

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

COPY

	Action Requested
DATE SUBMITTED: <u>AUGUST 31, 2011</u>	<input type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>SEPTEMBER 21, 2011</u>	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 7475 MINERAL POINT ROAD.

ALDERMANIC DISTRICT: A

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>HOLBORN VILLAGE LLC +</u>	<u>RYAN SIGNS, INC.</u>
<u>MADISON HIGH POINT LLC</u>	<u>3007 PERRY ST.</u>
<u>2601 OLD CAMDEN SQ #111</u>	<u>MADISON, WI 53713</u>
<u>MADISON, WI 53718</u>	

CONTACT PERSON: MARY BETH BROWNEY SELENE

Address: 3007 PERRY ST.
MADISON, WI 53713

Phone: 608-271-7979

Fax: 608-271-7853

E-mail address: mbgrowneyselene@ryansigns.net

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 A PUDSIP
- ☐ 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.

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mbgrowneyselene@ryansigns.net

August 31, 2011

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for Urban Design Commission's Review of a Comprehensive Design Review Plan
For an existing PUDSIP
7475 Mineral Point Road (High Point Centre)

Dear Al;

The attached document package describes the proposed Comprehensive Signage Plan (in an existing PUDSIP) for the exterior building signage at High Point Centre, located at 7474 Mineral Point Road. We are seeking Urban Design Commission approval of the comprehensive exterior building signage package.

Objective

We intend to describe the design and integration of the street graphics and retail tenant signage. Principal goals are to create identity for High Point Centre and its tenants, support commercial activity and promote vitality for tenants, clients/customers and visitors.

- To effectively display tenant signage on the building façades
- To effectively identify High Point Centre

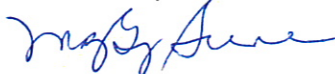
The execution of the objective and goals, as they relate to the relationship and size of the development, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. This package illustrates the extent and scope of the High Point Centre development exterior signage and includes a summary of all proposed signage locations and sizes. Included separately, is the intent of and commentary on each type of signage for the development. Please refer to the document package for additional information on specific signage detail.

Purpose of the Comprehensive Design Plan

To determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs and buildings and building site are sufficient to warrant special allowances in signage area beyond the restrictions contained in the City of Madison Sign Ordinance.

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Grownsey Selene
President

Serving as Agent for Holborn Village LLC & Madison High Point LLC

Ryan Signs, Inc.

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Madison, WI 53713
608-271-7979 Phone
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August 31, 2011

High Point Centre
7474 Mineral Point Road

The following is a listing of sign types located on the site plan and building elevations:

Wall Signs

Mineral Point Road
Elevation

The "Anchor 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).

The tenants (Spaces 22-29), whose space faces the north shall be allowed one building 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).

Tenants shall have the ability to propose signage in any color and design possibilities. All designs must be approved by the landlord in writing and approvals must accompany sign permit applications.

D'Onofrio Drive Elevation

The tenants, whose space faces the west shall be allowed one building 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). The "Anchor Tenant" shall also be allowed one building sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage.

Note: The tenant who currently occupies "Space # 2" shall be allowed up to three wall signs, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage.

Rear Elevation

Each tenant who has a rear elevation facing West Towne Way (Spaces 22-29) 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).

Side Elevation

The tenant occupying "Space #29" shall be allowed a sign on the West elevation wall. The sign shall not 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).

Freestanding Signs

Mineral Point Road

One pylon sign shall be allowed on the corner of Mineral Point Road and D'Onofrio Drive. The sign shall not exceed 72 square feet and 18'-0" in overall height. The sign may include an Electronic Message Center and up to six (6) individual tenant names. Additionally, "PEDRO'S MEXICAN RESTAURANTE" will be incorporated on this signage as part of a permanent easement.

West Towne Way & D'Onofrio Drive

Up to two pylon signs shall be allowed. The signs will be located at the driveway entrances to the development: (1) West Towne Way entrance to High Point Centre and (2) D'Onofrio Drive (on the west side of the property). These signs shall not exceed 32 square feet (each) and 16'-0" in overall height. The design will be similar to the main identification sign on Mineral Point Road and will be approved by City Staff.

