



June 4, 2013

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

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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:

On behalf of Compass Properties (Building Owner), we are requesting approval 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 PCD SIP signage text restricts wall signage to two designated areas on each of the east and west facades of the building. The proposed changes to the zoning text would allow for one additional wall sign on the West façade, two additional wall signs on the South façade, and one additional wall sign on the North façade of the building.

The requested changes to the zoning text would increase the overall number and locations of signs and will follow the existing Madison General Sign Ordinance for wall signs. Under the current Madison General Sign Ordinance, multiple exterior wall mounted signs would be allowed at various locations across the building's four façades. The requested changes to the PCD SIP zoning text will continue to restrict the overall number and location of signs as submitted.

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

Respectfully,

SHULFER ARCHITECTS, LLC

Steve Shulfer



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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 third floor of the West (first floor as alternate), the first floor of the North, and the second and third floors of the south building facades as defined on the attached elevation drawings dated **06/04/2013**. 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. No additional ground signs will be added to the existing site at this time. All sign locations shall be as shown on attached plans.”

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 6<sup>th</sup>, 1986 (Document #1919882, Vol. 7748, pg.75)

Respectfully,

SHULFER ARCHITECTS, LLC

Steve Shulfer



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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 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.

<sup>1</sup> 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 20<sup>th</sup>, 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 Signs<sup>1,3,4</sup>. 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<sup>1,2</sup>. 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.

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[Original] Zoning Test for HP/MP Office Building, Section G. Signs, dated July 10<sup>th</sup>, 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 20<sup>th</sup> day of February, 1981, recorded in Document 1698015, volume 2595, pages 68 and 69.

<sup>1</sup> Alteration to an Approved and Recorded Specific Implementation Plan, dated November 20<sup>th</sup>, 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.**

<sup>2</sup> Alteration to an Approved and Recorded Specific Implementation Plan, dated January 6<sup>th</sup>, 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 5<sup>th</sup> ground sign.** The sign is located at the Ganser Way entrance to the west parking lot.

Per the 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 6<sup>th</sup>, 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.**

<sup>3</sup> Alteration to an Approved and Recorded Specific Implementation Plan, dated April 28<sup>th</sup>, 2011  
(Document #4760572)

**Wall signs shall be restricted to locations within the designated signable areas on the second and third floors of 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.**

<sup>4</sup> Alteration to an Approved and Recorded Specific Implementation Plan, dated February 20<sup>th</sup>, 2012  
(Document #4963780)

**UDC approval for the installation of the “Healthy Inspirations” existing tenant sign which exceeds the allowable area for a sign in the signable area. Any new signage that will be placed on the building must meet the standard requirements put in place by the City of Madison.**



