

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: 03/09/2011

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

UDC MEETING DATE: 03/16/2011

☒ Final Approval and/or Recommendation

PROJECT ADDRESS: 7617 Mineral Point Road

ALDERMANIC DISTRICT: 9

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

Compass Properties

SHULFER ARCHITECTS, LLC.

CONTACT PERSON: Jenny Dechant

Address: 1918 Farmenter St.

Suite #2, Middleton, WI

Phone: (608) 836-7570

Fax: _____

E-mail address: jdechant@shulferarchitects.com

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 Alteration to Approved & Recorded PCD SIP

*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.

Document Number	Document Title
ALTERATION TO AN APPROVED & RECORDED SPECIFIC IMPLEMENTATION PLAN City of Madison Date:	
Project Name: High Point Plaza	
1. Legal Description of Property:	
High Point Commercial Plat, Lot 3	
2. Property Address:	Recording Area
7617 Mineral Point Road	Name and Return Address:
3. The SIP for the above-described property is hereby amended by (description of change): Modify signage	Parcel Identification Number (PIN)
standards to designate areas for exterior wall signs	070826203039
and shown on the: Site Implementation Plans amended 11/21/1985	

4. This proposed amendment is authorized according to the SIP text recorded as: Document No. _____, in the Dane County Register of Deeds Office.

The proposed alteration, as outlined above, is considered a minor alteration and is hereby approved by the Director of the Planning Unit of the Department of Planning and Development.

No BLUE ink or FAXED copies please!

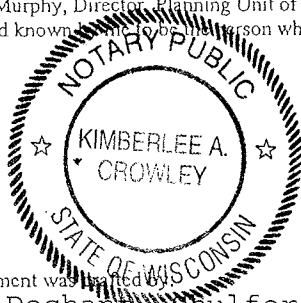
Bradley J. Murphy 2/15/11
Aldersperson Date

Bradley J. Murphy, Director
Planning Unit, Dept. of Planning & Development

[Signature] 2/15/11
Owner's Signature Date

State of Wisconsin
County of Dane

Personally came before me this 15th day of February 2011, the above-named Bradley J. Murphy, Director, Planning Unit of the Department of Planning and Development, and acting in said capacity and known to me to be the person who executed the foregoing instrument.



Kimberlee A. Crowley
Notary Public, Dane County, Wisconsin (Signature)

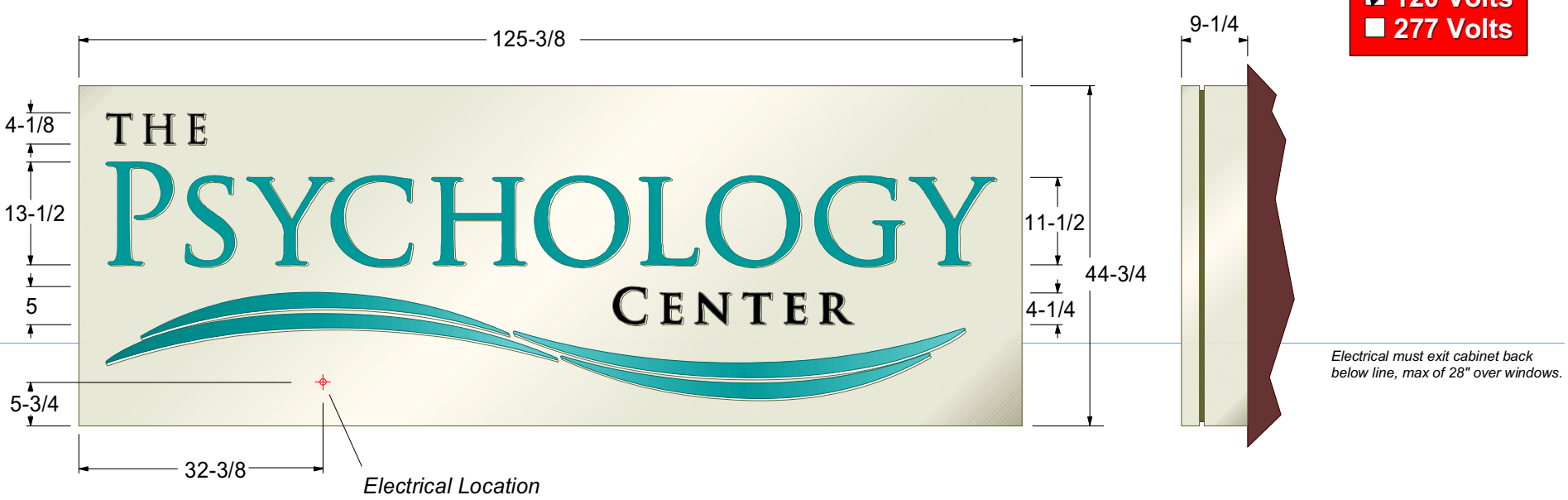
Kimberlee A. Crowley
Notary Public (print name)
My commission expires: 8/4/13

This instrument was signed by
Jenny Dechant, Shulfer Architects, LLC

This document and any attachments shall be recorded in the Dane County Register of Deeds Office.

WALL SIGN SPECIFICATIONS :

Night View



TOTAL SIGN AREA: 44-3/4" x 125-3/8" = 38.96 sq. ft.

Cabinet : Single face wall cabinet, SignComp "single face body" (#2025) with hinged "2-1/4" retainer" (#2045).

Face : Routed .125" aluminum, bonded to retainer face.

Colors : Sign cabinet painted "Beige" (color to be determined)

Copy : Routed 3/4" clear acrylic push-thru letters, faces covered with digitally printed translucent vinyl as shown, "The Center" letter faces covered with single layer of "Black Perforated" vinyl. All letter backs covered with light diffusing vinyl. (digital print colors to be determined)

Lighting : Sign internally lit using horizontally mounted HO fluorescent lamps.

