

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: JUNE 22, 2010

Action Requested

___ Informational Presentation

___ Initial Approval and/or Recommendation

Final Approval and/or Recommendation

UDC MEETING DATE: JUNE 30, 2010

PROJECT ADDRESS: 2202 SOUTH STOUGHTON ROAD

ALDERMANIC DISTRICT: #16

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

FARM & FLEET OF MADISON, INC

SAME AS OWNER

P.O. Box 391

JANESVILLE, WI 53547-0391

CONTACT PERSON: NEAL VAN LOO

Address: PO BOX 391

JANESVILLE, WI 53547-0391

Phone: 608-758-5190

Fax: 608-754-3614

E-mail address: nvanloo@blainsupply.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)

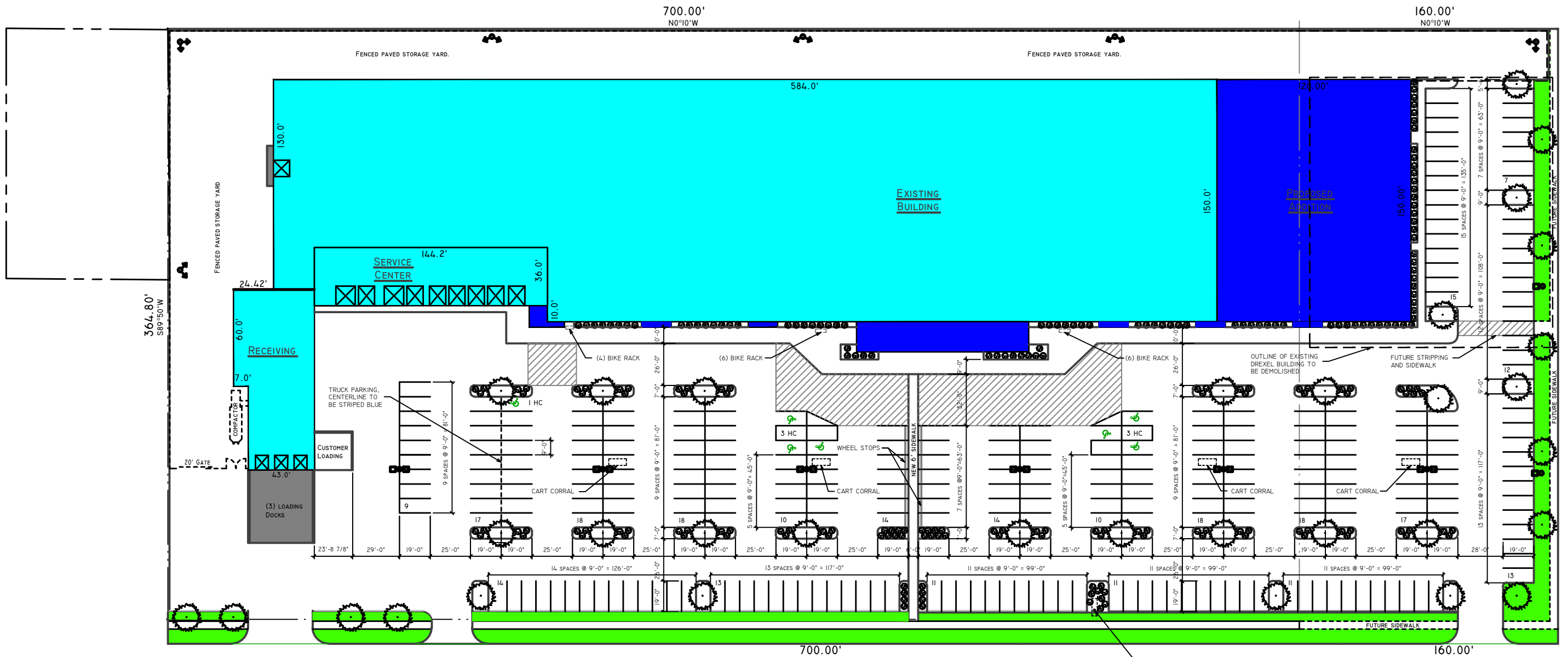
Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



3507 East Racine Street · P.O. Box 391 · Janesville, WI 53547-0391 · 608-754-2821 · 608-754-3614 fax

Locator Map





PARKING REQUIREMENTS

CITY OF MADISON REQUIREMENTS:
 1 STALL PER 300 SF OF GROSS FLOOR AREA
 EXISTING BUILDING 90,818 SF
 PROPOSED BUILDING 19,840 SF
 GROSS FLOOR AREA 110,658 SF