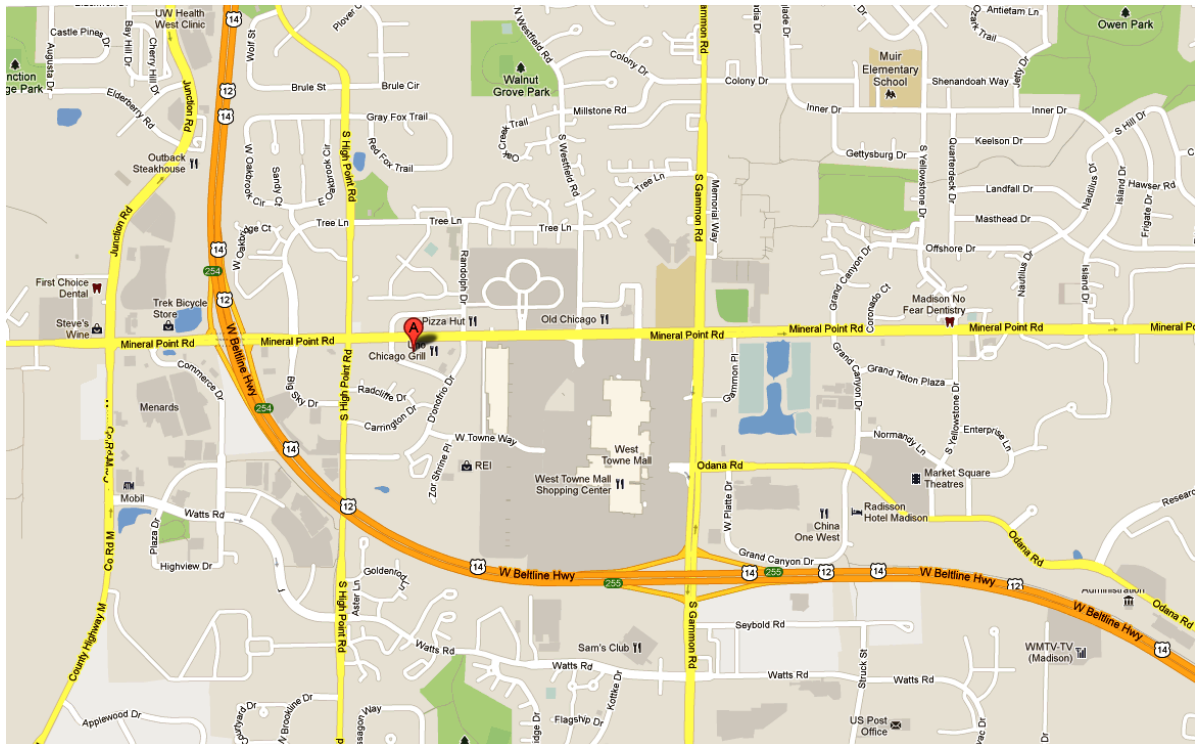
June 4, 2013

**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

**Locator Map:**







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**City of Madison**  
**Department of Planning and Community & Development**  
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Building Bird's Eye View:





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Re: Signage  
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Madison, Wisconsin

Existing Exterior Wall/Monument Signage:





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**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  
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Madison, Wisconsin

Existing Exterior Wall/Monument Signage:







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**City of Madison**  
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Re: Signage  
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Madison, Wisconsin

Existing Exterior Wall/Monument Signage:





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**City of Madison**  
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Re: Signage  
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Re: Signage  
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7617 Mineral Point Road  
Madison, Wisconsin

Existing Exterior Wall/Monument Signage:







June 4, 2013

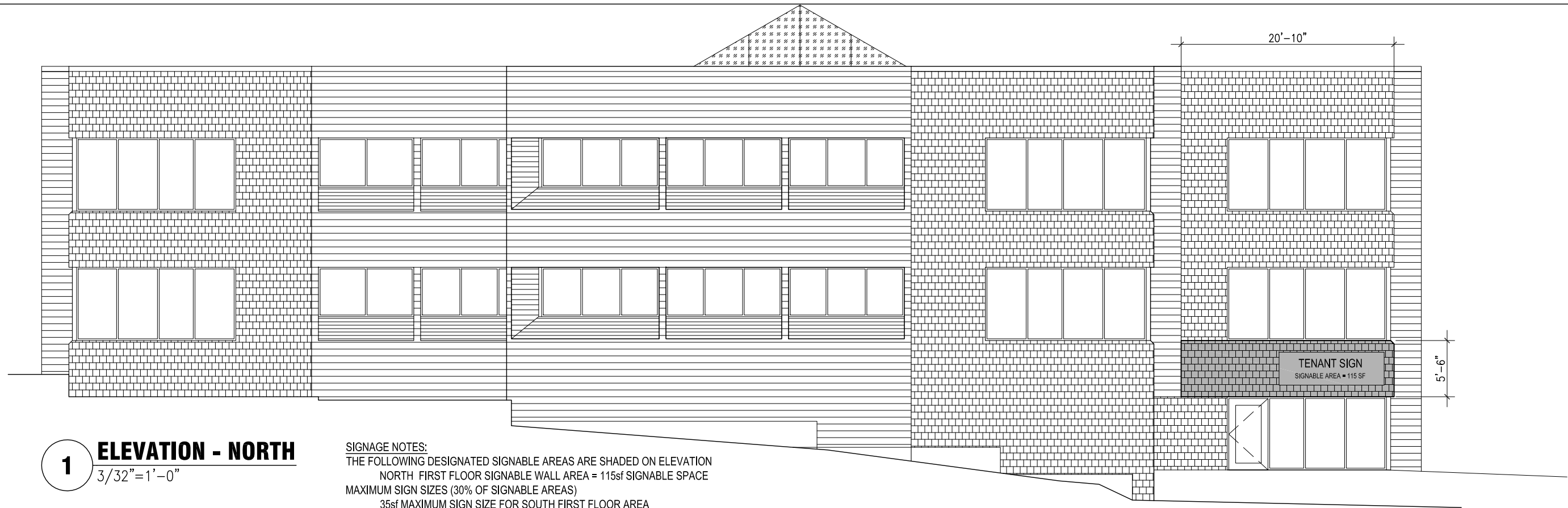
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7617 Mineral Point Road  
Madison, Wisconsin