Electrical : 120 volt, UL listed & labeled.

East Elevation



UL Listed
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JNB Signs is not responsible for differences in colors between this print and final product, we will attempt to match colors as closely as possible but final choices will be made by using vinyl and paint samples when possible, but we cannot guarantee exact color matches due to differing surfaces, materials and paints being applied.

CLIENT The Psychology Center

SALESMAN Ryan Coffey

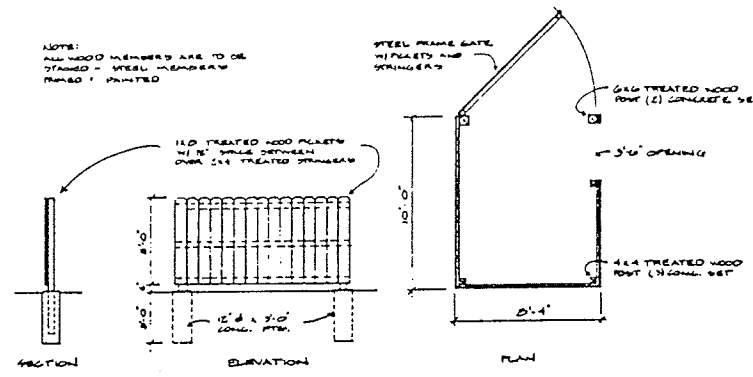
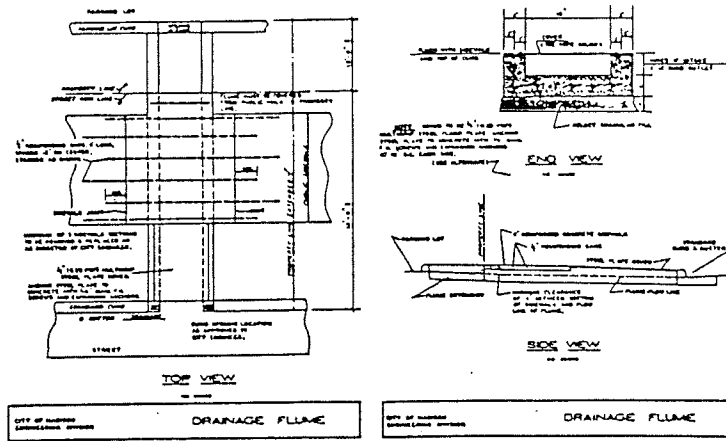
CUSTOMERS SIGNATURE X _____ DATE

JOB SITE 7617 Mineral Point Road, Madison, WI

ARTIST Dan

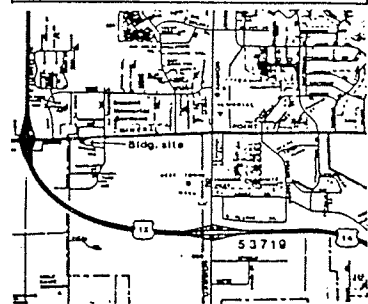
DATE 03-08-11

DRAWING 04427-03 1 of 1 PAGE



DUMPSTER SCREEN
1/4" = 1'-0"

Plan Commission *10/1/00*
Zoning Administrator *10/1/00*
City Engineer *10/1/00*
Traffic Engineer *10/1/00*
Water Utility *10/1/00*
Real Estate *10/1/00*
Fire Marshall *10/1/00*



Site Map

Site Specifications

Area	74,438 s.f.
Paved Area	29,900 s.f.
Building Area	34,825 s.f. (13,840 s.f. roof)
Total Parking	84 spaces
Handicap Parking	3 spaces

KEY

- NEW ASPHALT PAVING
- EXISTING ASPHALT PAVING
- LOCATED FOR BORING LOCATION NUMBER
- EXISTING CONTOURS
- PROPOSED CONTOURS
- PARKING LOT LIGHTS - 35' POLE, W/ 2 LIGHTS
- H.P. SODIUM - 150 WATT
- EDISON #C022641

INDEX OF DRAWINGS

TITLE SITE PLAN	
L-1 LANDSCAPE PLAN	
U-1 UTILITY & EROSION CONTROL	
S-1 FOUNDATION PLAN	
S-2 MAIN FLOOR FRAMING PLAN	
S-3 SECOND FLOOR FRAMING PLAN	
S-4 ROOF FRAMING PLAN	
A-1 LOWER LEVEL PLAN	
A-2 MAIN LEVEL PLAN	
A-3 UPPER LEVEL PLAN	
A-4 NORTH & SOUTH ELEVATIONS	
A-5 EAST & WEST ELEVATIONS	
A-6 BUILDING SECTIONS, STAIR & ELEVATOR	
A-7 WALL SECTIONS (EXTERIOR)	
A-8 WALL SECTIONS (INTERNAL)	



