

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: JANUARY 30, 2013

Action Requested

☐ Informational Presentation

☐ Initial Approval and/or Recommendation

UDC MEETING DATE: FEBRUARY 6, 2013

☒ Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 7475 MINERAL POINT ROAD

ALDERMANIC DISTRICT: 9

OWNER/DEVELOPER (Partners and/or Principals)

HOLBORN VILLAGE LLC +

MADISON HIGH POINT LLC

2601 OLD CAMDEN SQ #211

MADISON, WI 53718

ARCHITECT/DESIGNER/OR AGENT:

RYAN SIGNS, INC.

3007 PERRY ST.

MADISON, WI 53713

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) CONTINUATION (IN A 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

January 30, 2013

City of Madison Urban Design Commission
Amending an Approved Comprehensive Design Plan
Alteration to an Approved PUD-SIP
UDC Meeting of February 6, 2013

High Point Centre
7474 Mineral Point Road

Freestanding Signs

A. MINERAL POINT ROAD

1. **ORIGINAL PUD approval**
One pylon sign shall be allowed on the corner of Mineral Point Road and D'Onofrio Drive. The sign shall not exceed 80 square feet and 26'-0" in overall height.
2. **EXISTING Pylon Sign**
The existing sign is 116.344 square feet (based on current ordinance calculations). (If the top and side extensions aren't included in the calculations, the existing sign is 82.5 square feet.)
The height of the existing sign is 16'-2" overall, including the brick base.
3. **PROPOSED Pylon Sign**
The proposed new pylon sign is 11'-9" x 8'-6" (99.875 square feet).
The height of the new sign 14'-6" overall, including the brick base.
The sign will include space for up to 19 tenant names, as determined by the owner.
The sign will utilize the existing base and will be internally illuminated using high output fluorescent lamps.

B. WEST TOWNE WAY & D'ONOFRIO DRIVE

1. **ORIGINAL PUD approval**
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 64 square feet (each) and 22'-0" in overall height.
2. **PROPOSED Pylon Signs**
At this time, and if the proposed Mineral Point Road sign is approved, the owners will give up the opportunity to place a sign on D'Onofrio Drive. *The owners reserve the right to return to the UDC in the future, if they determine a need for a sign on West Towne Way, as included in the original PUD.*

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January 30, 2013

Urban Design Commission
City of Madison Sign Ordinance Comparative
High Point Centre - 7475 Mineral Point Road
UDC Meeting of February 6, 2013
Page 2

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

Sign Type/Location	Location in Code	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance from Code</i>
<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><u>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 100 square feet and 16'-0" overall height AND up to one additional freestanding sign located on West Towne Way, with final approval by the UDC.</u></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><i><u>The proposed pylon sign size exceeds the original PUD SIP approval by 20 square feet, but is approximately 16 square feet less in area than the existing sign. The overall height of the proposed sign will be 10'-0" lower than the originally approved sign height.</u></i></p>

Following is a synopsis of the September 21, 2011 UDC Approvals.

Wall Signs

Wall Signs were approved as submitted to the Urban Design Commission at their September 21, 2011 meeting. No changes are being requested.

Pedestrian Signs

Pedestrian Signs were approved as submitted to the Urban Design Commission at their September 21, 2011 meeting. No changes are being requested.

Awnings

Awnings were approved as submitted to the Urban Design Commission at their September 21, 2011 meeting. No changes are being requested.