Pedestrian Signs

Each tenant shall be allowed one 14" x 72" 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.

Awnings

Awnings can/will be allowed. Copy will be limited to the bottom 12" of the awnings unless the awning is to be used in lieu of a wall sign (as approved by the landlord).

Parking Lot Directional Signs

West and South Side

Parking Lot Directional Signs shall be allowed at the entrances to the development if there is no other freestanding sign at that entrance. The signs shall not exceed 3'-0" square feet or 10'-0" in overall height.

Please note: Pier I Imports currently has a directional entrance sign located at the Northwest entrance to the development. This sign complies with the suggested request above.

Parking Lot Regulation Signs

Parking Lot Regulation Signs shall be allowed as needed throughout the development. Existing signs include Handicap Parking, Loading and Unloading Zone and No Parking Fire Lane. These signs are all 18" x 12". Similar regulatory signs will be allowed as needed.

Pedro's Restaurante

This property is included in a cross-access easement. The signage for this location are not included in our Comprehensive Sign Plan, with the exception of the placement of their name on the pylon sign at Mineral Point Road.

Ryan Signs, Inc.

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August 31, 2011

City of Madison Sign Ordinance Comparative
7475 Mineral Point Road

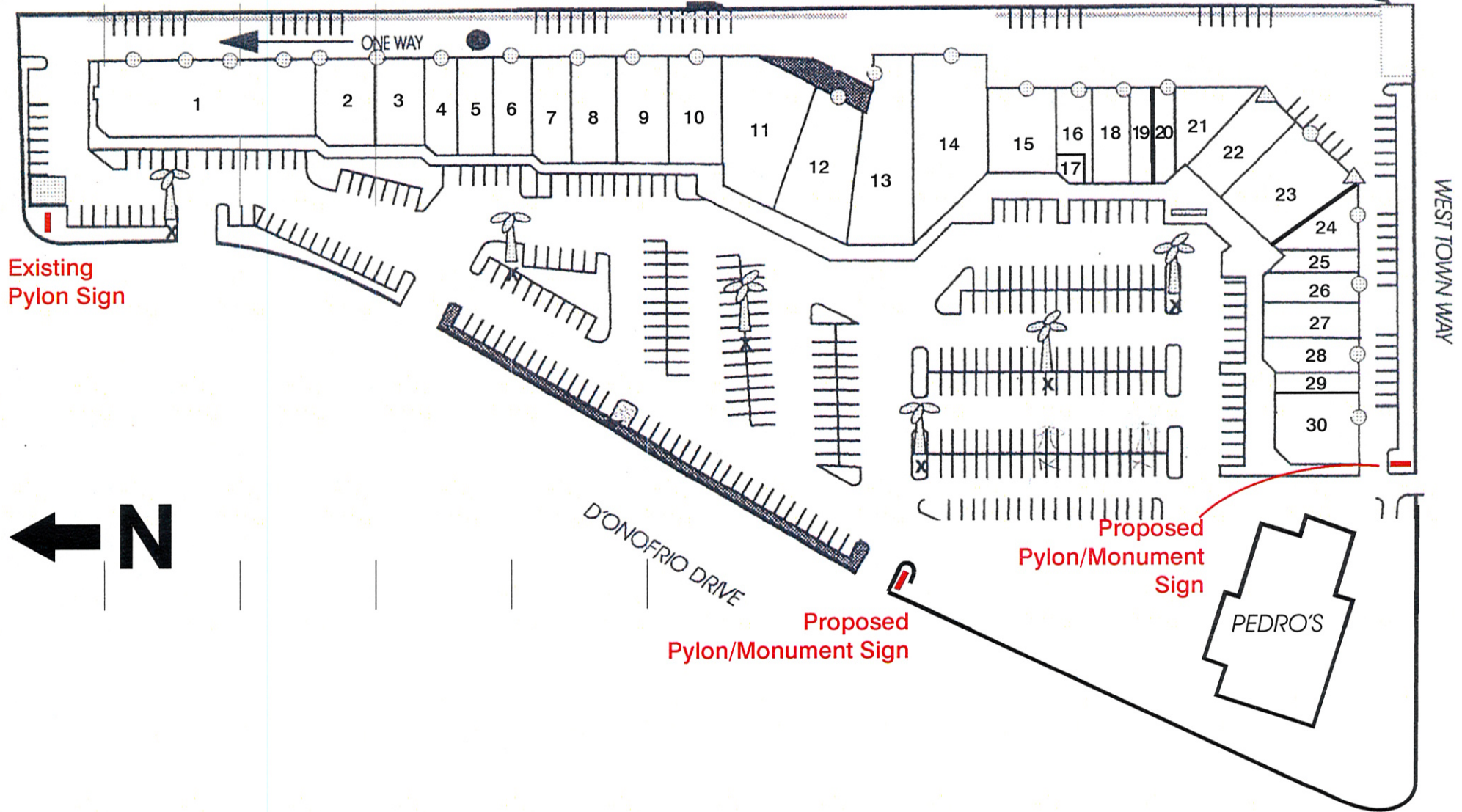
Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed.