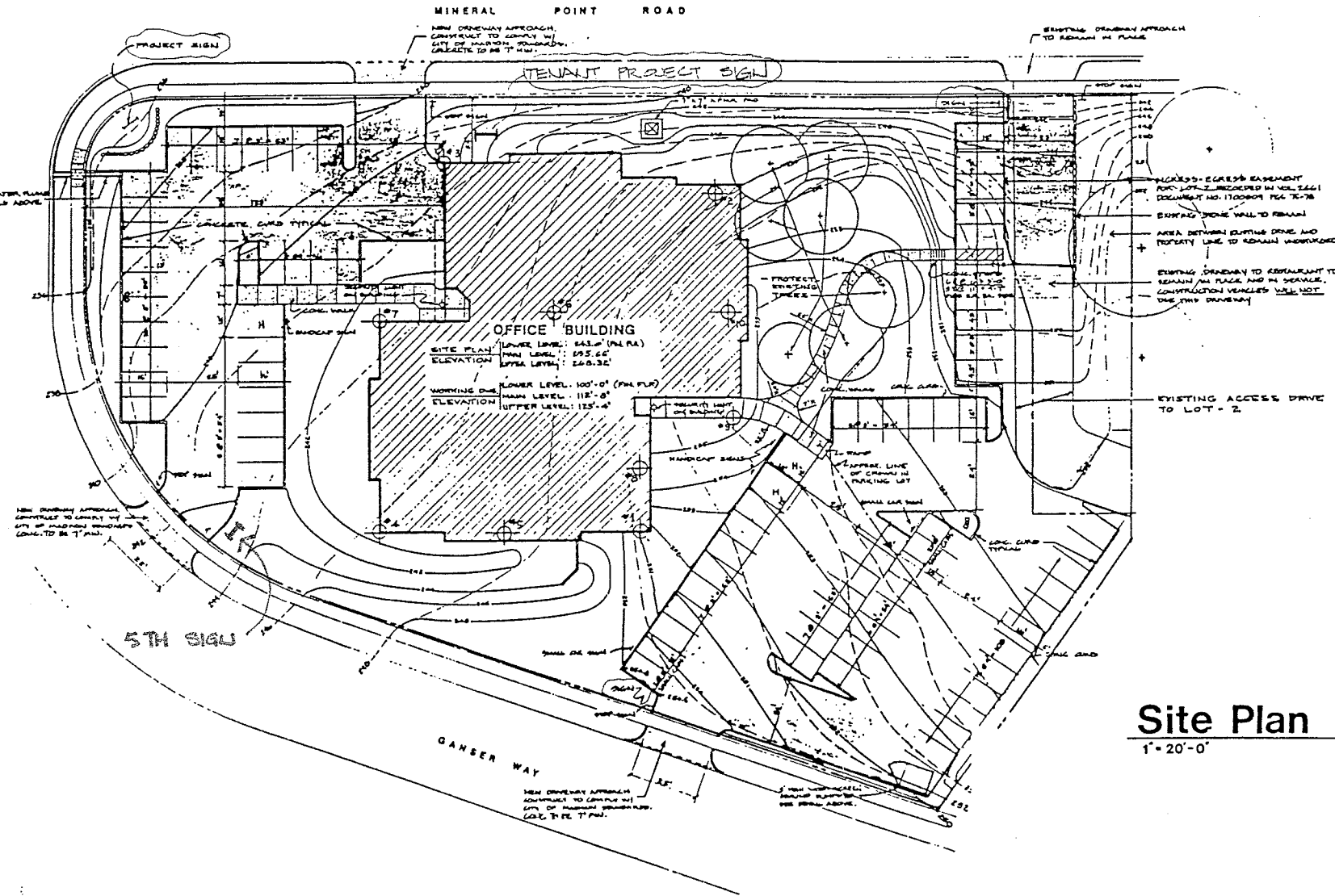
CALL DODGE'S HOTLINE
1-800-426-8111



TITLE SHEET

HIGH POINT PLAZA
MINERAL POINT RD. AT GANSEY WAY
MADISON, WISCONSIN
THE GIALAMAS COMPANY
7801 GANSEY WAY
MADISON, WISCONSIN

Project No. 9424
Drawn by
Date 4-22-03
Reviewed by
1-2-03
1-2-03
1-2-03



Site Plan
1" = 20'-0"



March 8th, 2011

City of Madison
Department of Planning and Community & Development
Attn: Greg Patmythes, Zoning Department
Attn: Al Martin, Urban Design Commission

Re: Signage
PCD SIP - Lot 3 of High Point Commercial Plat
7617 Mineral Point Road
Madison, Wisconsin

To Whom It May Concern :

This letter is written to serve as a request for a minor alteration to the Approved and Recorded PCD (SIP) on the above named project. The current section of the zoning text which addresses signage for the property would be changed to modify occupant/tenant signable areas and include restrictions beyond the current City of Madison General Sign Ordinance as its standard for all wall signs.

The current signage text would allow each occupant/tenant a signable area as reasonably close to its space as possible. Under these restrictions, multiple exterior wall mounted signs would be allowed at various locations across the building's four façades. The proposed changes to the zoning text verbage will allow for wall signage only within designated areas on two façades and only for occupants/tenants with the approval of the building owner. The occupant/tenant signage shall not be required to directly relate to the tenant's location within the building when installed within the designated signable areas. The requested changes to the zoning text will restrict the overall number and location of signs to a defined space which is more fitting of the overall building design.

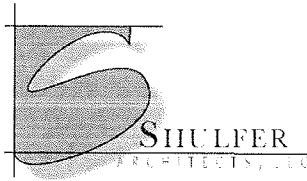
Enclosed are copies of the proposed wall signage elevations, alteration form, revised zoning text, and a brief summary of the history of signage text amendments to date.

Respectfully,

SHULFER ARCHITECTS, LLC

A handwritten signature in black ink, appearing to read 'J. Dechant', is written over a horizontal line.

Jennifer Dechant



March 8th, 2011

City of Madison
Department of Planning and Community & Development
Attn: Greg Patmythes, Zoning Department
Attn: Al Martin, Urban Design Commission

Re: Proposed Sign Zoning Text
PCD SIP - Lot 3 of High Point Commercial Plat
7617 Mineral Point Road
Madison, Wisconsin

To Whom It May Concern :

The following text proposes modifications to the existing standards for wall signs and supports the minor alteration to the Approved and Recorded PDC (SIP) on the above named project.

“Building signs within this district will be permitted as allowed by the City of Madison General Sign Ordinances. *Wall signs shall be restricted to locations within the designated signable areas on the second and third floors of the the East and West building facades as defined on the attached elevation drawings dated 03/08/2011. The occupant/tenant signage shall not be required to directly relate to the tenant space within the building when located within these designated signable areas.* Ground signs will be limited to a total of 5 with a total combined area of 124 sf. Heights and dimensions shall be as shown on attached plans dated 10/18/85. Sign locations shall be as shown on attached site plan.”

