

**Comprehensive  
Sign Plan  
for  
Oakbridge  
Commons**

**Shopping Center**  
7810-7874 Mineral Point Road

**Office Building**  
7941 Tree Lane  
and

**Vacant Lot**  
7933 Tree Lane

**July 14, 2010**

**Submitted to:**  
City of Madison  
Urban Design Commission

**By:**  
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**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_**

DATE SUBMITTED: <u>JULY 14, 2010</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>AUGUST 4, 2010</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 7810-7874 MINERAL POINT RD + 7941 + 7933 TREE LANE.  
ALDERMANIC DISTRICT: 9

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
OAKBRIDGE COMMONS LIMITED PARTNERSHIP RYAN SIGNS, INC.  
7941 TREE LANE SUITE 105 3007 PERRY ST.  
MADISON, WI 53717 MADISON, WI 53713

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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.

# Comprehensive Sign Plan

## Oakbridge Commons

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### INTRODUCTION

Oakbridge Commons is a mixed-use, commercial development located on the west side of Madison in the West Towne Mall business district.

A 50,000 square-foot, one-story community shopping center, a 13,000 square-foot, two-story office building and a vacant commercial lot are all situated on the north side of Mineral Point Road between High Point Road and Tree Lane. Phase I of the shopping center (7850-7874 Mineral Point Road) and the office building (7941 Tree Lane) were both constructed and opened in 1990. Phase II of the shopping center (7810-7840 Mineral Point Road) was constructed and opened in 1994. The shopping center and office building are owned by a Madison-based limited partnership.

The vacant lot property (7933 Tree Lane) is owned by the City of Madison.

The shopping center property consists of two legal lots, Lots 1 and 2 of CSM 7406.

The office building and the vacant lot comprise Lots 1 and 2 of CSM 8493.

All lots in this development are zoned C-2 and have cross-access easement rights which provide for customers, visitors, invitees and employees to travel over and across each lot to access all other lots. See Exhibit A for a vicinity map, aerial and site plan of Oakbridge Commons.

Because the entire development has buildings with a total gross floor area of 40,000 square feet or more, of which the retail use has a total gross floor area of 25,000 square feet or more, this development is classified as a planned commercial site per Section 28.04(23) of the City of Madison Zoning Code.

The City of Madison Sign Control Ordinance adopted on August 1, 2009 states that the permitted maximum net area of wall signs for a planned commercial site shall be no more than thirty percent (30%) of the signable area (as opposed to forty percent (40%) for a typical C-2 zoned property such as this) and the two square feet of signage for each lineal foot of building frontage method of measurement shall not be available.

When Oakbridge Commons was created back in the late 80's and early 90's, particular design steps were taken by the developer to architecturally integrate within the buildings a self-imposed, limited sign spandrel area in which each small shop owner was given the opportunity to display his/her own wall-mounted sign to identify his/her business location within the shopping center.

Since its inception, the shopping center owner has used the pre-existing zoning code's two square feet of signage for each lineal foot of building frontage method of measurement in its leases to determine the maximum allowable sign for each tenant. Each tenant was then further restricted by the nature of the design of its sign spandrel area which, in nearly every case, was no higher than 3'-6" and no wider than the width of the respective tenant's

premises. In further restricting each sign by including a maximum letter height, the landlord ensured that all signs at Oakbridge Commons would be reasonable in scale relative to the architecture of the buildings.

As Oakbridge Commons is now negotiating new leases which are addressing signage for the first time under the new Sign Control Ordinance adopted on August 1, 2009, the Madison-based limited partnership is realizing that the architecture specific to Oakbridge Commons' signable areas is unduly constraining the flexibility of small shop owners to effectively communicate their physical location to the public.

This application for a Comprehensive Sign Plan for Oakbridge Commons is being submitted to clarify the following:

### **1. Size of Wall-Mounted Signs**

One of the intents of the new Sign Control Ordinance adopted on August 1, 2009 was to prevent large single-user commercial buildings from creating enormous signable areas in order to take advantage of the existing sign code and install a very, very large sign. Due to the size of the total development, the multi-tenanted Oakbridge Commons shopping center, whose signs were originally restricted based on the City of Madison's previous sign code allowance of two square feet of signage for each lineal foot of building frontage, appears to be suffering unnecessarily from an unintended consequence of this ordinance.

Small shop owners who today pursue a sign permit are being forced to greatly reduce their sign size from the previous tenant's sign for the same space and do not have the ability to compete fairly with other businesses located in other shopping centers where signable areas were not self-restricted by its developer for architecturally aesthetic reasons.

Oakbridge Commons would like to continue to use the two square feet of signage for each lineal foot of building frontage method of measurement to determine the maximum size of the wall-mounted sign(s) for each tenant space, since its sign spandrel areas were not designed to exploit the ordinance, but rather to become harmoniously integrated with the entire development's architectural plan.

### **2. Color and Design of Signs**

The tenants of Oakbridge Commons are also telling the owner that over the past twenty years, improvements in technology and increased cost-efficiencies are providing retailers with a plethora of new opportunities to be more creative with their store signs. They are asking the owner to provide more flexibility.

Therefore, Oakbridge Commons would like to offer its tenants a broad range of color and design spectrum possibilities for their signs.

### **3. Ground Signs**

Because Oakbridge Commons is a mixed-use development fronting on three different public streets and comprised of four legal lots with different ownership entities and cross-access easement rights, proper placement of ground signs, directional signs and address signs is necessary for the public to understand how to navigate the area in order to reach their destination.

Oakbridge Commons is looking for some additional flexibility with respect to ground signs as well.

In short, this Comprehensive Sign Plan application has been prepared to provide flexibility for the small shop owners and tenants at this shopping center and office building development to have the types of signs that have previously been approved and acceptable to the City of Madison and to avoid the undue restrictions that were intended to address other commercial buildings whose architecture was designed to exploit the full maximum advantage of the 40% of signable area rule. There are no plans to make any architectural changes to the existing buildings.

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July 14, 2010

URBAN DESIGN COMMISSION  
 OAKBRIDGE COMMONS  
 COMPREHENSIVE DESIGN REVIEW  
 EXISTING & PROPOSED SIGNAGE COMPARED TO  
 CITY OF MADISON SIGN ORDINANCE AS ADOPTED AUGUST 1, 2009

Sign Type/Location	Location in Code	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance from Code</i>
Tenant Wall Signage Lots 1 & 2 of CSM 7406 (Shopping Center)	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 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 design &amp; 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 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>
Ground Sign #1 (GS-1) Lot 2 of CSM 7406 (Shopping Center)	Ground Signs Page 27 31.08	Existing monument sign was installed with original Lot 2 CSM 7406 construction.  <i>There will be no change to this sign or its use, which includes uniform tenant names for 7941 &amp; 7933 Tree Lane, with individual letter height not to exceed 6". We are requesting the existing sign and its use be included as part of the CDR approval.</i>	This sign was in compliance when it was installed in 1990.
Ground Sign #2 (GS-2) Lot 1 of CSM 7406 (Shopping Center)	Ground Signs Page 27 31.08	VIDEO STATION Existing pole sign was installed with original Lot 2 construction. The sign is 2'-6" x 9'-0" = 22.5 square feet. The overall height does not exceed 18'-0".  <i>Any future changes to this sign will not exceed 22.5 square feet (new sign or change of copy). The height of this sign shall not exceed 18'-0"</i>	This sign complied with the code when it was installed in 1994 and is still in compliance with the 2009 code.  Mineral Point Road has 6 lanes of traffic with a speed limit of 40 MPH. The site is allowed up to two ground signs (monument or pole), not to exceed 72 square feet. The height of this sign does not exceed 18' in overall height.