Sign Type/Location	Location in Code	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance from Code</i>
<u>Tenant Wall Signage</u>	Wall, Roof & Above Roof Signs Page 24 31.07 (4) Size.	<p>All existing tenant signage is located in an architecturally designed sign spandrel. Maximum square footage for each sign is based on 2 square feet of signage for each lineal foot of leased frontage.</p> <p><i>As part of the Comprehensive Design Plan, we are requesting approval to maintain the square footage of tenant signs of 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></p> <p><i>The sign design & color of the faces and illumination will be determined by the tenant with approval from the landlord.</i></p>	<p>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...</p> <p><i>The project is a now considered a Planned Development (with cross access). Without an approved CDP, tenants would be limited to 30% of the signable area at their leased space.</i></p>
<u>Freestanding Signage</u>	Ground Signs Page 27 31.08	<p>The existing freestanding pylon sign was installed under the original PUDSIP with an approved minor alteration on June 25, 1999.</p> <p>The original PUDSIP allowed for one freestanding sign at Mineral Point Road and D'Onofrio Drive at 80 square feet and an overall height of 26'-0" and two freestanding signs on West Towne Way at 64 square feet (each) and an overall height not to exceed 22'-0".</p> <p><i>Through the CDP, we are requesting approval of a revised sign design at the corner of Mineral Point Road and D'Onofrio Drive, not to exceed 72 square feet and 18'-0" overall height AND up to two additional freestanding signs, not to exceed 32 square feet each, with an overall height not to exceed 16'-0". These signs can be located on West Towne Way or D'Onofrio Drive.</i></p>	<p>This sign complied with the approved PUDSIP and approved minor alteration when it was constructed.</p> <p>Mineral Point Road has 6 traffic lanes and a speed limit of 40 MPH. The site is allowed up to two ground (monument or pylon) signs, not to exceed 72 square feet and an overall height not to exceed 18'-0".</p> <p>The proposed and updated pylon sign meets the current sign ordinance.</p>

Urban Design Commission
City of Madison Sign Ordinance Comparative
High Point Centre
7475 Mineral Point Road
UDC Meeting of September 21, 2011
Page 2

<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>Pedestrian Signage</u>	Not addressed in the Code.	<i><u>Through the CDP, we are requesting approval to maintain the 14" x 72" pedestrian signs at the entrances to each tenant space</u></i>	These signs have been located at each tenant entrance sign since the project was developed in 1986.
<u>Parking Lot Directional Signs</u>	31.044(1)(l) 2. Parking Lot Directional Signs	<i><u>Through the CDP, we are requesting approval of up to one sign per driveway entrance (3) on D'Onofrio Drive. There will be no more than (2) such signs on West Towne Way.</u></i>	Maximum Square Foot: 3 Maximum Height: Not noted Setback: 10' Number: No Limit Illumination: Yes <i>Without approval, only two parking lot directional signs would be allowed on D'Onofrio Drive.</i>
<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.