Should the current minor alteration receive approval by the City of Madison, this amended text shall replace the current signage standards for the subject property recorded in Zoning Text for HP/MP Office Building, Section G. Signs, dated January 6th, 1986 (Document #1919882, Vol. 7748, pg.75)

Respectfully,

SHULFER ARCHITECTS, LLC

A handwritten signature in black ink, appearing to read 'J. Dechant', is written over a horizontal line.

Jennifer Dechant



March 8th, 2011

City of Madison
Department of Planning and Community & Development
Attn: Greg Patmythes, Zoning Department
Attn: Al Martin, Urban Design Commission

Re: Summary of Signage Text and Amendments
PCD SIP - Lot 3 of High Point Commercial Plat
7617 Mineral Point Road
Madison, Wisconsin

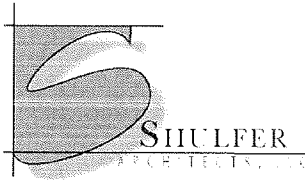
To Whom It May Concern :

The following is a summary of the history of changes made to the zoning text regarding signage for the Approved and Recorded Specific Implementation Plan for the above named subject property.

¹ Indicates an amendment to the original declaration of covenants and PCD (SIP) zoning text currently approved by the City of Madison for this subject property

Original Declaration of Covenants, Conditions and Restrictions, High Point Commercial Plat,
Article IV: Design Requirements, E. Signs, dated February 20th, 1981

1. This sub article shall pertain to all signs visible from the exterior of any building. Signing is limited to advertising the names of the companies or businesses operating the use conducted on the site. Signs shall not rotate, gyrate, blink or move in any animated fashion. Illumination of signs shall be indirect or shielded and shall not constitute a nuisance to surrounding property.
2. Except as otherwise provided herein, the following sign regulations shall apply.
 - a. Three types of non-governmental signs shall be permitted:
 - i. Wall Signs¹. A wall sign shall be a sign attached to or erected on the exposed face of a building or structure in a plane approximately parallel with the plan of the exterior wall, and in elevation view shall not extend beyond the cornice or edge of the building or structure. A wall sign shall not comprise more than 15% of the building face on which the sign is located, nor shall it exceed 150 square feet in area. The Urban Design Commission may require a smaller sign area for a particular building. Individual letters and/or symbols applied directly shall be measured by calculating the area within the rectangle that circumscribes the lettering and/or symbols. If there is more than one building on the site, the 150 square feet shall be cumulative.
 - ii. Ground Signs^{1, 2}. One ground sign, either single or double faced, shall be permitted, shall be integrated with landscaping and shall not unduly interfere with traffic visions. The bottom of the sign may be flush with the ground. A ground sign must be at least 5 feet from the lot line. At this minimum 5-foot distance, the maximum sign size shall be 20 square feet. If the sign is architecturally compatible with the building and site, then as the distance between the facing lot line and the sign increases beyond 5 feet, an additional one-half square foot of sign area may be added for every additional foot of distance, to a maximum of 60 square feet. The maximum height shall be 12 feet



- iii. Entry and directory signs. Entry and directory signs may be erected and need not be subject to the size limitations in this Declaration, so long as such signs are designed and erected in a fashion and in locations harmonious with the overall intent of this Declaration. This provision applies to any sites where more than one building is constructed. Such signs shall be subject to the approval of the Urban Design Commission.
- iv. On-site temporary ground or wall signs, two per site, shall be permitted for purposes of describing a construction or improvement project or advertising the sale or lease of a site or building. The signs shall be no larger than 32 square feet and shall remain no longer than completion of such construction, sale or lease.

[Original] Zoning Test for HP/MP Office Building, Section G. Signs, dated July 10th, 1985.
(Document #1889895, Vol. 7030, pg.62)

The approved PDC (SIP) for High Point Plaza Office Building, located in Madison, Wisconsin at 7617 Mineral Point Road defines the following:

Signs within this district will be permitted as allowed in Section E., Article IV of the Declaration of Covenants, Conditions and Restrictions, High Point Commercial Plat, dated the 20th day of February, 1981, recorded in Document 1698015, volume 2595, pages 68 and 69.

¹ Alteration to an Approved and Recorded Specific Implementation Plan, dated November 20th, 1985
(Document #1936198, Vol. 8150, pg.41)

The text has adopted the City of Madison General Sign Ordinance as its standard for all wall signs. Ground sign requirements will be as specified on plans and zoning text.

² Alteration to an Approved and Recorded Specific Implementation Plan, dated January 6th, 1986
(Document #1919882, Vol. 7748, pg.73-78)

The section of the zoning text of the subject PCD (SIP) which addresses signage has been amended to allow for the addition of a 5th ground sign. The sign is located at the Ganser Way entrance to the west parking lot.

Per the last approved amendment, the current zoning text for the subject property is as follows:
Zoning Test for HP/MP Office Building, Section G. Signs, dated January 6th, 1986 (Document #1919882, Vol. 7748, pg.75)

Building signs within this district will be permitted as allowed by the City of Madison General Sign Ordinances. Ground signs will be limited to a total of 5 with a total combined area of 124 sf. Heights and dimensions shall be as shown on attached plans dated 10/18/85. Sign locations shall be as shown on attached site plan.