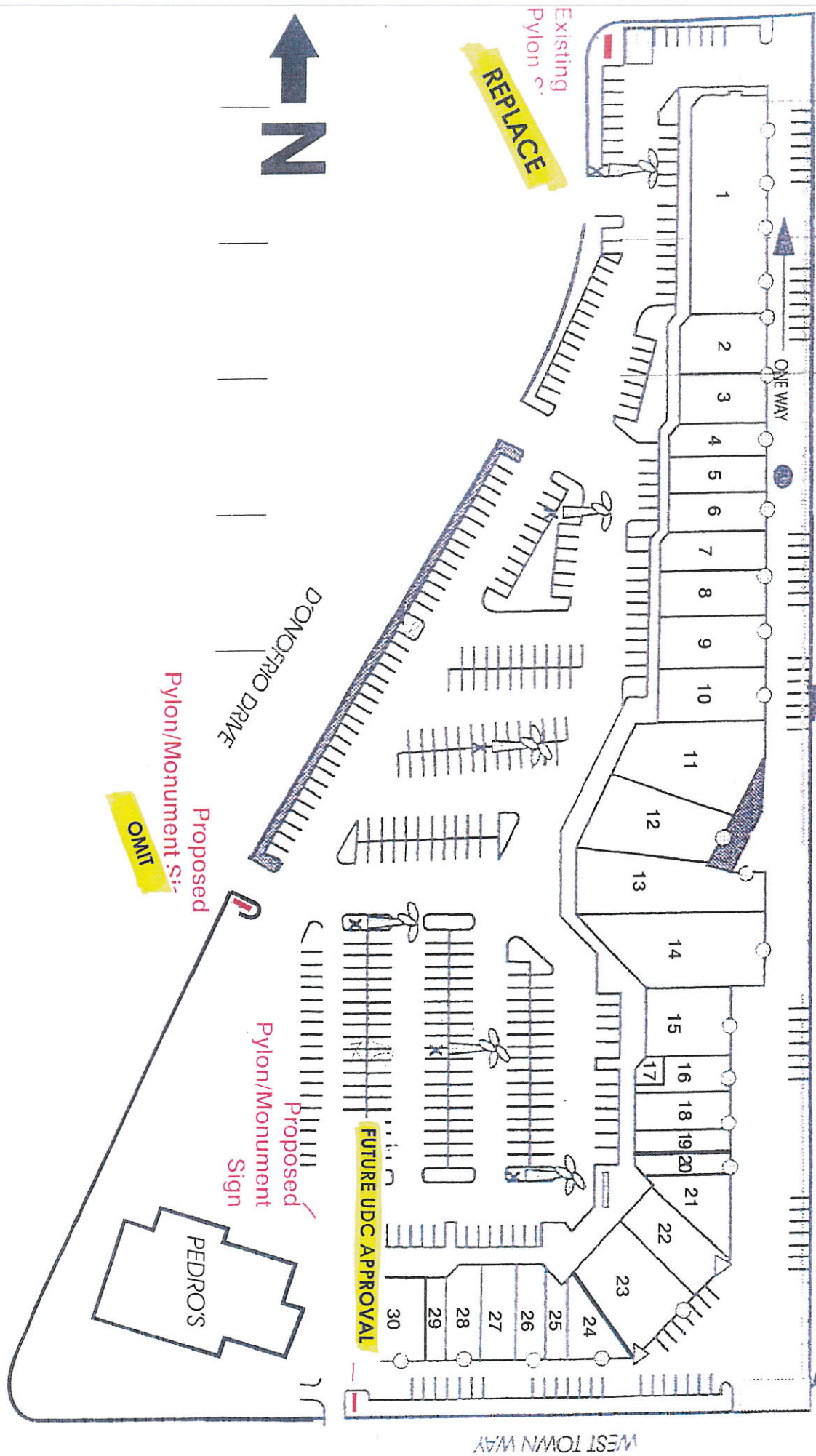
Parking Lot Directional Signs

Parking Lot Directional Signs were approved as submitted to the Urban Design Commission at their September 21, 2011 meeting. No changes are being requested.

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

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.	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. <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> <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 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>
<u>Awnings</u> <u>(Entire Development)</u>	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>Through the CDP, we are requesting approval to maintain the 14" x 72" pedestrian signs at the entrances to each tenant space</i>	These signs have been located at each tenant entrance sign since the project was developed in 1986.