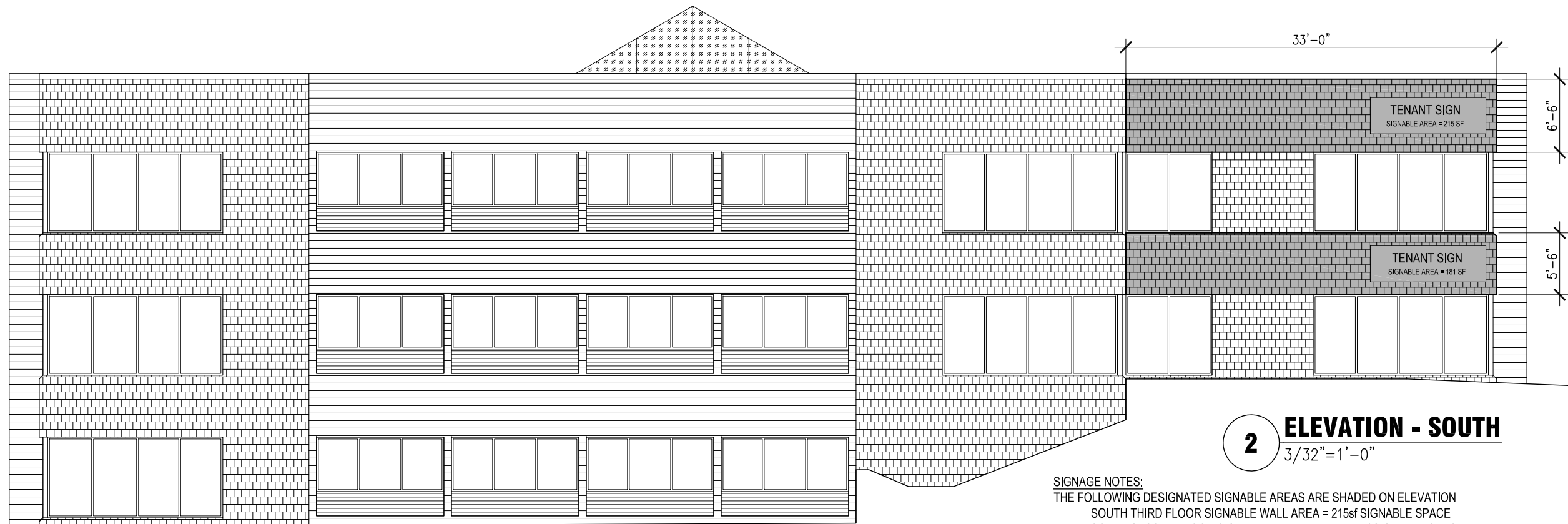
Existing Exterior Wall/Monument Signage:





**1** **ELEVATION - NORTH**  
 3/32"=1'-0"

SIGNAGE NOTES:  
 THE FOLLOWING DESIGNATED SIGNABLE AREAS ARE SHADED ON ELEVATION  
 NORTH FIRST FLOOR SIGNABLE WALL AREA = 115sf SIGNABLE SPACE  
 MAXIMUM SIGN SIZES (30% OF SIGNABLE AREAS)  
 35sf MAXIMUM SIGN SIZE FOR SOUTH FIRST FLOOR AREA