Sign Type/Location	Location in Code	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance from Code</i>
<u>Ground Sign #3 (GS-3)</u> Lot 1 of CSM 7406 (Shopping Center)	Ground Signs Page 27 31.08	WALGREENS Existing pole sign was installed with original Lot 2 construction. The sign is 3'-0" x 9'-0" = 27 square feet and the message center is 2'-6" x 9'-0" = 22.5 square feet. The overall height does not exceed 18'-0".  <i>Any future changes to this sign will not exceed 49.5 square feet (new sign or change of copy. The height of this sign shall not exceed 18'-0")</i>	This sign complied with the code when it was installed in 1994 and is still in compliance with the 2009 code.  Mineral Point Road has 6 lanes of traffic with a speed limit of 40 MPH. The site is allowed up to two ground signs (monument or pole), not to exceed 72 square feet. The height of this sign does not exceed 18' in overall height.  The total square footage of the two pole signs is 72 square feet.
<u>Directional Sign #1 (DS-1)</u> Lot 1 of CSM 7406 (Shopping Center)	Off-Premise Directional Sign Page 30 31.115	<i>One new off-premise directional sign per lot will be allowed.</i>  <i>The size of this sign type will not exceed the existing size 12 square feet)</i>	Allowed (see DS-2 below)
<u>Directional Sign #2 (DS-2)</u> Lot 2 of CSM 7406 (Shopping Center)  <i>Directional Signs #1 and #3 (DS-1 and DS-3) will be similar to Directional Sign #2 (DS-2).</i>	Off-Premise Directional Sign Page 30 31.115	Existing off-premise directional sign was installed at the time of the construction of the office building at 7941 Tree Lane in 1990.  <i>The size of this sign type will not exceed the existing size 12 square feet)</i>  <i>We are requesting continued approval of this sign and up to two additional off-premise directional signs to be installed at such a time as 7933 Tree Lane is developed, and as needed to provide direction from High Point Road to 7941 and/or 7933 Tree Lane.</i>	No off-premise directional sign shall exceed 16' in height or 32 square foot in size. No more than one off-premise directional sign shall be located on any zoning lot.  This is the only off-premise directional sign on Lot 2 and is in compliance with the code. The two proposed locations are each on separate legal lots.
<u>Wall Mounted Sign</u> Lot 1 of CSM 8493 (Office Building)	Wall, Roof & Above Roof Signs Page 24 31.07 (2) Wall and Roof Signable Area.	At this time, there is no signage, other than the address, on this elevation. The landlord wishes to reserve the right to allow tenants the opportunity to place their name directly above the entrance door.  <i>We are requesting approval to use up to 27 square feet of the approximately 51 square feet for tenant names at 7941 Tree Lane. The final determination of the names will be left up to the landlord.</i>	31.07 (2) Wall and Roof Signable Area. (Reference Tenant Wall Signs on Page 1)  While there are other signable areas located on the building façade, the owners have determined that they would like to limit the building signage to the area directly above the entrance door for any tenant name or building name they might allow.
<u>Ground Sign #4 (GS-4)</u> Lot 1 of CSM 8493 (Office Building)	Ground Sign Page 27 31.08	The existing monument sign is 5'-0" x 5'-0" = 20 square feet and was installed with original Lot 1 CSM 8493 construction.  <i>We are requesting ongoing approval for the use of this sign for tenants of the existing office building.</i>  <i>We are requesting approval for the addition of sign #GS-6, which will be identical to sign #GS-4</i>	This sign was in compliance when it was installed in 1994.

<b>Sign Type/Location</b>	<b>Location in Code</b>	<b>Existing/<i>Proposed Signage/CDR</i></b>	<b>Code/<i>Variance from Code</i></b>
Ground Sign #5 (GS-5) Lot 1 of CSM 8493 (Office Building)	Ground Signs Page 27 31.08	Existing monument sign was installed with original Lot 1 CSM 8493 construction.  <i><u>There will be no change to this sign or its use, which includes uniform tenant names for 7941 &amp; 7933 Tree Lane, with individual letter height not to exceed 6".</u></i>	This sign was in compliance when it was installed in 1990.
Directional Sign #3 (DS-3) Lot 1 of CSM 8493 (Office Building)	Address Signage	<i><u>One new off-premise directional sign per lot will be allowed.</u></i>  <i><u>The size of this sign type will not exceed the existing size 12 square feet)</u></i>	Allowed (see DS-2 above)
Wall Mounted Sign Lot 2 of CSM 8493 (Vacant Lot)	Wall, Roof & Above Roof Signs Page 24 31.07 (2) Wall and Roof Signable Area.	<i><u>We are requesting approval to use up to 27 square feet of the approximately 51 square feet for tenant names at 7933 Tree Lane. The final determination of the names will be left up to the landlord.</u></i>  <i><u>(This is the same request being made of Lot 1 of CSM 8493)</u></i>	31.07 (2) Wall and Roof Signable Area. (Reference Tenant Wall Signs on Page 1)  While there are other signable areas located on the building façade, the owners have determined that they would like to limit the building signage to the area directly above the entrance door for any tenant name or building name they might allow.
Ground Sign #6 (GS-6) Lot 2 of CSM 8493 (Vacant Lot)	Ground Sign Page 27 31.08	The existing monument sign on Lot 1 of CSM 8493 is 5'-0" x 5'-0" = 20 square feet and was installed with original Lot 1 CSM 8493 construction.  <i><u>We are requesting approval for the addition of sign #GS-6, which will be identical to sign #GS-4.</u></i>	
Address Sign #1 (AS-1) Lot 2 of CSM 8493 (Vacant Lot)	Address Signage	<i><u>One new address sign per lot.</u></i>  <i><u>The size of this sign type will not exceed the existing size 12 square feet).</u></i>	Required Signage (Fire Department)
Awnings (Entire Development)	Awning Signs Page 23 31.06 (1)	<i><u>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.</u></i>	This language complies with the code.
Temporary Banners (Entire Development)	Business Opening Signs Page 23 31.065	<i><u>Allowed with Landlord approval</u></i>	As allowed by code.
Window Signs (Entire Development)	Window Signs Page 29 31.10	<i><u>Allowed with Landlord approval</u></i>	As allowed by code.



# Comprehensive Sign Plan

## Oakbridge Commons

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# Comprehensive Sign Plan

## Oakbridge Commons

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**SHOPPING CENTER PROPERTY (Lots 1 and 2, CSM 7406)**  
7810-7874 Mineral Point Road

### Wall-Mounted Signs for Individual Tenant Spaces

Oakbridge Commons Shopping Center is a multi-tenanted community shopping center building comprised of many different small shops. Each shop space has a designated sign spandrel area constructed of exterior insulated finishing system (EIFS) material which is illustrated with dimensions in Exhibit C.

Exhibit B contains a table which breaks down the store frontage, signable area, maximum letter height and maximum size of sign for each shop space.

#### Landlord Rules

Sign construction is to be completed in compliance with the instruction, limitations and criteria contained in this document. Sign construction must also be coordinated with the landlord's designated construction supervisor so that such person may observe and insure proper installation of the sign.

The following criteria will be used in the landlord's decision to approve a sign.

1. Each tenant will be required to identify its Premises by the use of a lighted, wall-mounted sign.
2. It is intended that the signing of the stores in Oakbridge Commons shall be developed in an imaginative and varied manner, but previous and current signing practices of the tenant will be considered.

#### Comprehensive Sign Plan Criteria

1. All signs shall conform to the highest industry specifications and shall consist of individual canister-type letters or cabinets with metal sides and plastic faces. All letters shall be individually lit with concealed neon, light-emitting diodes (LEDs) or fluorescent fixtures. In an attempt to provide flexibility for each individual tenant, colors used for the exterior face of the letters will be subject to the landlord's approval.
2. All signs shall have concealed attachment devices, clips, wiring, transformers, lamps and tubes.
3. Location Restrictions:
  - a. Each tenant's sign spandrel space is specifically designated according to Exhibit C. All sign components must be located within this space.

