

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: 1-10-2013

UDC MEETING DATE: 1-23-2013

Action Requested

☐ Informational Presentation  
☐ Initial Approval and/or Recommendation  
☒ Final Approval and/or Recommendation

PROJECT ADDRESS: 7617 MINERAL POINT ROAD

ALDERMANIC DISTRICT: DISTRICT 9

OWNER/DEVELOPER (Partners and/or Principals)

COMPASS PROPERTIES

44 E. MIFFLIN ST. SUITE 304

MADISON, WI 53703

ARCHITECT/DESIGNER/OR AGENT:

SHULFER ARCHITECTS, LLC

1918 PARMENTER STREET

MIDDLETON, WI 53567

CONTACT PERSON: STEVE SHULFER

Address: 1918 PARMENTER STREET

MIDDLETON, WI 53567

Phone: 608-836-7570

Fax: 608-831-0529

E-mail address: SSHULFER@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 \_\_\_\_\_

\*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.

PLEASE PRINT!

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January 10, 2013

**City of Madison  
Department of Planning and Community & Development  
Attn: Urban Design Commission**

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

Urban Design Commission:

We, with Compass Properties (Building Owner), are requesting approval of mounting a tenant's existing sign to the building at 7617 Mineral Point Road.

The current Sign Control Ordinance text restricts wall signage to 30% of the signable area. The proposed reuse of the tenants existing sign is over this requirement. We're looking to the UDC to allow the sign to be installed.

1. The proposed sign location would directly relate to the tenant's space within the building.
2. The existing sign, while exceeding the allowable area, is an attractive design and only slightly out of compliance.
3. The tenant's space design has resulted in exterior building improvement (new glazing in lieu of existing steel overhead door).
4. While there are other locations on this building that could be used as signable area, we feel the proposed location is best for visibility and overall aesthetic.

Enclosed are copies of all required materials for Section D - Final Approval and/or Recommendation by the UDC.

Respectfully,

SHULFER ARCHITECTS, LLC

A handwritten signature in black ink, appearing to read 'Steve Shulfer', written over a horizontal line.

Steve Shulfer



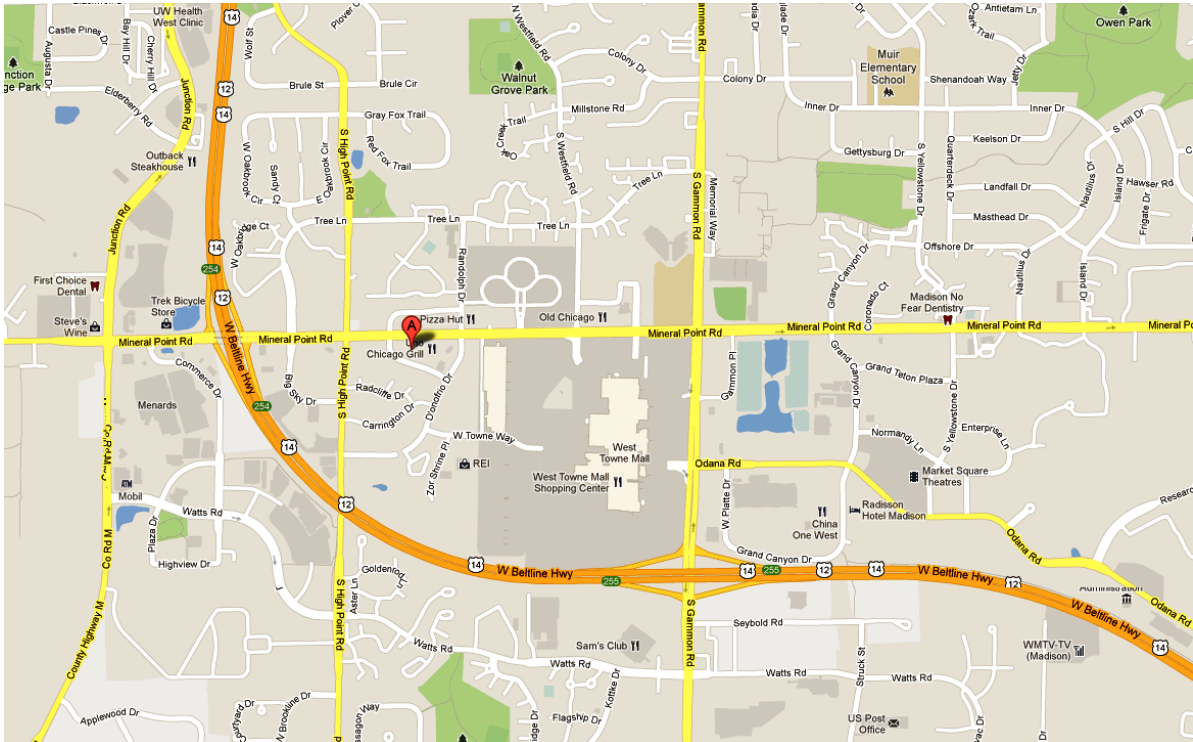
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**Locator Map:**