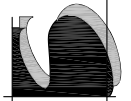


**2** **ELEVATION - SOUTH**  
 3/32"=1'-0"

SIGNAGE NOTES:  
 THE FOLLOWING DESIGNATED SIGNABLE AREAS ARE SHADED ON ELEVATION  
 SOUTH THIRD FLOOR SIGNABLE WALL AREA = 215sf SIGNABLE SPACE  
 SOUTH SECOND FLOOR SIGNABLE WALL AREA = 181sf SIGNABLE SPACE  
 MAXIMUM SIGN SIZES (30% OF SIGNABLE AREAS)  
 65sf MAXIMUM SIGN SIZE FOR WEST THIRD FLOOR AREA  
 54sf MAXIMUM SIGN SIZE FOR WEST SECOND FLOOR AREA



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 ARCHITECTS, LLC

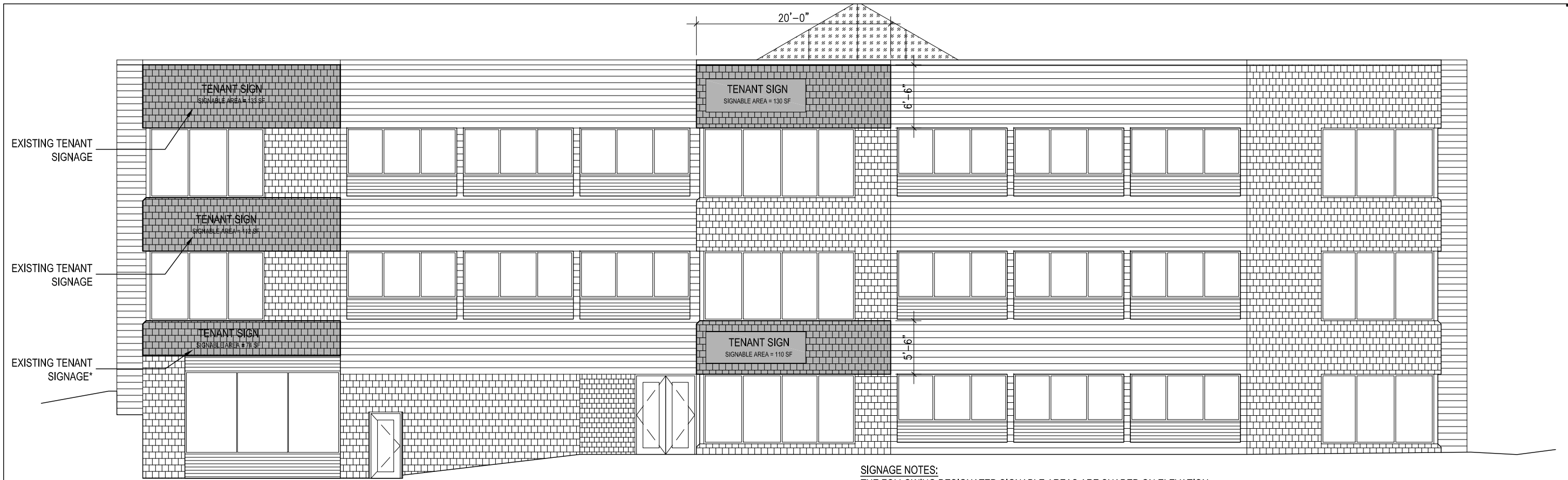


**HIGH POINT PLAZA**  
 COMPASS PROPERTIES  
 7617 MINERAL POINT ROAD  
 MADISON, WI 53719

**EXTERIOR ELEVATIONS**  
**TOTAL PROPOSED SIGNABLE AREA**

06/04/2013  
 FOR REVIEW



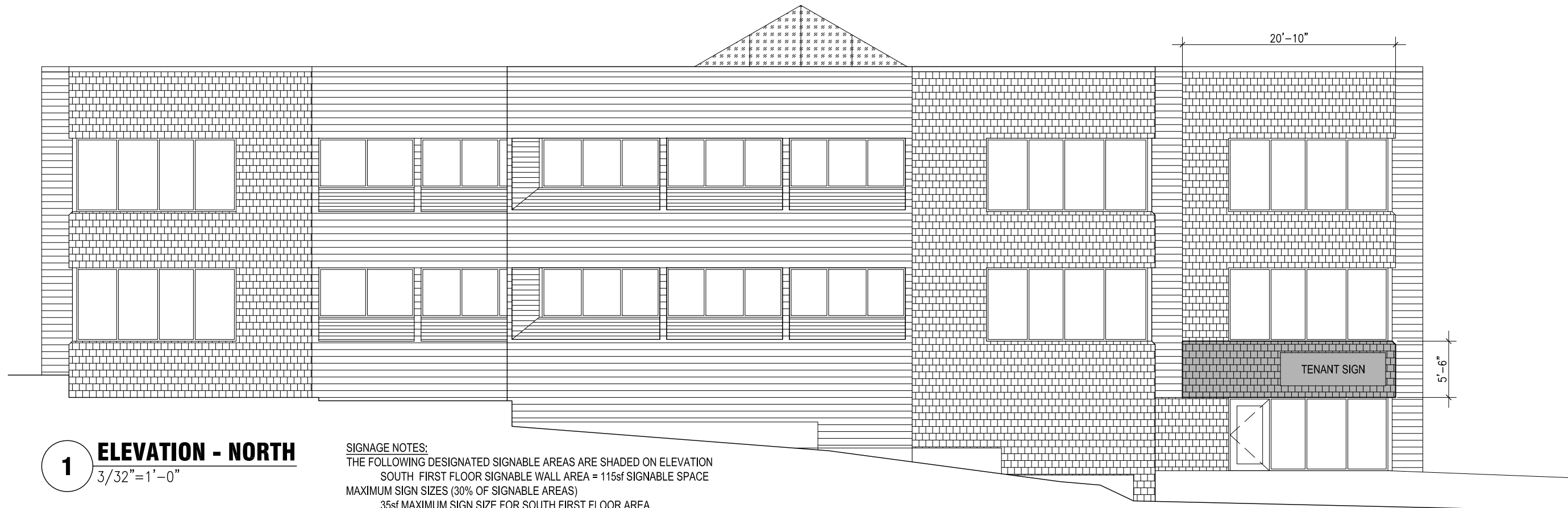


**1** **ELEVATION - WEST**  
3/32"=1'-0"

SIGNAGE NOTES:  
 THE FOLLOWING DESIGNATED SIGNABLE AREAS ARE SHADED ON ELEVATION  
 WESET THIRD FLOOR SIGNABLE WALL AREA = 130sf SIGNABLE SPACE (PREFERRED LOCATION)  