Respectfully,

SHULFER ARCHITECTS, LLC

Jennifer Dechant

SHEET INDEX:

ARCHITECTURAL SHEETS:

- CS COVER: INDEX, PROJECT DATA, LOCATION AND AERIAL IMAGES
- A2.0 EXISTING OVERALL FLOOR PLAN
- A3.0 EXISTING EXTERIOR ELEVATIONS WITH NO WALL SIGNAGE
- A3.1 EXISTING EXTERIOR ELEVATIONS WITH WALL SIGNAGE

SUPPLEMENTAL DOCUMENTS:

- EXISTING SITE PLAN
- WEST WALL SIGN SPECIFICATIONS
- EAST WALL SIGN SPECIFICATIONS

PROJECT DATA:

- LOCATION: HIGH POINT PLAZA
7617 MINERAL POINT ROAD
MADISON, WI
- REGULATING MUNICIPALITIES:
CITY OF MADISON
DANE COUNTY
STATE OF WISCONSIN
- BUILDING CODE:
WISCONSIN ADMINISTRATIVE CODE
DEPARTMENT OF COMMERCE
CHAPTERS 61–65
2006 INTERNATIONAL BUILDING CODE (IBC)

CONTACTS:

BUILDING OWNER:

COMPASS PROPERTIES
22 E. MIFFLIN STREET,
SUITE #1000
MADISON, WI 5370

CHARLES SCHMIDT
(608) 833–9310

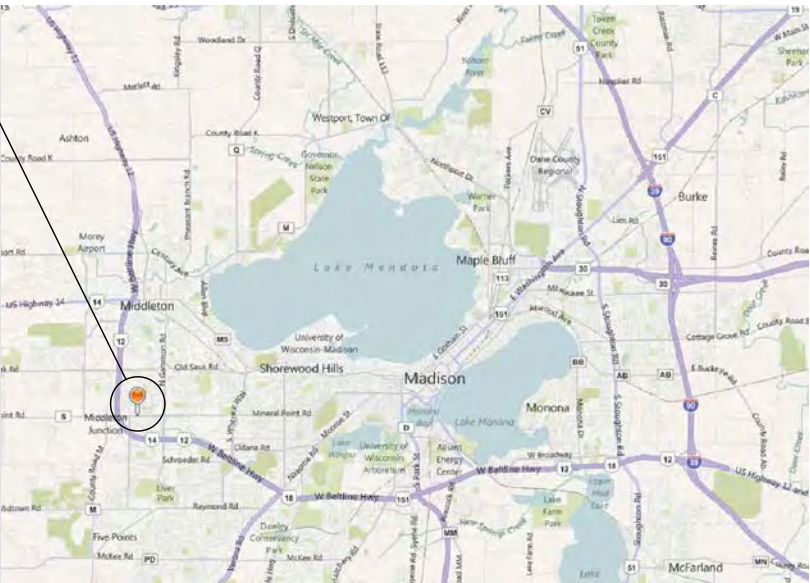
ARCHITECT:

SHULFER ARCHITECTS, LLC
1918 PARMENTER STREET,
SUITE #2
MIDDLETON, WI 53562

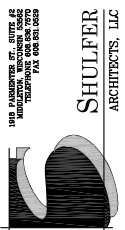
CONTACT: JENNY DECHANT
(608) 836–7570

HIGH POINT PLAZA
SIGNAGE— ALTERATION TO AN
APPROVED AND RECORDED PCD SIP
7617 MINERAL POINT ROAD MADISON, WI

PROJECT LOCATION



PROPOSED WALL
SIGN LOCATIONS



HIGH POINT PLAZA
COMPASS PROPERTIES
7617 MINERAL POINT ROAD
MADISON, WI 53719

EXISTING OVERALL
FLOOR PLANS

03/08/2011
UDC REVIEW

CS



1

ELEVATION- WEST

$\frac{3}{32}'' = 1' - 0''$

SIGNAGE NOTES:
THE FOLLOWING DESIGNATED SIGNABLE AREAS ARE SHADED ON ELEVATION
EAST THIRD FLOOR SIGNABLE WALL AREA = 132 sf SIGNABLE SPACE
EAST SECOND FLOOR SIGNABLE WALL AREA = 112 sf SIGNABLE SPACE
MAXIMUM SIGN SIZES (30% OF SIGNABLE AREAS)
39.6sf MAXIMUM SIGN SIZE FOR EAST THIRD FLOOR AREA
33.6sf MAXIMUM SIGN SIZE FOR EAST SECOND FLOOR AREA

TENANT SIGNAGE :
38.6 SF ILLUMINATED WALL SIGN SHOWN FOR "THE PSYCHOLOGY CENTER"
SEE ATTACHED WALL SIGN DRAWINGS FOR MATERIAL AND DIMENSION DESCRIPTIONS
MOUNTING SYSTEM, ILLUMINATION LEVELS, AND SIGNAGE CONSTRUCTION TO BE
COORDINATED BY SIGN CONTRACTOR TO COMPLY WITH CITY OF MADISON CODES