- b. A representative of the landlord must be present on-site to approve the final location of the sign pattern on the sign spandrel area prior to any drilling or installation of the sign.
4. Landlord Approval:

All signs must be approved by the landlord before city permit application and sign installation. A shop drawing of the sign must be submitted to the landlord showing all dimensions, type and location of all lighting apparatus, style and color of letters and specifications of all materials used. The submission must also include a drawing showing the exact intended location on the sign spandrel and a color representation of the sign or a color photograph of an identical existing sign.

#### Prohibited Types of Signs or Sign Components

1. Moving or rotating signs.
2. Signs employing moving or flashing lights.
3. Signs employing exposed raceways, ballast boxes or transformers.
4. Signs exhibiting the names, stamps or decals of the sign manufacturer or installer.
5. Signs employing noise making devices and components.
6. Signs, letters, symbols or identification of any nature painted directly on surfaces exterior to the premises.
7. Signs employing unedged or uncapped plastic letters or letters with no returns and exposed fastenings.
8. Rooftop signs.

# Comprehensive Sign Plan

## Oakbridge Commons

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### SHOPPING CENTER PROPERTY (Lots 1 and 2, CSM 7406) 7810-7874 Mineral Point Road

#### Ground Signs and Directional Signs

The site plan and the aerial in Exhibit A show five (5) locations for ground signs and directional signs on the shopping center property.

**Ground Sign 1 (GS-1)** is an externally-illuminated property identification sign constructed with brick, stone, ceramic tile and iron fence materials architecturally compatible with the shopping center and the existing office building. Mainly decorative in nature, there is also space provided on the green tile panels for white dimensional letters no greater than 6 inches in height for use by tenants of the existing office building at 7941 Tree Lane and the future building at 7933 Tree Lane. Since these letters are only six inches in height and require no sign permit, they shall be approved and installed at the discretion of the landlord. See Exhibit D for a photo of this sign as it exists today.

**Ground Sign 2 (GS-2)** is an internally-illuminated free-standing pole sign with a sign panel area equal to approximately 2 feet – 6 inches high by 9 feet wide. The user of this sign shall be determined solely by the landlord. See Exhibit D for a photo of this sign as it exists today.

**Ground Sign 3 (GS-3)** is an internally-illuminated free-standing pole sign with two signable panel areas equal to approximately 3 feet high by 9 feet wide each and two LED reader board areas equal to approximately 2 feet – 6 inches high by 9 feet wide each. The user of this sign shall be determined solely by the landlord. See Exhibit D for a photo of this sign as it exists today.

**Directional Sign 1 (DS-1)** is a non-illuminated, off-premises, sand-blasted wood directional sign which shall direct visitors to 7933 Tree Lane and 7941 Tree Lane. The maximum dimensions of this sign shall be 3 feet high by 4 feet wide.

**Directional Sign 2 (DS-2)** is a non-illuminated, off-premises, sand-blasted wood directional sign which shall direct visitors to 7933 Tree Lane and 7941 Tree Lane. The maximum dimensions of this sign shall be 3 feet high by 4 feet wide.

#### Awning Signs

The valance on any awning at the shopping center may be used, at the landlord's sole discretion, for the placement of letters no more than six inches in height. The addition of any such letters shall not require a sign permit.

# **Comprehensive Sign Plan**

## **Oakbridge Commons**

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**SHOPPING CENTER PROPERTY (Lots 1 and 2, CSM 7406)**  
7810-7874 Mineral Point Road

### **Temporary Banners**

Tenants of the shopping center shall have the right, subject to the landlord's approval and an appropriate Madison sign permit, to install a banner in front of their premises for an uninterrupted period not to exceed a total of thirty (30) days.

### **Window Signs**

All tenants shall be permitted to display illuminated and/or non-illuminated signs on the inside surface of the windows of their premises as allowed by code.

# Comprehensive Sign Plan

## Oakbridge Commons

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### OFFICE BUILDING PROPERTY (Lot 1, CSM 8493)

7941 Tree Lane

#### Wall-Mounted Signs

Exhibit F contains a photo of the south façade of the office building at 7941 Tree Lane.

The south facade has a designated sign spandrel area constructed of exterior insulated finishing system (EIFS) material which is illustrated with dimensions in Exhibit H. This 4'-10" high by 10'-8" wide sign spandrel area shall be reserved for a general building address, building name and/or building occupant names to be determined by the landlord at its sole discretion. Any sign that is installed shall be constructed of non-illuminated dimensioned letters and approved by the landlord in advance of a sign permit application. The total size of this sign shall not exceed 27 square feet.

#### Directional Signs and Ground Signs

The site plan and the aerial in Exhibit A show three (3) locations for directional signs and ground signs on the office building property.

**Directional Sign 3 (DS-3)** is a non-illuminated, sand-blasted wood combination entrance marker and off-premises directional sign which shall direct visitors to 7941 Tree Lane and 7933 Tree Lane. The maximum dimensions of this sign shall be 3 feet high by 3 feet wide. See Exhibit E for a photo of this sign as it exists today.

**Ground Sign 4 (GS-4)** is an externally-illuminated monument sign constructed of brick and stone architecturally compatible with the shopping center and the existing office building. It has space at the top for a general building address or building name and individual building occupant sign panels below equal to approximately 4 inches by 60 inches each. The users of this sign shall be determined solely by the landlord. See Exhibit E for a photo of this sign as it exists today.

**Ground Sign 5 (GS-5)** is an externally-illuminated property identification sign constructed with brick, stone, ceramic tile and iron fence materials architecturally compatible with the shopping center and the existing office building. Mainly decorative in nature, there is also space provided on the green tile panels for white dimensional letters no greater than 6 inches in height for use by tenants of the existing office building at 7941 Tree Lane and the future building at 7933 Tree Lane. These letters are only six inches in height and require no sign permit. They shall be approved and installed at the discretion of the landlord. See Exhibit E for a photo of this sign as it exists today.

# Comprehensive Sign Plan

## Oakbridge Commons

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### **VACANT LOT PROPERTY (Lot 2, CSM 8493)**

7933 Tree Lane

#### **Wall-Mounted Signs**

The future building will include a designated sign spandrel area above the front door to the building. This sign spandrel area shall be reserved for a general building address, building name or building occupant names to be determined by the landlord at its sole discretion. Any sign that is installed shall be constructed of non-illuminated dimensioned letters and approved by the landlord in advance of a sign permit application. The total size of this sign shall not exceed 27 square feet.