MINERAL POINT ROAD



Existing
Pylon Sign

Proposed
Pylon/Monument Sign

Proposed
Pylon/Monument
Sign

PEDRO'S

WEST TOWN WAY

ONE WAY

D'ONOFRIO DRIVE



North Elevation



West Elevation



West Elevation

Ryan Signs, Inc. 3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853 HIGH POINT CENTRE	SCALE: N/A	APPROVED:
	DATE: 8/25/11	Copyright 2011 by Ryan Signs, Inc.
	REVISED:	
	DRAWN BY: KW	
<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 or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> client signature _____		DRAWING NUMBER: 5071



West Elevation

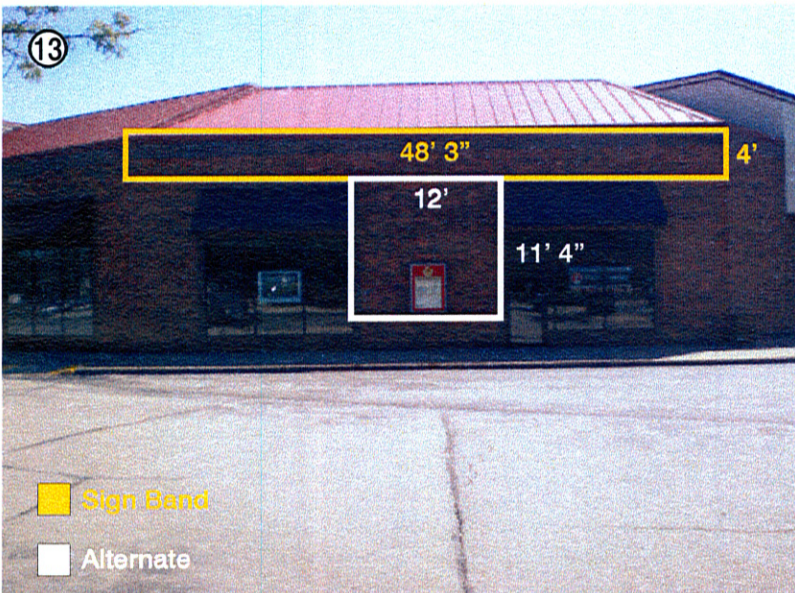
Ryan Signs, Inc.		SCALE: N/A	APPROVED:
3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853		DATE: 8/25/11	Copyright 2011 by Ryan Signs, Inc.
HIGH POINT CENTRE		REVISED:	
		DRAWN BY: KW	
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client signature _____			5071A



Typical Under Canopy

West Elevation

Ryan Signs, Inc.		SCALE: N/A	APPROVED:
3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853		DATE: 8/25/11	Copyright 2011 by Ryan Signs, Inc.
HIGH POINT CENTRE		REVISED:	
		DRAWN BY: KW	
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client signature _____			5071B



Ryan Signs, Inc.		SCALE: N/A	APPROVED:
3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853		DATE: 8/25/11	Copyright 2011 by Ryan Signs, Inc.
HIGH POINT CENTRE		REVISED:	DRAWING NUMBER:
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client signature _____			

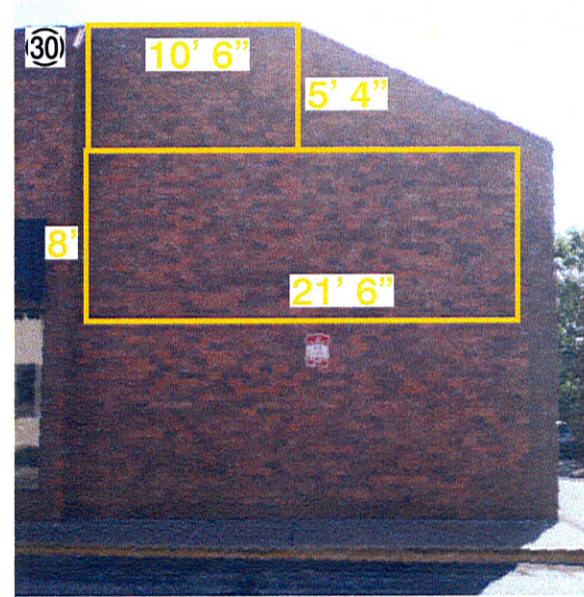


West Elevation

Ryan Signs, Inc. 3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853		SCALE: N/A DATE: 8/25/11 REVISED: DRAWN BY: KW	APPROVED: Copyright 2011 by Ryan Signs, Inc.
HIGH POINT CENTRE		DRAWING NUMBER: 5071D	
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client signature _____			