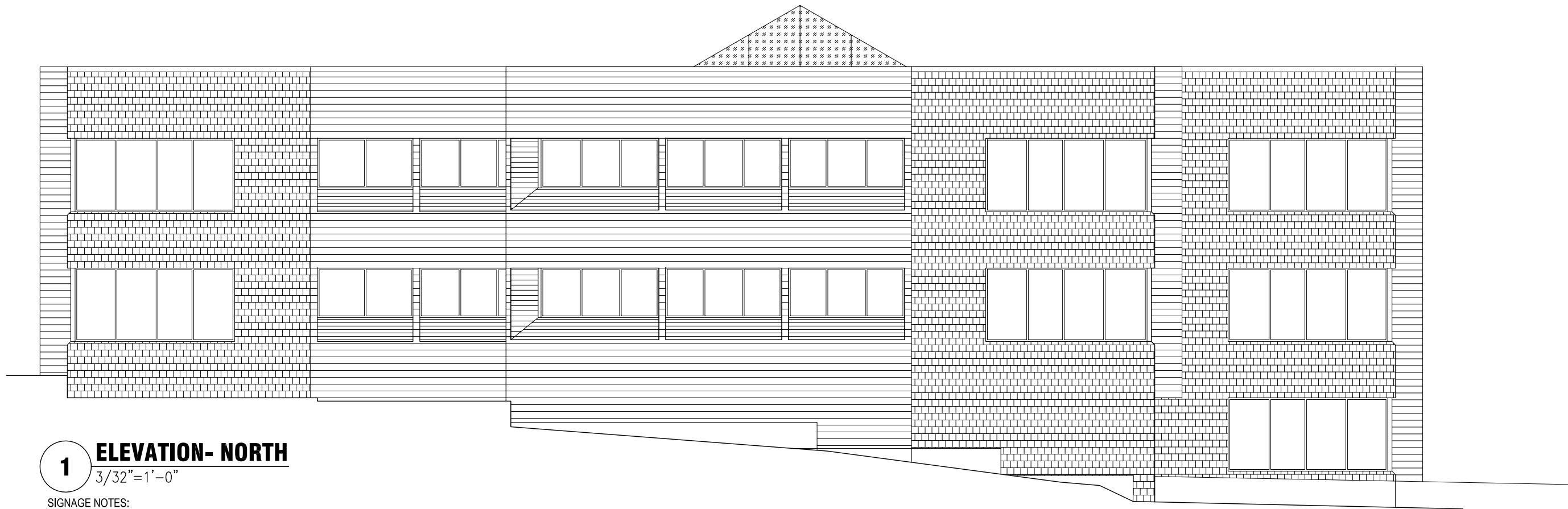
2

ELEVATION- EAST

$\frac{3}{32}'' = 1' - 0''$

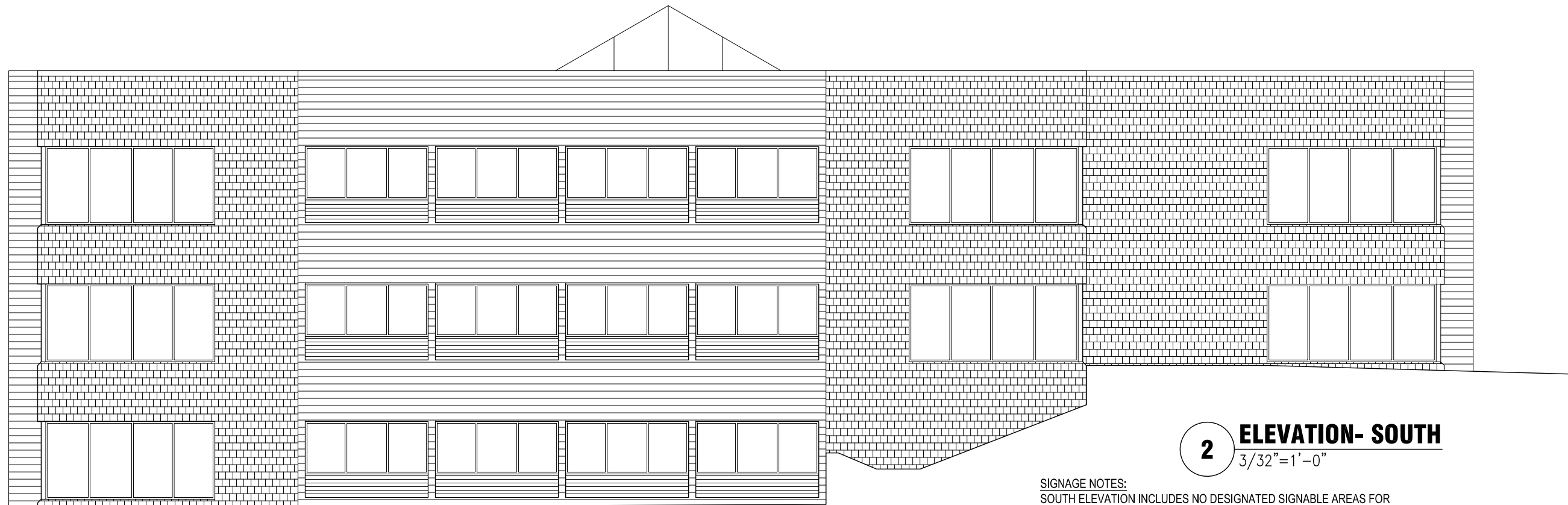
SIGNAGE NOTES:
THE FOLLOWING DESIGNATED SIGNABLE AREAS ARE SHADED ON ELEVATION
WEST THIRD FLOOR SIGNABLE WALL AREA = 130sf SIGNABLE SPACE
WEST SECOND FLOOR SIGNABLE WALL AREA = 110 sf SIGNABLE SPACE
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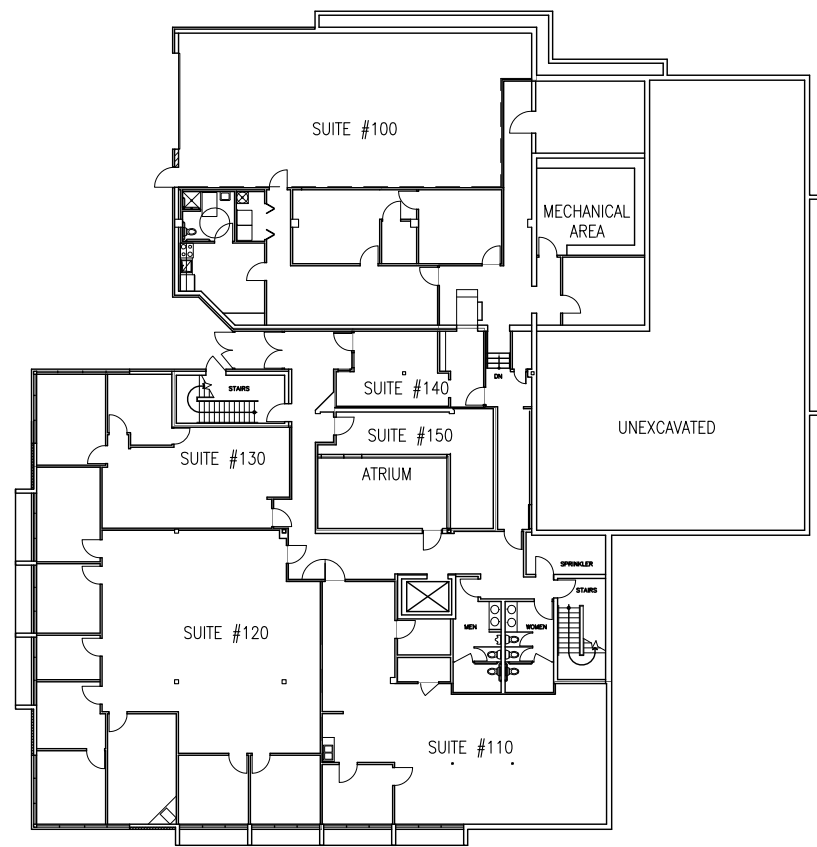
1 **ELEVATION- NORTH**
3/32"=1'-0"