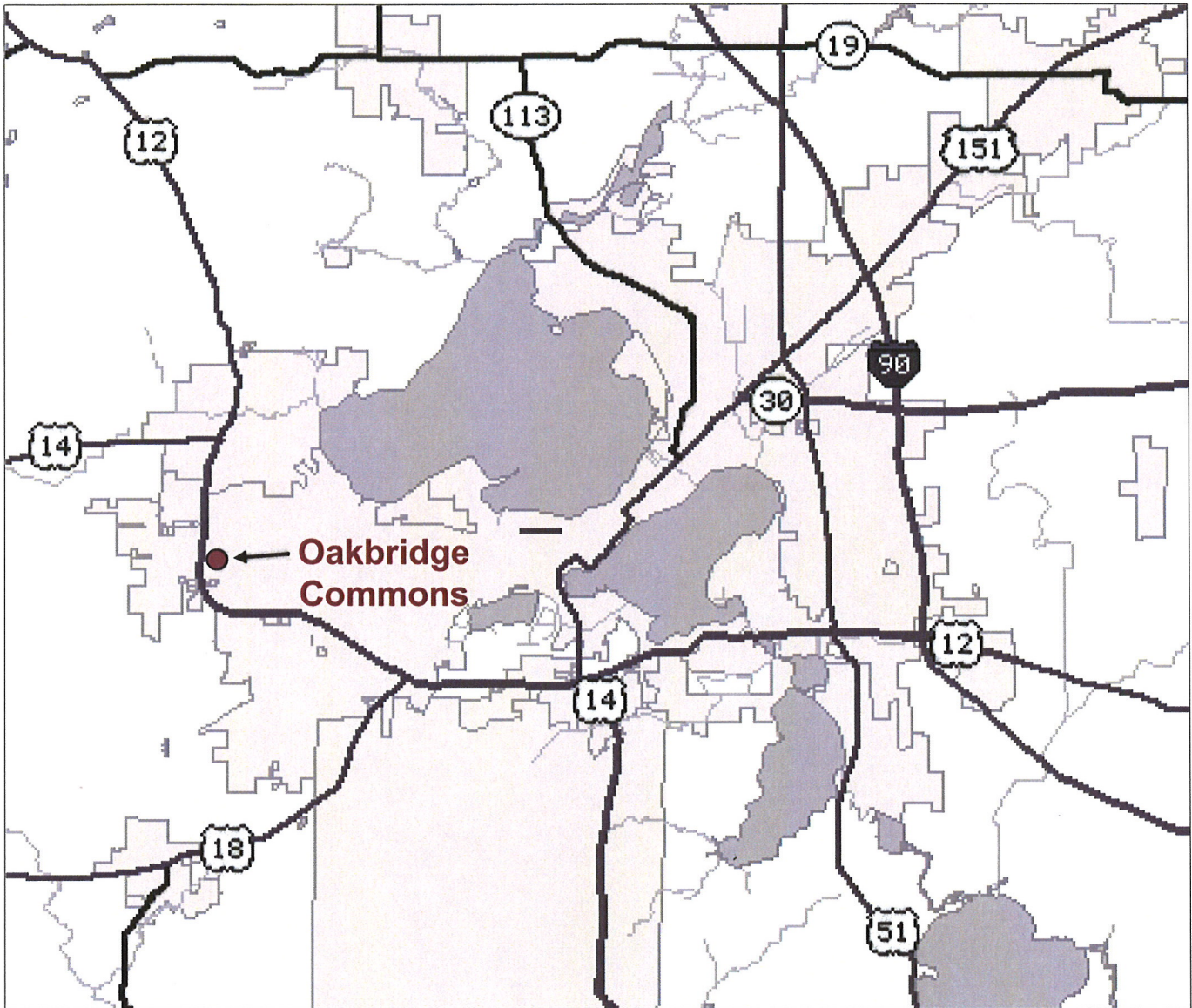
#### **Address Signs and Ground Signs**

The site plan and the aerial in Exhibit A show two (2) locations for future address and ground signs on the vacant lot property.

**Address Sign 1 (AS-1)** shall be a non-illuminated, sand-blasted wood address sign for 7933 Tree Lane. The maximum dimensions of this sign shall be 2 feet high by 3 feet high.

**Ground Sign 6 (GS-6)** shall be an externally-illuminated monument sign constructed of brick and stone architecturally compatible with the shopping center and the existing office building. It will have space at the top for a general building address or building name and individual building occupant sign panels below equal to approximately 4 inches high by 60 inches wide each. The users of this sign shall be determined solely by the landlord (same as GS-4).

## Exhibit A – Vicinity Map



## Madison, Wisconsin



### Flad Development & Investment Corp.

Oakbridge Commons  
7941 Tree Lane, Suite 105  
Madison, Wisconsin 53717  
(608)-833-8100  
(608)833-8105 fax  
[flad@flad-development.com](mailto:flad@flad-development.com)



# Exhibit A - Aerial



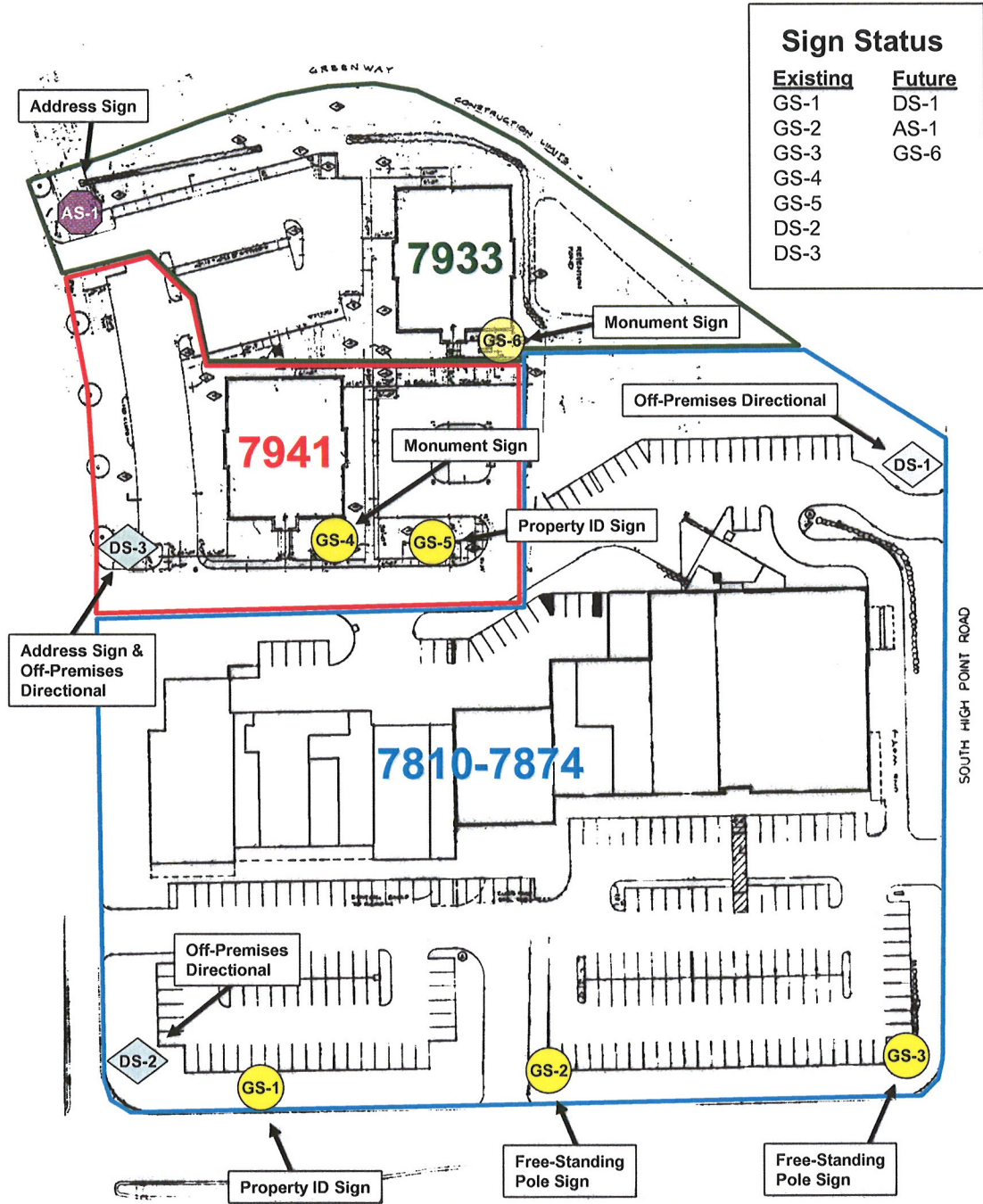
**Flad Development & Investment Corp.**  
 7941 Tree Lane, Suite 105  
 Madison, WI 53717  
 608-833-8100  
 608-833-8105 FAX  
[flad@flad-development.com](mailto:flad@flad-development.com)

Sign Status	
Existing	Future
GS-1	DS-1
GS-2	AS-1
GS-3	GS-6
GS-4	
GS-5	
DS-2	
DS-3	

## Oakbridge Commons Retail, Office Building and Vacant Lot

7810-7874 Mineral Point Road,  
 7941 Tree Lane and 7933 Tree Lane, Madison, Wisconsin

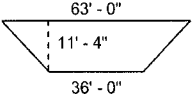
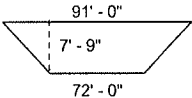
### Exhibit A – Site Plan