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Building Bird's Eye View:





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Existing Exterior (prior to construction):



*Note: Existing vents to be removed. Cover openings with brick to match existing. Remove existing garage door. Install windows and mullions that match building standard. At Mineral Point Road add window, to match building standard.*



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Existing Sign:



*Note: Will be taking out the heart from the sign and mounting it off to the side as a separate logo.*

*Color Chart:*

*Raceway – Akzo Nobel 7210 Gray*

*Heart face – 3630-49 Burgundy*

*Letter facing – White*

*Trim caps – Silver*

*Returns – Pre-finished blue*

*Description: Front-lit channel letters, illuminated with ultra-white LED's, face of heart and letters made of acrylic*



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Proposed Wall Sign Rendering:



*Note: This rendered image is for illustration purposes only. The proposed "Healthy Inspirations" wall sign is shown approximately. The awning in this rendering was never installed.*



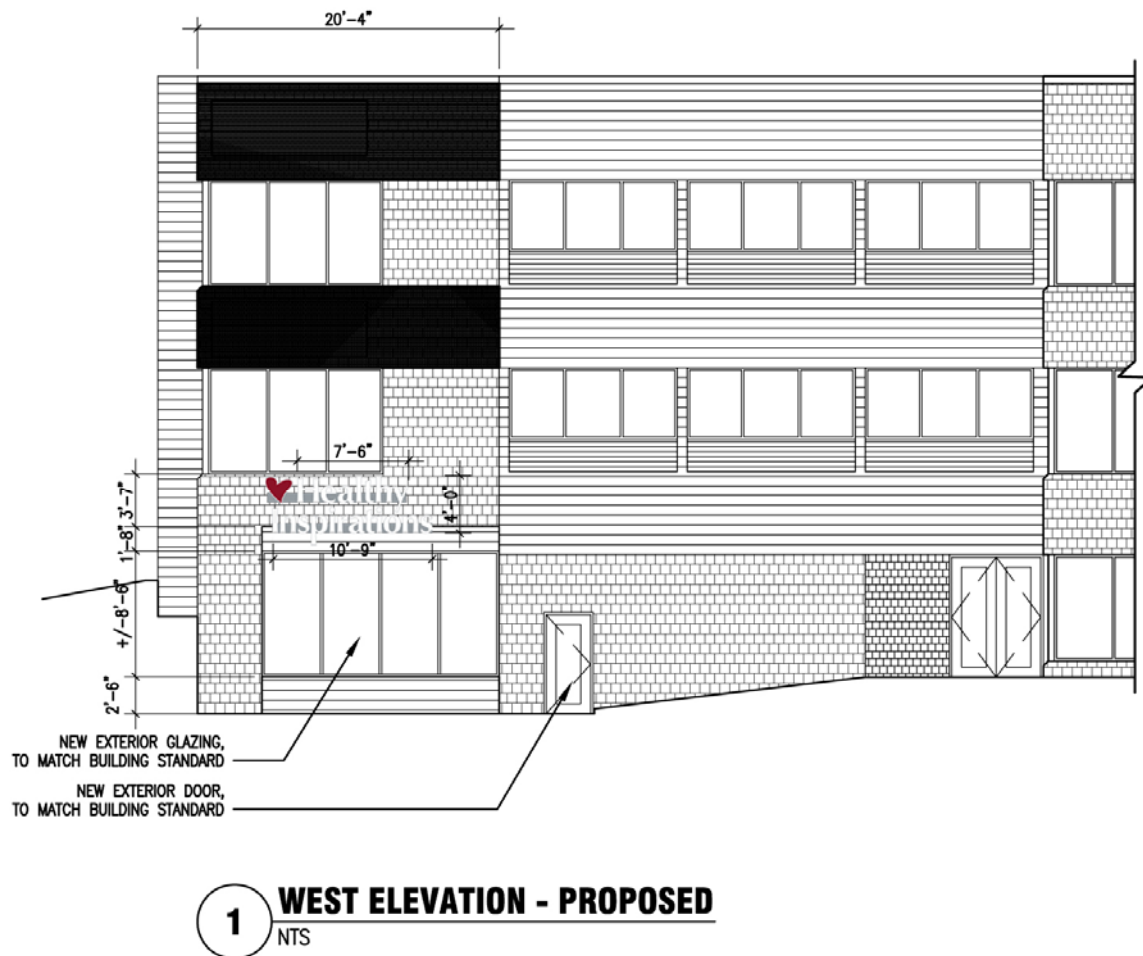
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Drawing with Proposed Graphic:



*Note: The sign shown is scaled as is. Prior to installation the sign will be compressed as much as possible therefore, creating a smaller overall scale.*



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Existing Exterior Wall/Monument Signage:





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