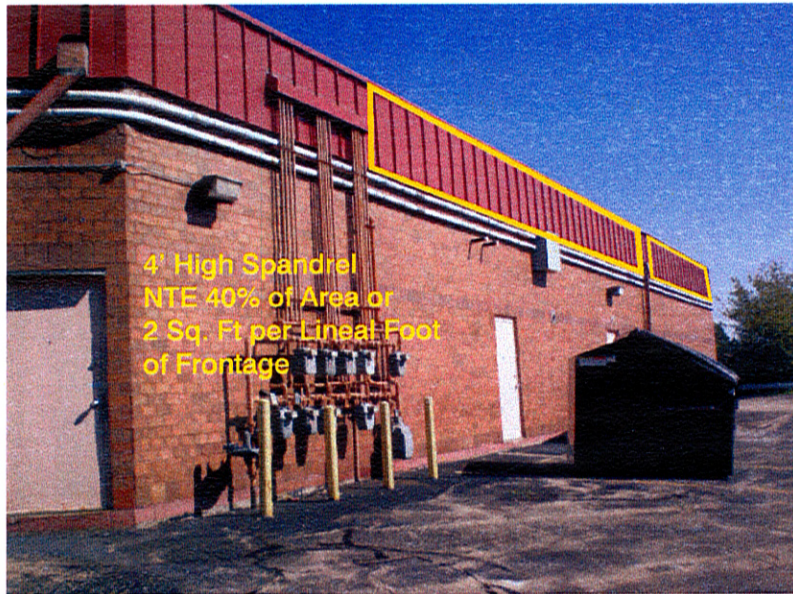
Ryan Signs, Inc. 3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853		SCALE: N/A DATE: 8/25/11 REVISED: DRAWN BY: KW	APPROVED: Copyright 2011 by Ryan Signs, Inc.
HIGH POINT CENTRE		DRAWING NUMBER:	
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		5071E	