 WEST FIRST FLOOR SIGNABLE WALL AREA = 110sf SIGNABLE SPACE (ALTERNATE LOCATION)  
 MAXIMUM SIGN SIZES (30% OF SIGNABLE AREAS)  
 39sf MAXIMUM SIGN SIZE FOR EAST THIRD FLOOR AREA (PREFERRED LOCATION)  
 33sf MAXIMUM SIGN SIZE FOR EAST FIRST FLOOR AREA (ALTERNATE LOCATION)



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



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

SIGNAGE NOTES:  
 THE FOLLOWING DESIGNATED SIGNABLE AREAS ARE SHADED ON ELEVATION  
 SOUTH FIRST FLOOR SIGNABLE WALL AREA = 115sf SIGNABLE SPACE  
 MAXIMUM SIGN SIZES (30% OF SIGNABLE AREAS)  
 35sf MAXIMUM SIGN SIZE FOR SOUTH FIRST FLOOR AREA



**2 ELEVATION - SOUTH**  
 $\frac{3}{32}'' = 1' - 0''$

SIGNAGE NOTES:  
 THE FOLLOWING DESIGNATED SIGNABLE AREAS ARE SHADED ON ELEVATION  
 WEST THIRD FLOOR SIGNABLE WALL AREA = 215sf SIGNABLE SPACE  
 WEST SECOND FLOOR SIGNABLE WALL AREA = 181sf SIGNABLE SPACE  
 MAXIMUM SIGN SIZES (30% OF SIGNABLE AREAS)  
 65sf MAXIMUM SIGN SIZE FOR WEST THIRD FLOOR AREA  
 54sf MAXIMUM SIGN SIZE FOR WEST SECOND FLOOR AREA