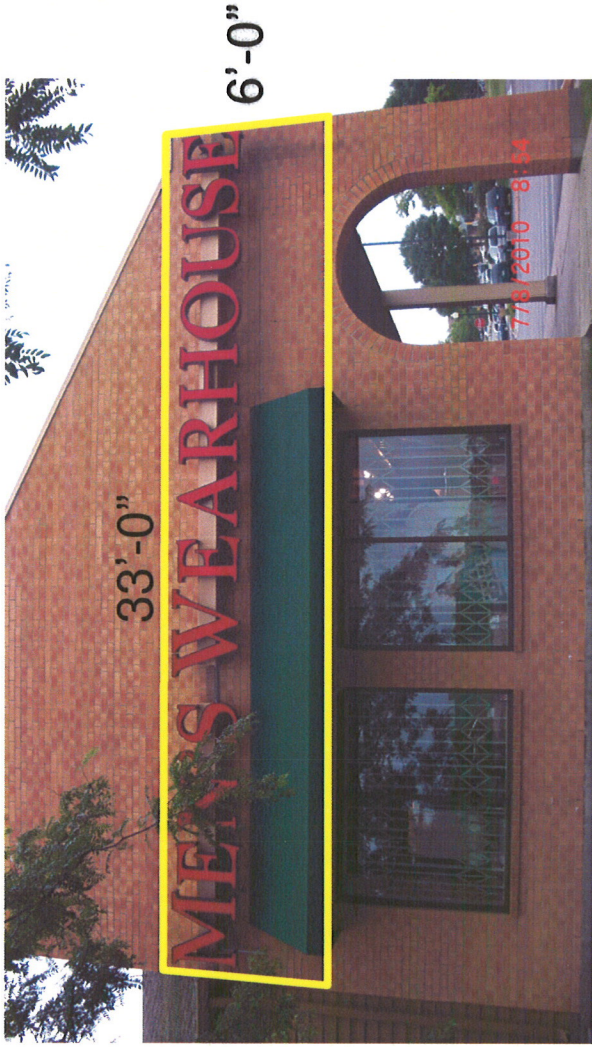
## Exhibit B

# Oakbridge Commons Retail Shopping Center

### Wall-Mounted Signs

	<u>Shop Name (elevation)</u>	<u>Shop #</u>	<u>Store Frontage</u>	<u>Maximum Letter Height</u>	<u>Signable Area</u>	<u>Maximum Size of Sign (Sq. Ft.)</u>
<b>Phase I:</b>	Men's Wearhouse (south)	300	55' - 5"	30"	3' - 6" x 50' - 0"	110.0
	Men's Wearhouse (west)	300	120' - 0"	30"	6' - 0" x 33' - 0"	110.0
	Cost Cutters (south)	301	18' - 6"	30"	3' - 6" x 16' - 0"	37.0
	Silly Yak / Bread Barn (south)	302	37' - 0"	30"	3' - 6" x 36' - 9"	74.0
	Dairy Queen (south)	305	15' - 0"	30"	3' - 6" x 16' - 0"	30.0
	Felly's Flowers (south)	308	21' - 9"	30"	3' - 6" x 18' - 0"	43.5
	Fiesta Cancun (south)	310	36' - 9"	30"	3' - 6" x 34' - 6"	73.5
	Badger Cleaners (south)	312	18' - 6"	30"	3' - 6" x 16' - 0"	37.0
<b>Phase II:</b>	Video Station (south)	316	32' - 6"	42"	5' - 6" x 23' - 0"	65.0
	All About Chiropractic (south)	317	32' - 6"	30"	3' - 4" x 20' - 0"	65.0
	Photo Express (south)	318	40' - 0"	30"	3' - 4" x 40' - 0"	80.0
	Photo Express (west-rear)	318	32' - 0"	30"	6' - 0" x 24' - 0"	64.0
	Photo Express (north-rear)	318	40' - 0"	30"	6' - 0" x 10' - 0"	80.0
	U-Frame-It (south)	320	26' - 0"	30"	3' - 4" x 27' - 0"	52.0
	U-Frame-It (south-gable)	320	36"	36"		
	U-Frame-It (west-rear)	320	42' - 0"	30"	6' - 0" x 10' - 0"	84.0
	Mad Cat (south)	322	44' - 0"	30"	3' - 4" x 40' - 0"	88.0
	Walgreens (south)		100' - 0"	6' - 0"		280.0
		a	100' - 0"	18"	2' - 2" x 29' - 0"	39.0
		b	100' - 0"	18"	2' - 2" x 72' - 0"	39.0
		c	100' - 0"	18"	2' - 2" x 29' - 0"	39.0
		d	100' - 0"	18"	2' - 2" x 16' - 6"	20.0
Walgreens (east)		135' - 0"	6' - 0"		280.0	
	e	135' - 0"	18"	2' - 2" x 33' - 9"	46.0	
	f	135' - 0"	18"	2' - 2" x 38' - 0"	46.0	
	g	135' - 0"	18"	2' - 2" x 25' - 0"	33.0	
Walgreens (north)		100' - 0"	18"	2' - 2" x 16' - 6"	20.0	
	h	100' - 0"	18"	2' - 2" x 16' - 6"	20.0	

# Exhibit C – Sign Spandrel Areas

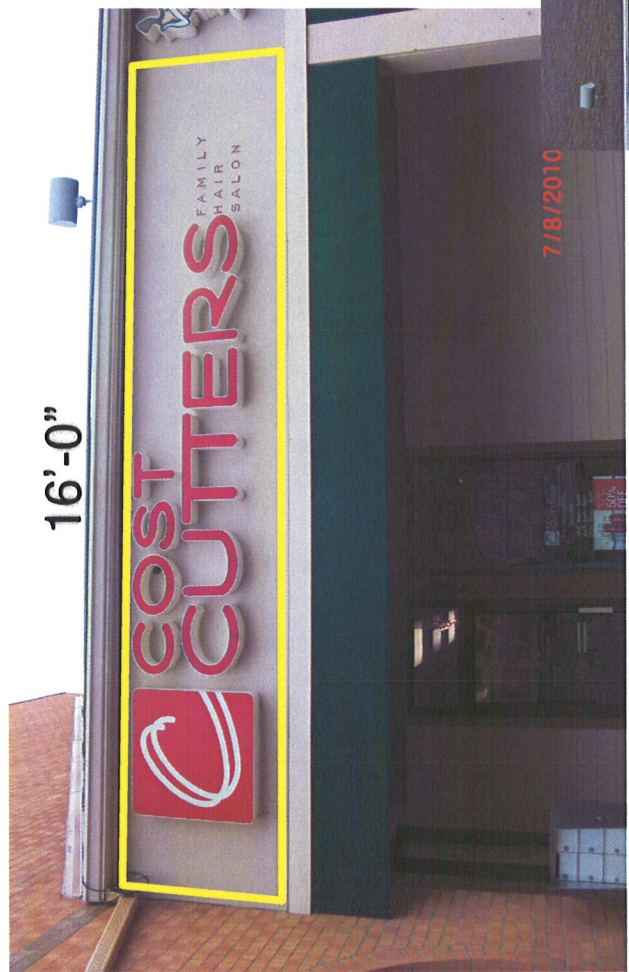


Shop 300 – West Elevation



Shop 300 – South Elevation

# Exhibit C – Sign Spandrel Areas



16'-0"

3'-6"

Shop 301 – South Elevation



36'-9"

3'-6"

Shop 302 – South Elevation

# Exhibit C – Sign Spandrel Areas

16'-0"



3'-6"

Shop 305 – South Elevation

18'-0"



3'-6"