SIGNAGE NOTES:
NORTH ELEVATION INCLUDES NO DESIGNATED SIGNABLE AREAS FOR
EXTERIOR WALL MOUNTED SIGNAGE

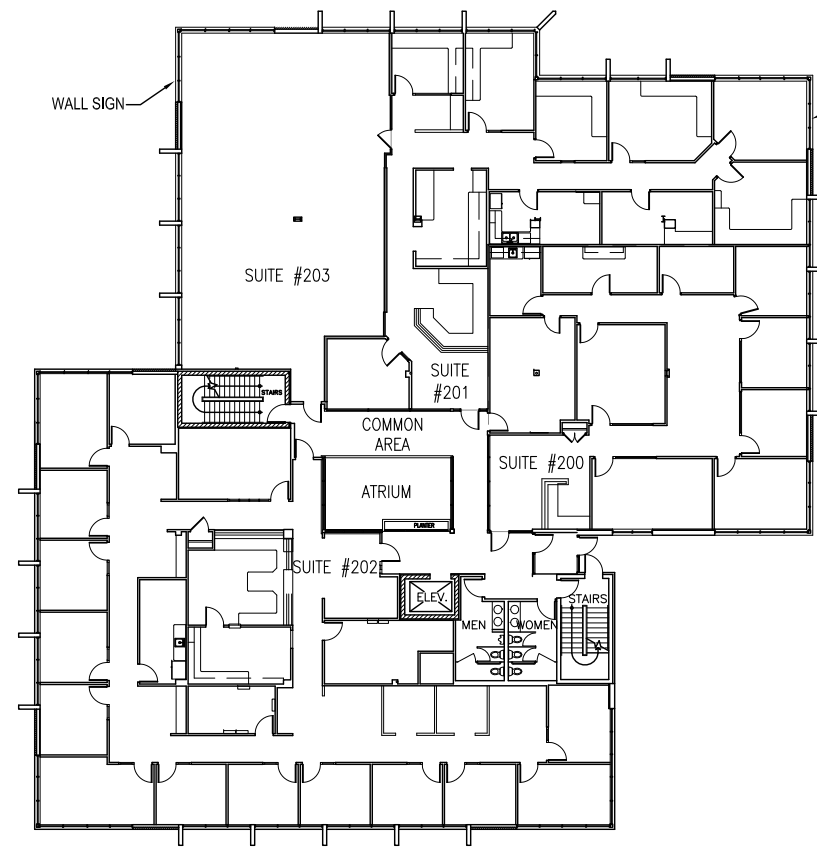


2 **ELEVATION- SOUTH**
3/32"=1'-0"

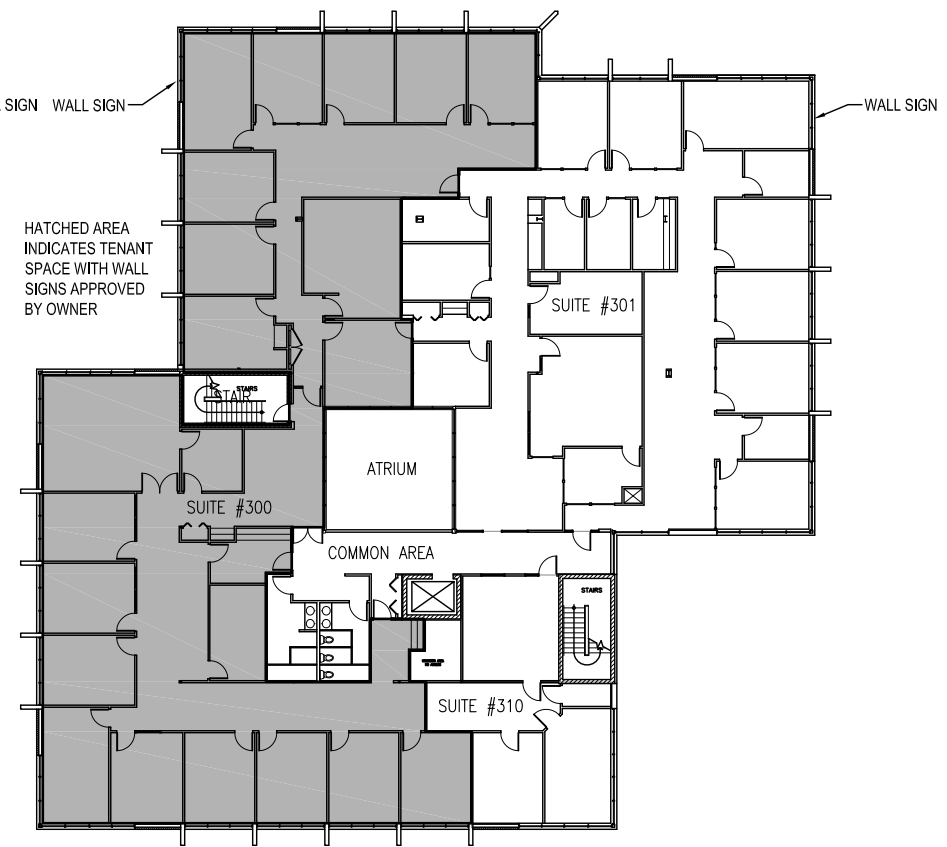
SIGNAGE NOTES:
SOUTH ELEVATION INCLUDES NO DESIGNATED SIGNABLE AREAS FOR
EXTERIOR WALL MOUNTED SIGNAGE