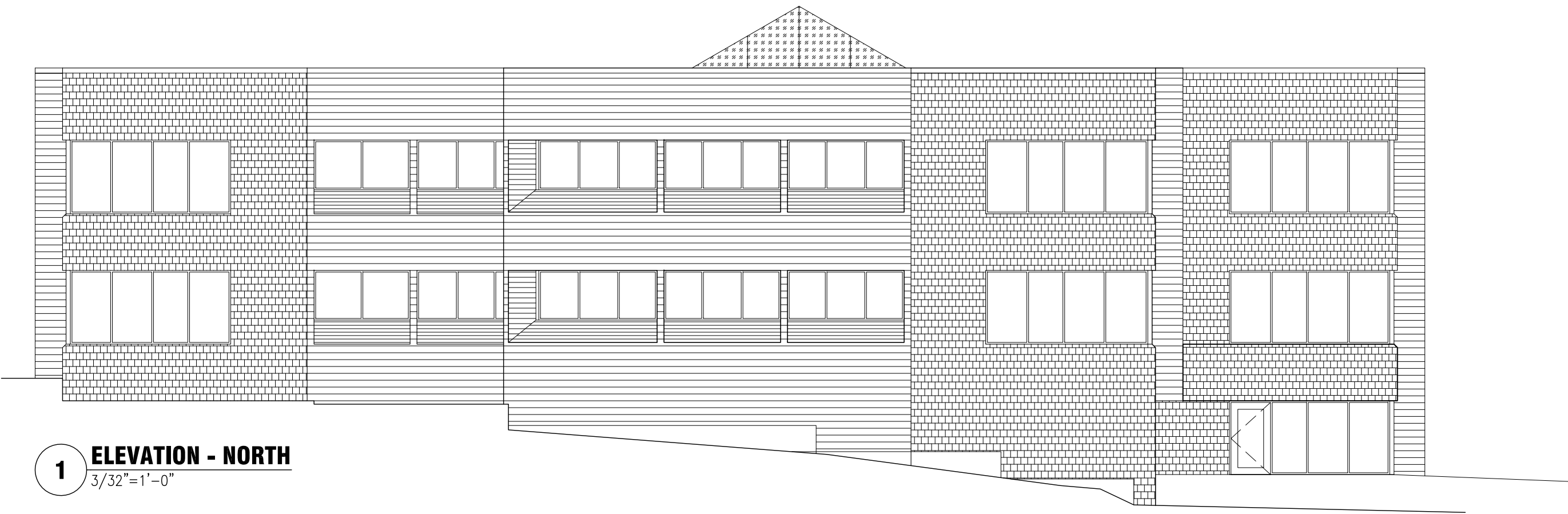


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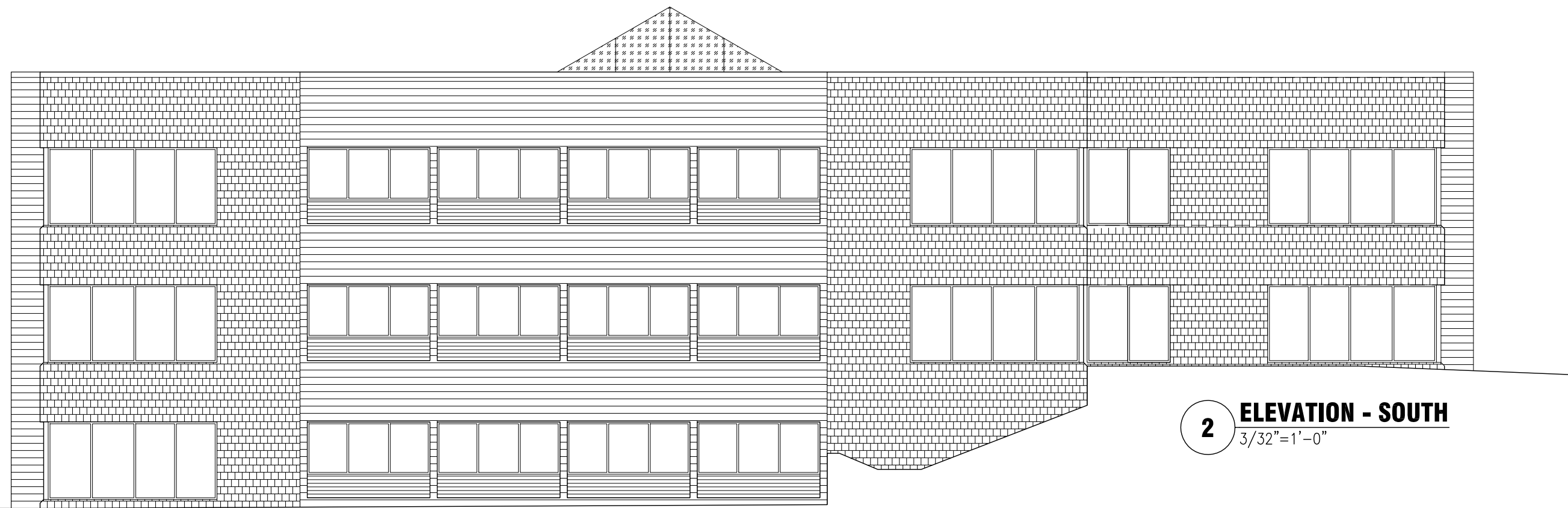
**HIGH POINT PLAZA**  
 COMPASS PROPERTIES  
 7617 MINERAL POINT ROAD  
 MADISON, WI 53719