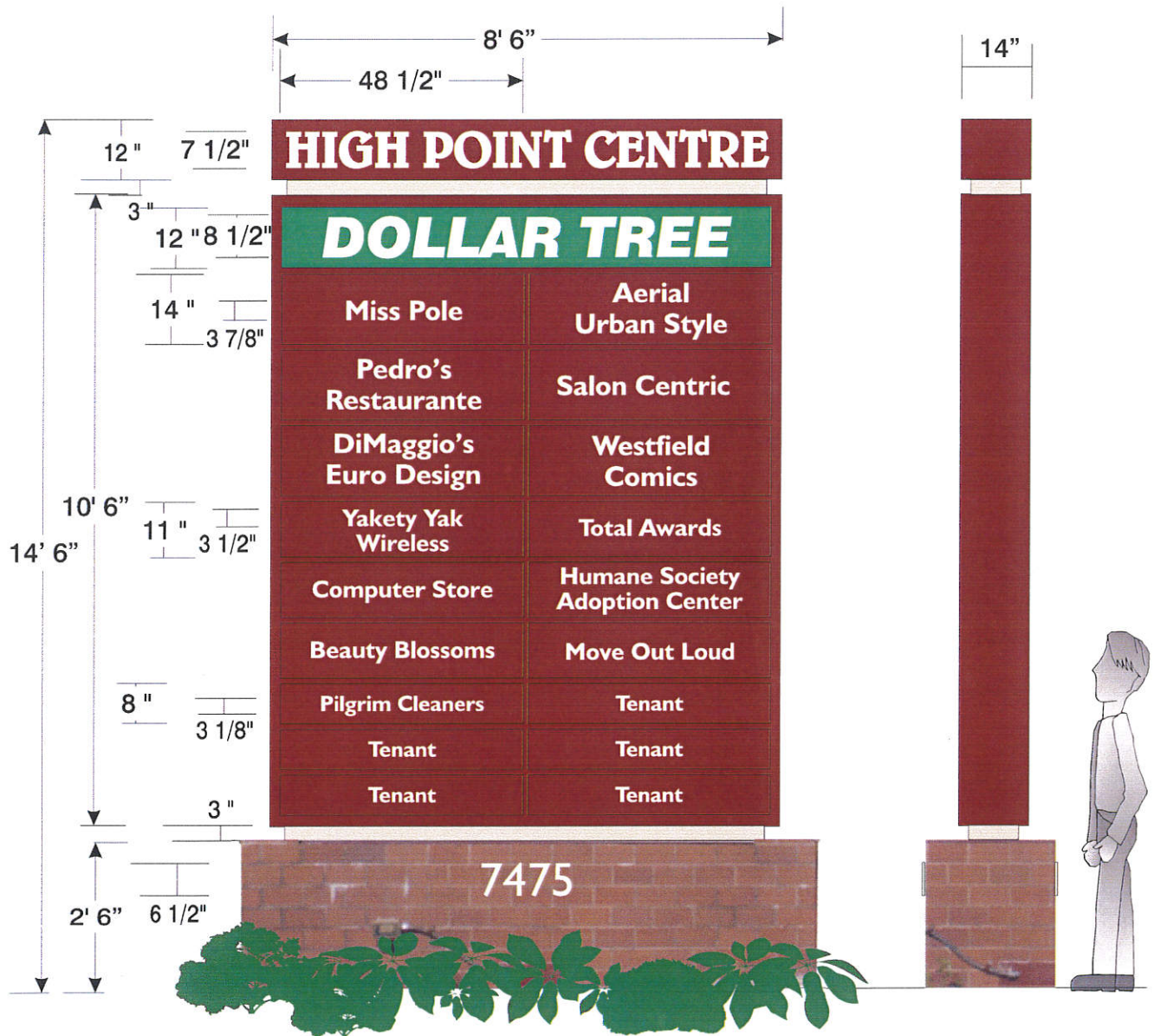
<u>Parking Lot Directional Signs</u>	31.044(1)(l) 2. Parking Lot Directional Signs	<i><u>Through the CDP, we are requesting approval of up to one sign per driveway entrance (3) on D'Onofrio Drive. There will be no more than (2) such signs on West Towne Way.</u></i>	Maximum Square Foot: 3 Maximum Height: 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.



PROPOSED

D.3

B



<input checked="" type="checkbox"/> Main Cabinet	<input checked="" type="checkbox"/> Header Overlay & Weeded Tenant Copy	<input type="checkbox"/> Reveal Detail
<input type="checkbox"/> Flat Cut Address Letters	<input checked="" type="checkbox"/> Weeded Primary Tenant Copy	
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal Fluorescent Lamps & Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Cabinet w/ Routed Address & Header Tenant Panels are Flat Lexan Covered w/ Weeded Translucent Vinyl & Mounted in "H" Divider Extrusions All Mounted on Existing Brick Base

Ryan Signs, Inc.		SCALE: 3/8" = 1'-0"	APPROVED:
3007 Perry Street, Madison, WI 53713 Tel: (608) 271-7979 Fax: (608) 271-4853		DATE: 5/21/12	
HIGH POINT CENTRE		REVISED: 1/28/13	Copyright 2011 by Ryan Signs, Inc.
		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>			DRAWING NUMBER:
client signature _____			5071K

HIGH POINT CENTRE

DOLLAR TREE

Miss Pole	Aerial Urban Style
Pedro's Restaurante	Salon Centric
DiMaggio's Euro Design	Westfield Comics
Yakety Yak Wireless	Total Awards
Computer Store	Humane Society Adoption Center
Beauty Blossoms	Move Out Loud
Pilgrim Cleaners	Tenant
Tenant	Tenant
Tenant	Tenant

Ryan Signs, Inc.