Shop 308 – South Elevation

# Exhibit C – Sign Spandrel Areas



Shop 310 – South Elevation

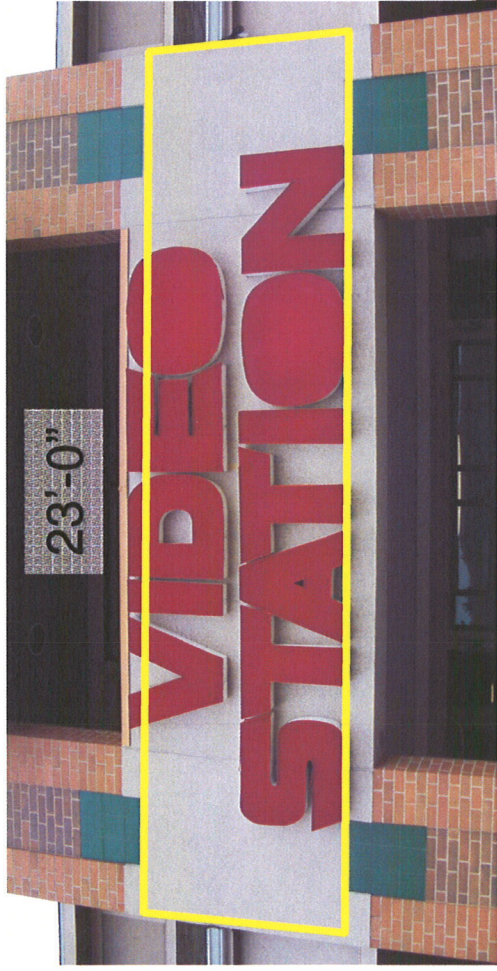
3'-6"



Shop 312 – South Elevation

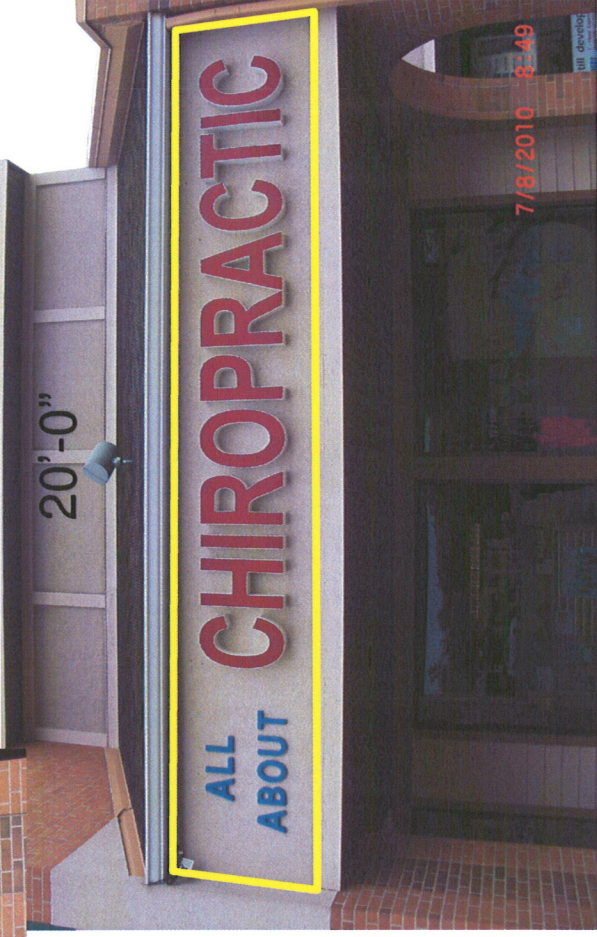
3'-6"

# Exhibit C – Sign Spandrel Areas



Shop 316 A – South Elevation

5'-6"



3'-4"