**EXTERIOR ELEVATIONS**  
**ADDITIONAL SIGNABLE AREA**

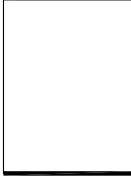
06/04/2013  
 FOR REVIEW



**1** **ELEVATION - NORTH**  
3/32"=1'-0"



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

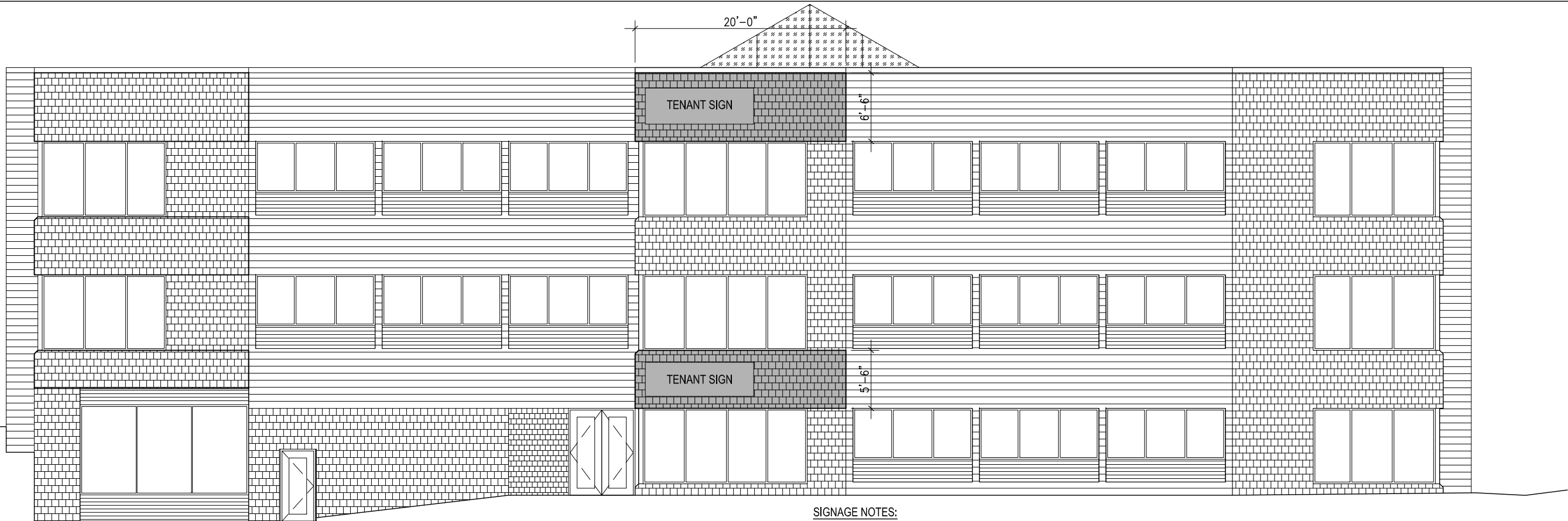


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ARCHITECTS, LLC

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

**EXTERIOR ELEVATIONS**  
**EXISTING SIGNABLE AREA**

06/04/2013  
FOR REVIEW



**1** **ELEVATION - WEST**  
3/32"=1'-0"

SIGNAGE NOTES:  
THE FOLLOWING DESIGNATED SIGNABLE AREAS ARE SHADED ON ELEVATION  
EAST THIRD FLOOR SIGNABLE WALL AREA = 130sf SIGNABLE SPACE (PREFERRED LOCATION)  
EAST FIRST FLOOR SIGNABLE WALL AREA = 110sf SIGNABLE SPACE (ALTERNATE LOCATION)  
MAXIMUM SIGN SIZES (30% OF SIGNABLE AREAS)  
39sf MAXIMUM SIGN SIZE FOR EAST THIRD FLOOR AREA (PREFERRED LOCATION)  