3007 Perry Street, Madison, WI 53713 Tel: (608) 271-7979 Fax: (608) 271-4853

HIGH POINT CENTRE

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client signature

SCALE: 3/8" = 1'-0"

DATE: 12/21/12

REVISED:

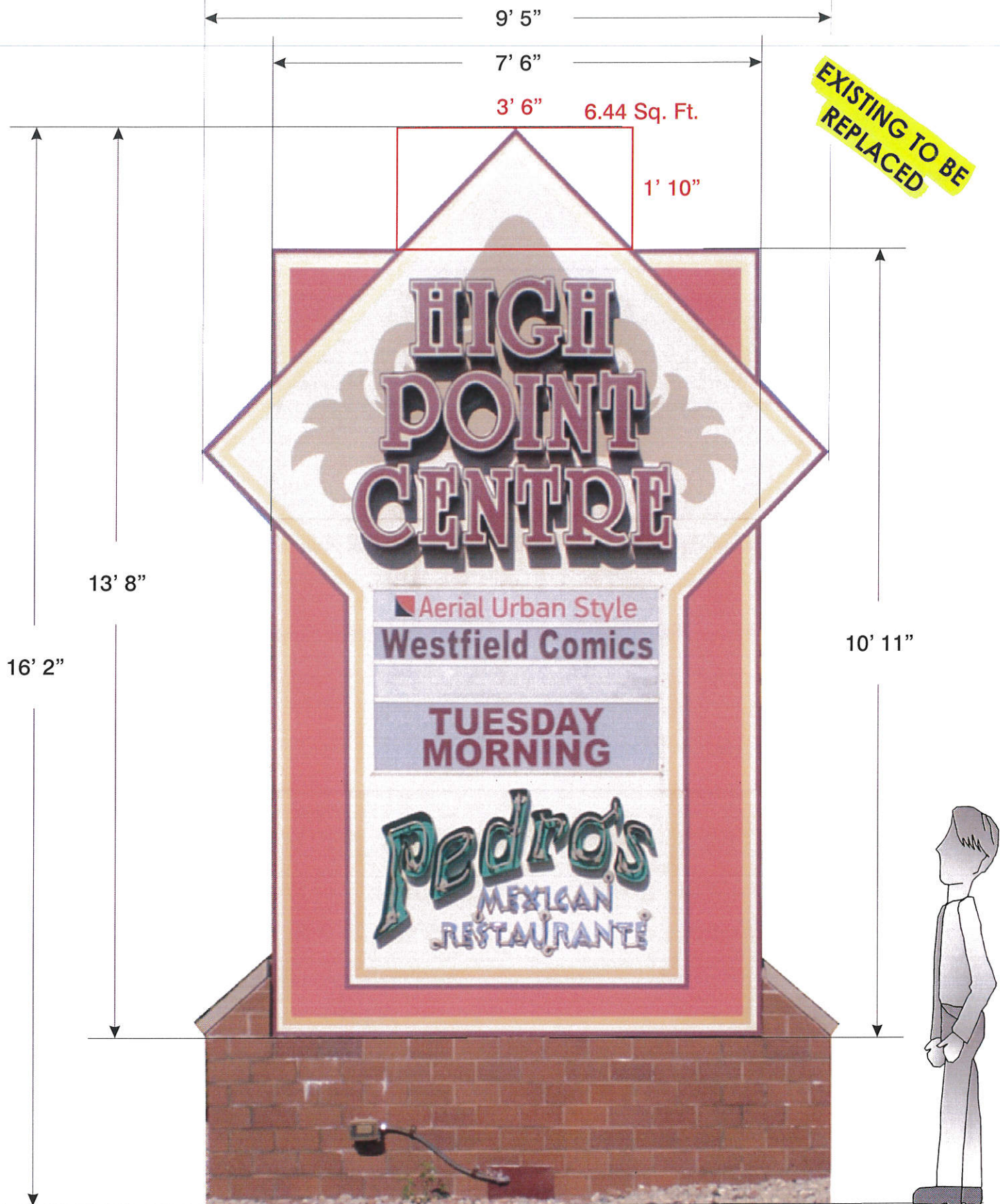
DRAWN BY: KW

APPROVED:

Copyright © 2011 by Ryan Signs, Inc.

DRAWING NUMBER:

5071K



Extreme Dimensions

10' 11" x 9' 5" = 109.904 Sq. Ft.
+ 6.440 Sq. Ft.
116.344 Sq. Ft.

With Extensions Omitted

11' x 7.5' = 82.5 Sq. Ft.

Ryan Signs, Inc. 3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853		SCALE: 1/2" = 1' 0" DATE: 8/25/11 REVISED: 1/29/13 DRAWN BY: KW	APPROVED: Copyright 2011 by Ryan Signs, Inc.
HIGH POINT CENTRE		DRAWING NUMBER: 5071L	
<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 _____			

bing Maps

7475 Mineral Point Rd, Madison, WI 53717

My Notes



On the go? Use m.bing.com to find maps, directions, businesses, and more