Shop 316 B – South Elevation

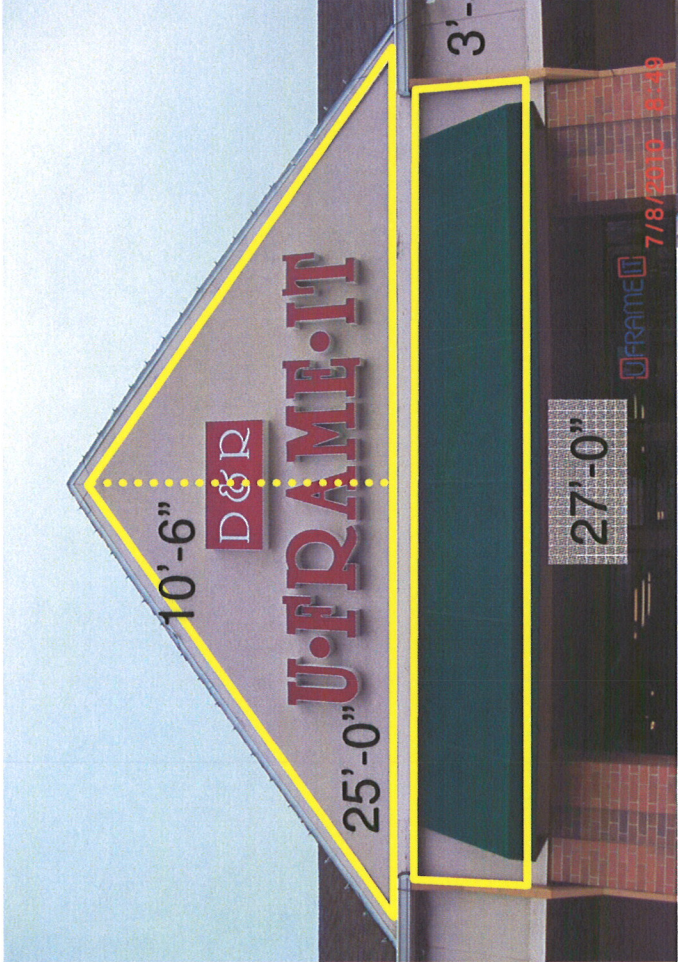


# Exhibit C – Sign Spandrel Areas

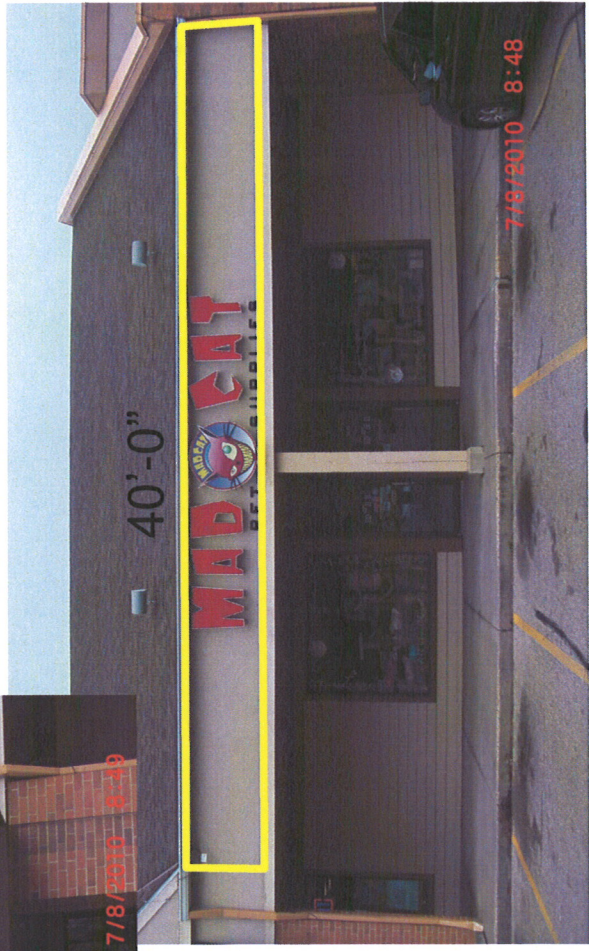


Shop 318 – South Elevation

# Exhibit C – Sign Spandrel Areas



Shop 320 – South Elevation

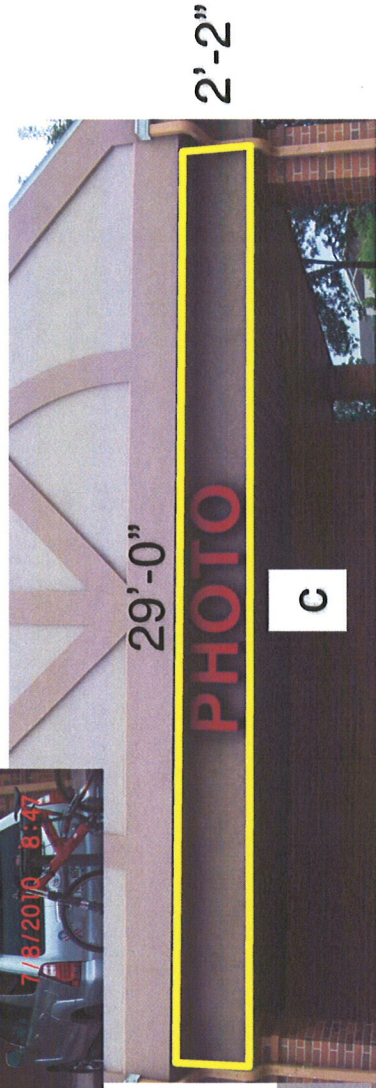


Shop 322 – South Elevation

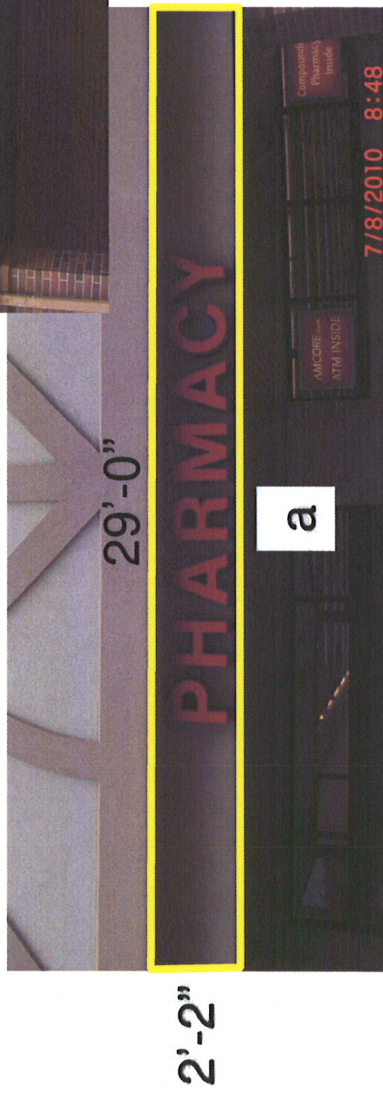
# Exhibit C – Sign Spandrel Areas



Shop 400 – South Elevation

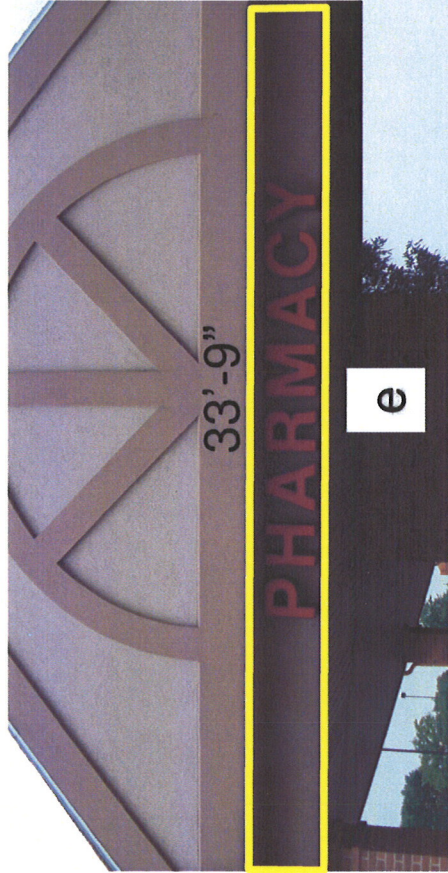


Shop 400 – South Elevation



Shop 400 – South Elevation

# Exhibit C – Sign Spandrel Areas

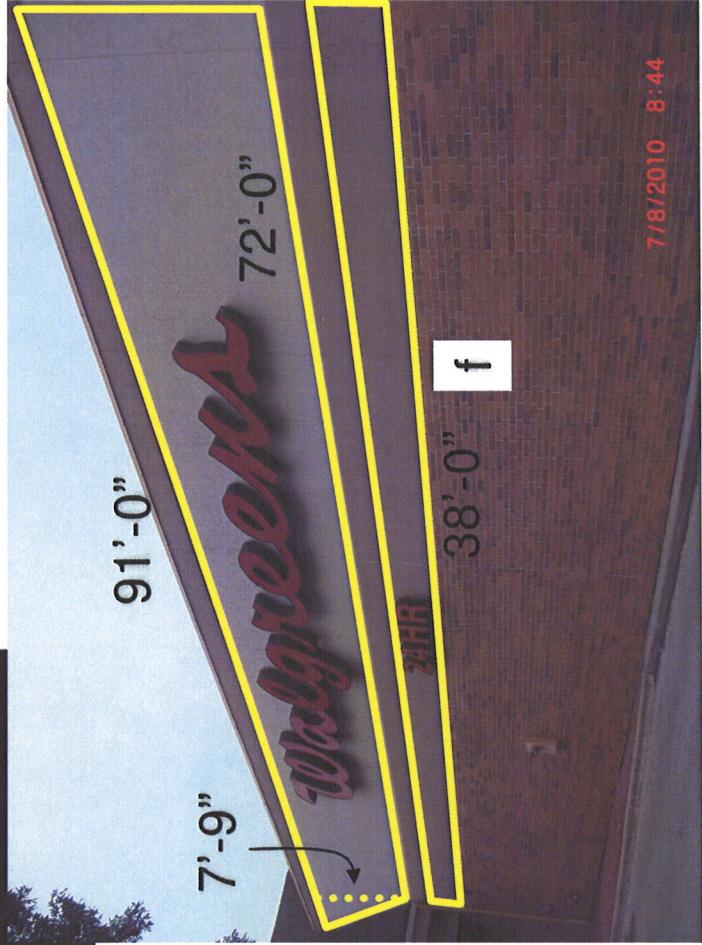


2'-2"

33'-9"

e

Shop 400 – East Elevation



7'-9"

91'-0"

72'-0"

2'-2"

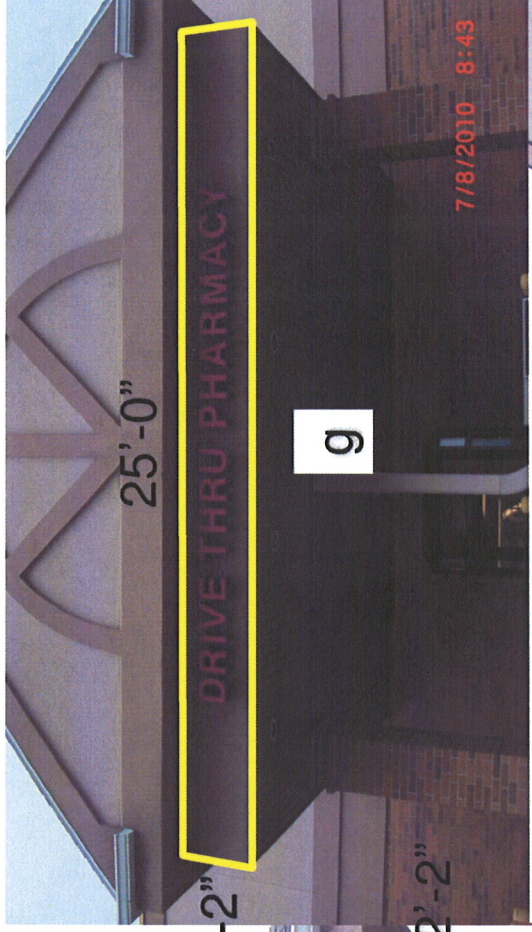
38'-0"