33sf MAXIMUM SIGN SIZE FOR EAST FIRST FLOOR AREA (ALTERNATE LOCATION)



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



SHULFER  
ARCHITECTS, LLC  
1000 UNIVERSITY OF WISCONSIN  
MADISON, WISCONSIN 53706  
TEL: 608.261.0200  
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**HIGH POINT PLAZA**  
COMPASS PROPERTIES  
7617 MINERAL POINT ROAD  
MADISON, WI 53719

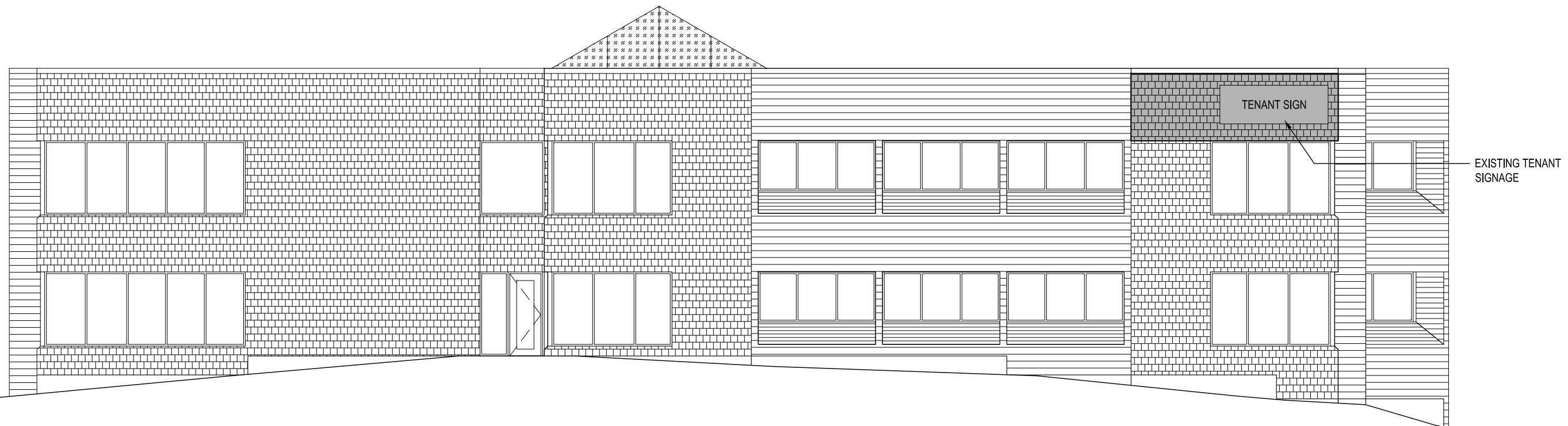
EXTERIOR ELEVATIONS  
ADDITIONAL SIGNABLE AREA

06/04/2013  
FOR REVIEW



**1** **ELEVATION - WEST**  
3/32"=1'-0"

SIGNAGE NOTES:  
\* HEALTHY INSPIRATIONS SIGN HAD BEEN APPROVED BY THE UDC TO ALLOW A SIGN LARGER THAN THE 30% OF SIGNABLE AREA IN EARLY 2013. NOTE THAT ALL OTHER SIGN ON THE BUILDING MEET THE 30% RULE FOR SIGNABLE AREAS.



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