North Elevation

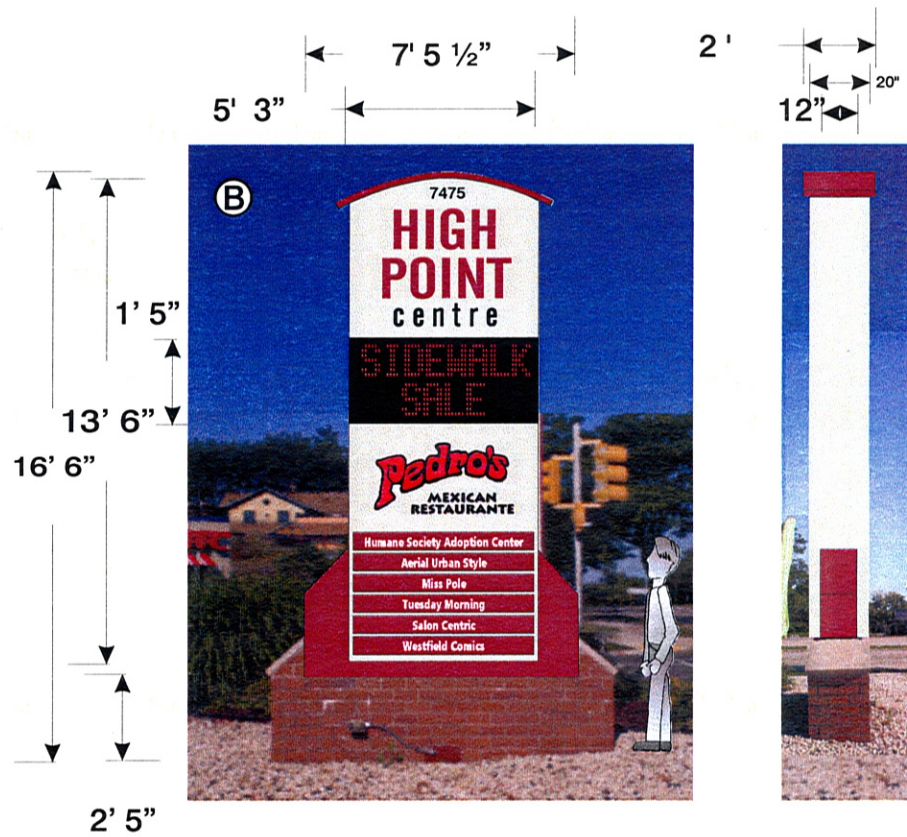
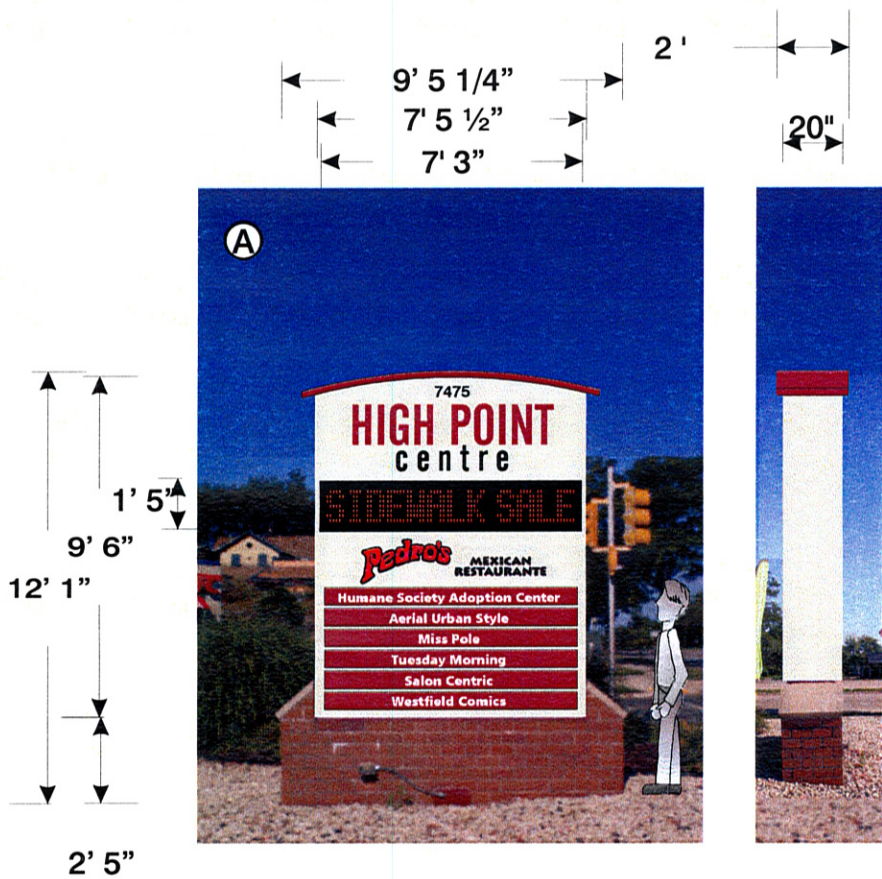
West Elevation

Ryan Signs, Inc. 3007 Perry Street Madison, WI 53713 Tel (608) 271-7970 Fax (608) 271-7853		SCALE: N/A DATE: 8/25/11 REVISED: DRAWN BY: KW	APPROVED: Copyright 2011 by Ryan Signs, Inc.
HIGH POINT CENTRE		DRAWING NUMBER:	
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		5071F	



South Elevation

Ryan Signs, Inc. 3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853		SCALE: N/A DATE: 8/25/11 REVISED: DRAWN BY: KW	APPROVED: Copyright 2011 by Ryan Signs, Inc.
HIGH POINT CENTRE		DRAWING NUMBER:	
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		5071G	



Main I.D.

Ryan Signs, Inc.		SCALE: 3/16" = 1'-0"	APPROVED:
3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853		DATE: 8/25/11	Copyright 2011 by Ryan Signs, Inc.
HIGH POINT CENTRE		REVISED:	DRAWING NUMBER:
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client signature			



Potential Site - Additional I.D.



Parking Lot
Directional



18" x 12" - Typical
Handicap Parking



18" x 12" - Typical
Loading/Unloading



18" x 12" - Typical Fire Lane

Ryan Signs, Inc.		SCALE: N/A	APPROVED:
3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853		DATE: 8/25/11	Copyright 2011 by Ryan Signs, Inc.
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client signature _____			