1 LOWER LEVEL FLOOR PLAN
1/32" = 1'-0"



2 MIDDLE LEVEL FLOOR PLAN
1/32" = 1'-0"

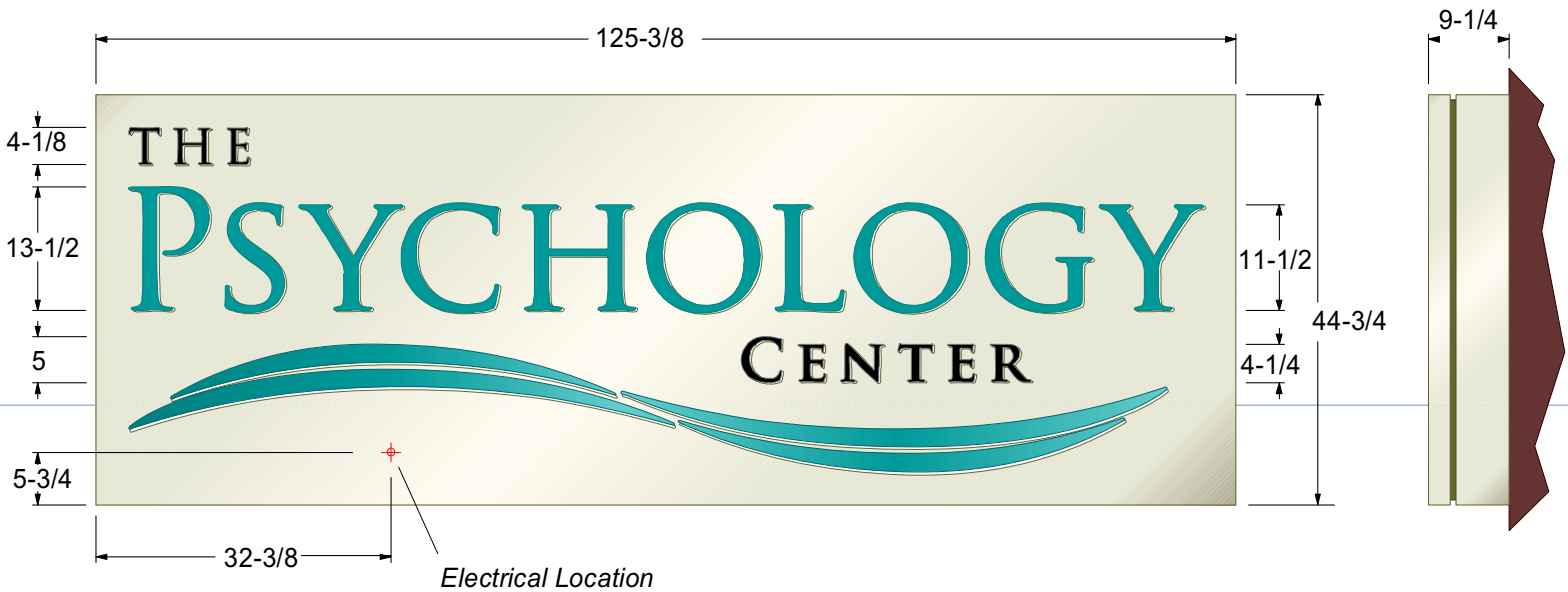


3 UPPER LEVEL FLOOR PLAN
1/32" = 1'-0"



WALL SIGN SPECIFICATIONS :

Night View



VOLTAGE

☒ 120 Volts

☐ 277 Volts

Electrical must exit cabinet back below line, max of 28" over windows.

TOTAL SIGN AREA: 44-3/4" x 125-3/8" = 38.96 sq. ft.

Cabinet : Single face wall cabinet, SignComp "single face body" (#2025) with hinged "2-1/4" retainer" (#2045).

Face : Routed .125" aluminum, bonded to retainer face.

Colors : Sign cabinet painted "Beige" (color to be determined)

Copy : Routed 3/4" clear acrylic push-thru letters, faces covered with digitally printed translucent vinyl as shown, "The Center" letter faces covered with single layer of "Black Perforated" vinyl. All letter backs covered with light diffusing vinyl. (digital print colors to be determined)

Lighting : Sign internally lit using horizontally mounted HO fluorescent lamps.

Electrical : 120 volt, UL listed & labeled.

West Elevation



UL Listed

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JNB SIGNS INCORPORATED 1221 Venture Drive, Suite 1, Janesville, WI 53546 Phone : 1-800-243-7997 Fax : 1-608-754-7822

CLIENT The Psychology Center

SALESMAN Ryan Coffey

JOB SITE 7617 Mineral Point Road, Madison, WI

ARTIST Dan

CUSTOMERS SIGNATURE

X _____ DATE

DATE 03-08-11

DRAWING 04427-04

1 of 1 PAGE