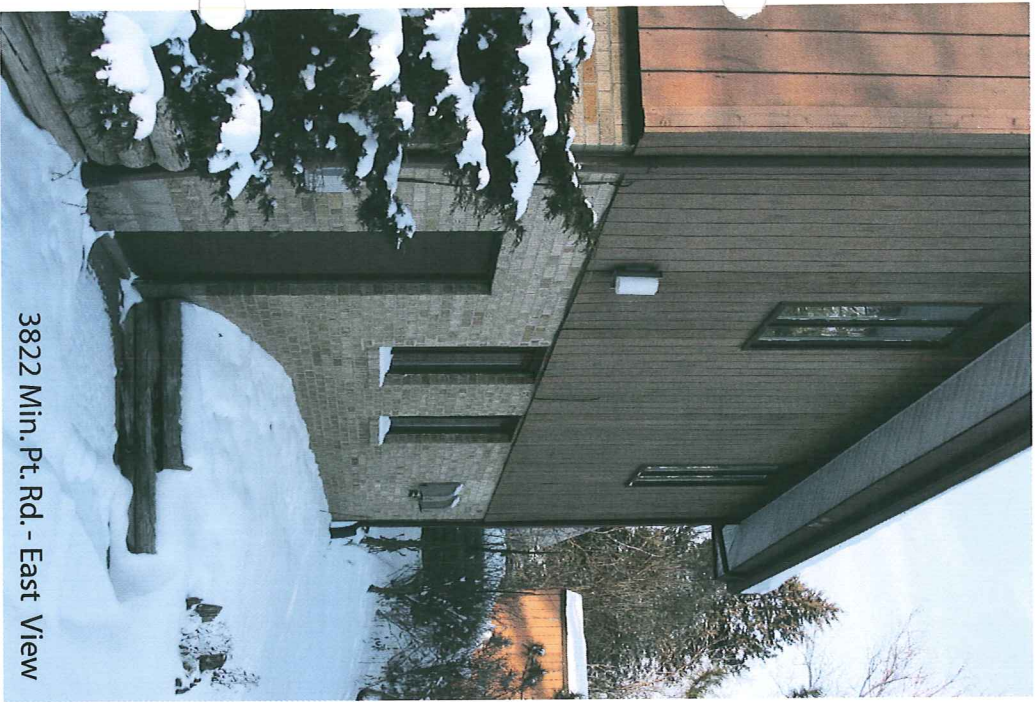
3822 Min. Pt. Rd. - South View



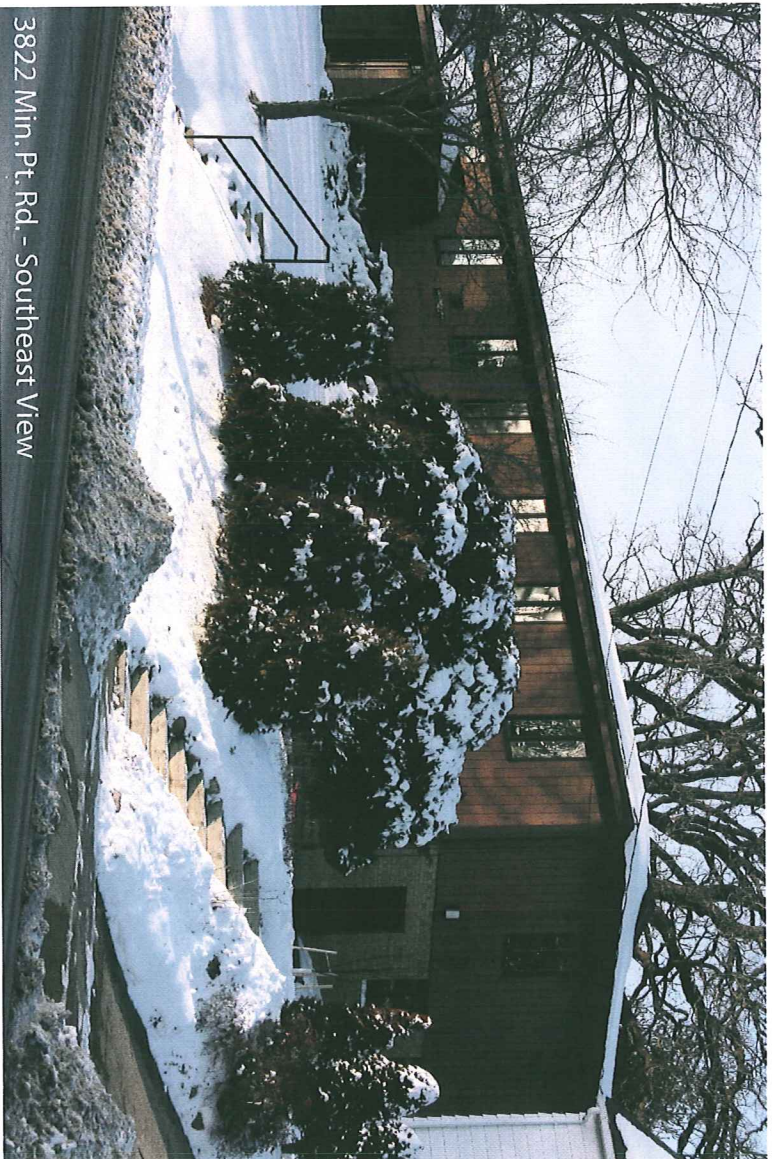
3822 Min. Pt. Rd. - South View



3822 Min. Pt. Rd. - South View



3822 Min. Pt. Rd. - East View



3822 Min. Pt. Rd. - Southeast View



3822 Min. Pt. Rd. Front Yard Sign

3822 Mineral Point Road, Madison Wisconsin
01/14/2012



North side of the building (3822 Min.Pt.Rd.)



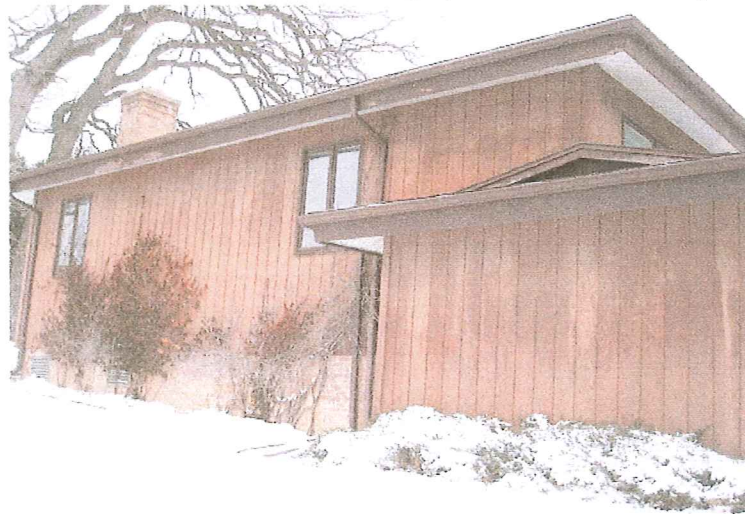
North side of the building (3822 Min.Pt.Rd.)



North side of the building (3822 Min. Pt.Rd.)



West side of the building (3822 Min.Pt.Rd.)



West side of the building (3822 Min.Pt.Rd.)



South side of the building (3822 Min.Pt.Rd.)



South side of the building (3822 Min. Pt.Rd.)



South side of the building (3822 Min. Pt.Rd.)



South side of the building (3822 Min. Pt.Rd.)



East side of the building (3822 Min.Pt.Rd.)



East side of the building (3822 Min.Pt.Rd.)



Across Mineral Point Road from the Property.





Across Mineral Point Road from the Property.



Looking West from the Property (3822 Min.Pt.Rd.)



Looking North from the Property



Garage on the Property



Looking East from the Property (3822 Min.Pt.Rd.)