f

7/8/2010 8:44

Shop 400 – East Elevation

# Exhibit C – Sign Spandrel Areas



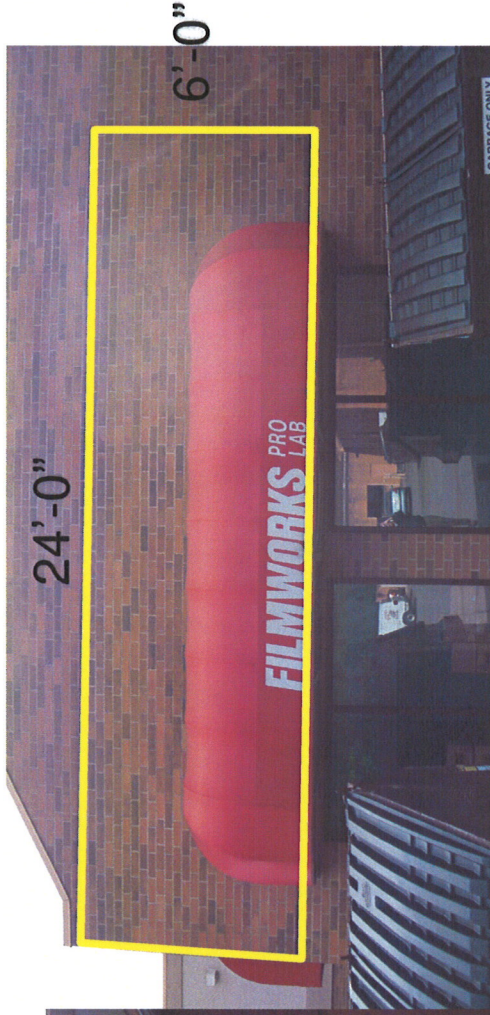
Shop 400 – Drive Thru Elevations



# Exhibit C – Sign Spandrel Areas



Shop 320 – Rear West Elevation



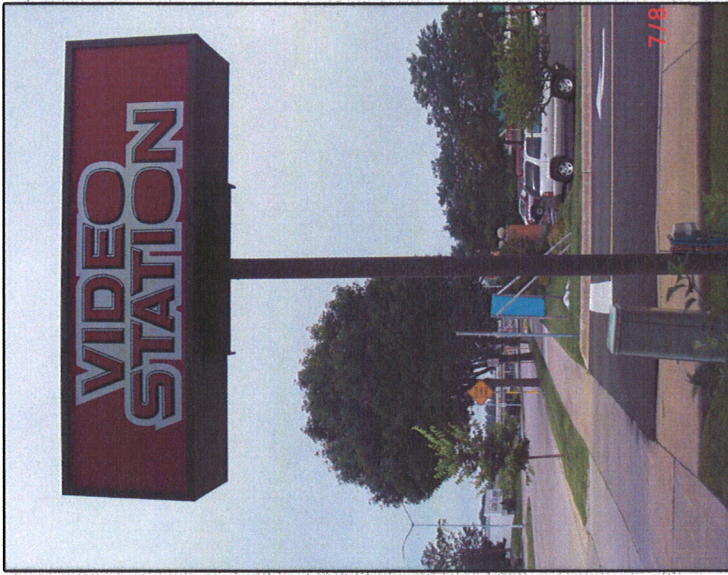
Shop 318 – Rear West & North Elevations

# Exhibit D



**Ground Sign 1 (GS-1)**  
Property Identification Sign

## Exhibit D



**Ground Sign 2 (GS-2)**  
Free-Standing Pole Sign



**Ground Sign 3 (GS-3)**  
Free-Standing Pole Sign  
and Reader Board



# Exhibit D



**Directional Sign 2 (DS-2)**  
Two-Sided, Off-Premises  
Directional Sign

## Exhibit E



### **Directional Sign 3 (DS-3)**

Two-Sided, Combination  
Address Sign and  
Off-Premises Directional Sign



### **Ground Sign 4 (GS-4)**

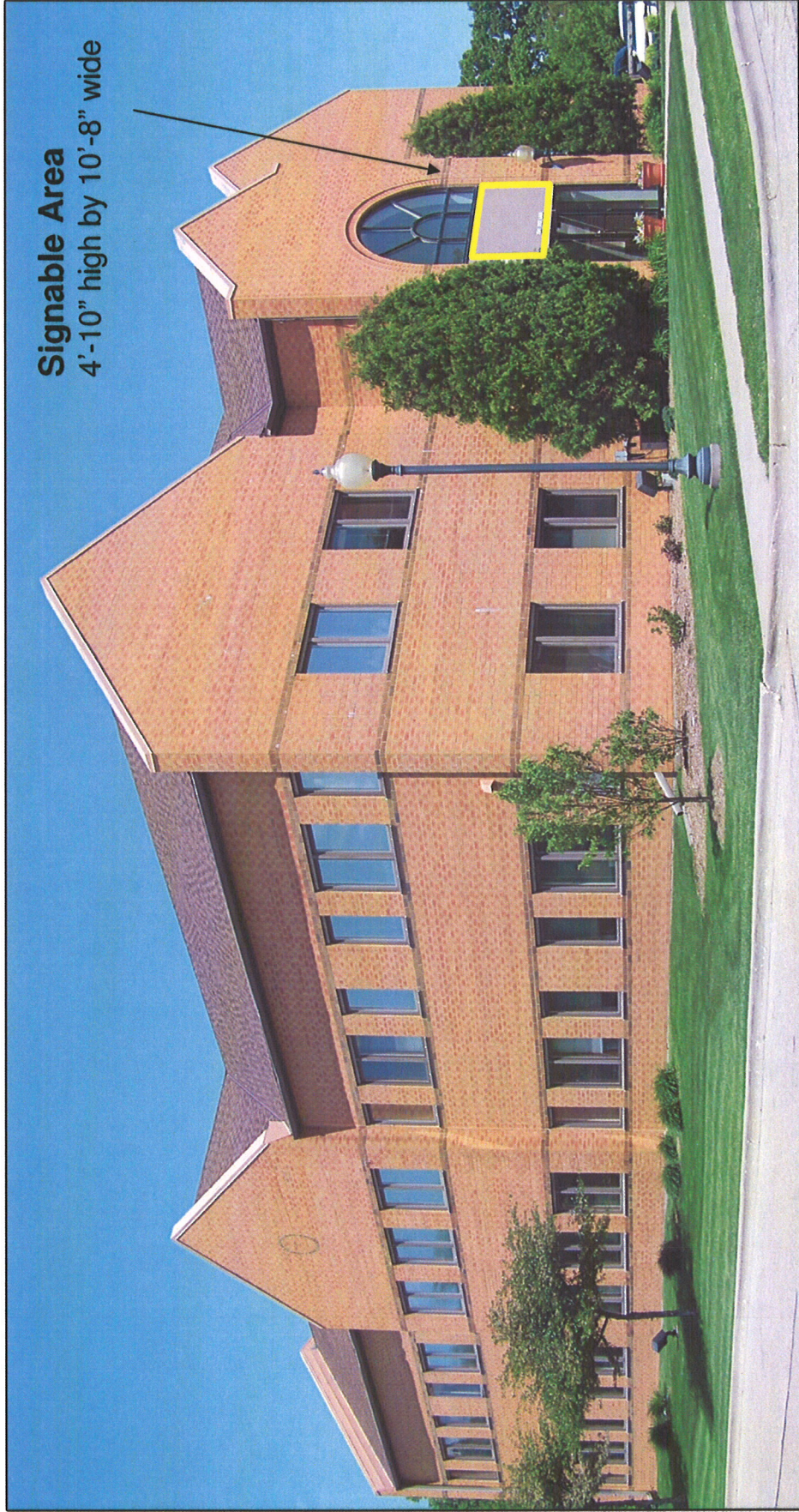
Building Occupant  
Monument Sign

# Exhibit E



**Ground Sign 5 (GS-5)**  
Property Identification Sign

# Exhibit F



Office Building – South (Front) Elevation