110,658 SF / 300 SF = 369 STALLS REQUIRED

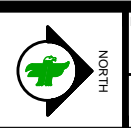
PLAN SHOWS THE FOLLOWING:
 270 PARKING STALLS
 7 HANDICAP PARKING STALLS
 277 TOTAL PARKING STALLS
 (92 PARKING STALLS LESS THAN CITY OF MADISON REQUIREMENTS)

Rev.	By	Date	Description	Rev.	By	Date	Description
3	NVL	JUNE 23, 10	PRELIMINARY - SUBMITTED FOR REVIEW				
2	NVL	JUNE 8, 10	PRELIMINARY - SUBMITTED FOR REVIEW				
1	NVL	MAY 11, 10	PRELIMINARY - SUBMITTED FOR REVIEW				
0	NVL	FEB 16, 10	PRELIMINARY - SUBMITTED FOR REVIEW				

Blain's FARM & FLEET
 P.O. BOX 361 3507 EAST RACINE STREET JANESVILLE, WI 53947 608-754-2881

Scale: 1" = 30'-0" Date: FEBRUARY 8, 2010
 Drawn By: NVL Checked By:

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Project Name: FARM & FLEET OF MADISON
 2202 SOUTH STOUGHTON ROAD
 MADISON, WI 53716

Project Title: PROPOSED SITE PLAN

Drawing No. **1.0**

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3507 East Racine Street · P.O. Box 391 · Janesville, WI 53547-0391 · 608-754-2821 · 608-754-3614 fax

June 22, 2010

Description of materials used for building signage

Project Location: **Blain's Farm & Fleet**
 2202 South Stoughton Road
 Madison, WI 53716

1. Blain's Farm & Fleet signage located at the front entrance
 - a. This sign is a channel letter system constructed of .040" aluminum and is 5" deep. Finish on the housing is a painted brushed aluminum finish.
 - b. The main building sign, "Blain's Farm & Fleet" is an internally illuminated with LED lights.
 - c. The red portion is white plexiglass faces with a 3M red (#230-33) vinyl overlay.
 - d. The blue portion is white plexiglass faces with a 3M royal blue (#230-87) vinyl overlay.
 - e. U.L. approved fabricated and installation

2. Blain's Farm & Fleet Eagle logo located at the front entrance
 - a. This logo element is constructed of aluminum 3" deep with a painted brushed aluminum finish.
 - b. The logo is blue halo illuminated.
 - c. U.L. approved fabrication and installation

3. Automotive Service Center
 - a. This sign is a channel letter system constructed of .040" aluminum and is 5" deep. Finish on the housing is a painted brushed aluminum finish.
 - b. The sign faces are white plexiglass faces with a 3M royal blue (#230-87) vinyl overlay.
 - c. U.L. approved fabrication and installation.



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June 22, 2010

Sign Variance Request

Project Location: **Blain's Farm & Fleet**
 2202 South Stoughton Road
 Madison, WI 53716

Blain's Farm & Fleet is proposing to add approximately 18,000 square feet onto the existing building and renovate the entire front facade of the building. Along with this renovation, a complete new signage package is being proposed. As a part of this signage package, there is a corporate eagle logo element. This logo element exceeds the 6 square feet currently allowed by code; therefore, Blain's Farm & Fleet is seeking a variance for use of this element as shown on the building elevation drawings included in this submittal package.

The logo element, located on the east elevation at the new front entrance, is an integral component of the signage package to establish corporate identity. Although the element is larger than the 6 square feet, the element has been sized to be proportional with the building construction and also to create visual harmony of the entire building addition and renovation.

This element will be constructed of 1/8" aluminum with a painted brushed aluminum finish which compliments the construction of the building that has matching colored material. This sign will be back illuminated with blue LED lighting providing a halo/glowing effect. This sign will be constructed and installed to U.L. specifications.

The proposed signage does not present any hazard to vehicular or pedestrian traffic on either public or private property, does not obstruct any views at points of ingress or egress of adjoining properties, does not obstruct the visibility of any lawful signs on adjacent property and does not negatively impact the visual quality of any public or private open space.



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Front Elevation Pictures of Existing Stores



Farm & Fleet of Verona
Verona, WI
August 2008



Farm & Fleet of Freeport
Freeport, IL
October 2008



Farm & Fleet of Platteville
Platteville, WI
August 2009



Farm & Fleet of Oak Creek
Oak Creek, WI
October 2009



Farm & Fleet of Cedar Falls
Cedar Falls, IA
April 2010



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Existing Front Elevation Pictures of:

Farm & Fleet of Madison, Inc.

2202 South Stoughton Road

Madison, WI 53716

Existing Building



South Portion of East Elevation



Mid Portion of East Elevation



Center / Vestibule of East Elevation



Vestibule (Straight one) East Elevation



North Portion of East Elevation Including Existing Road Sign

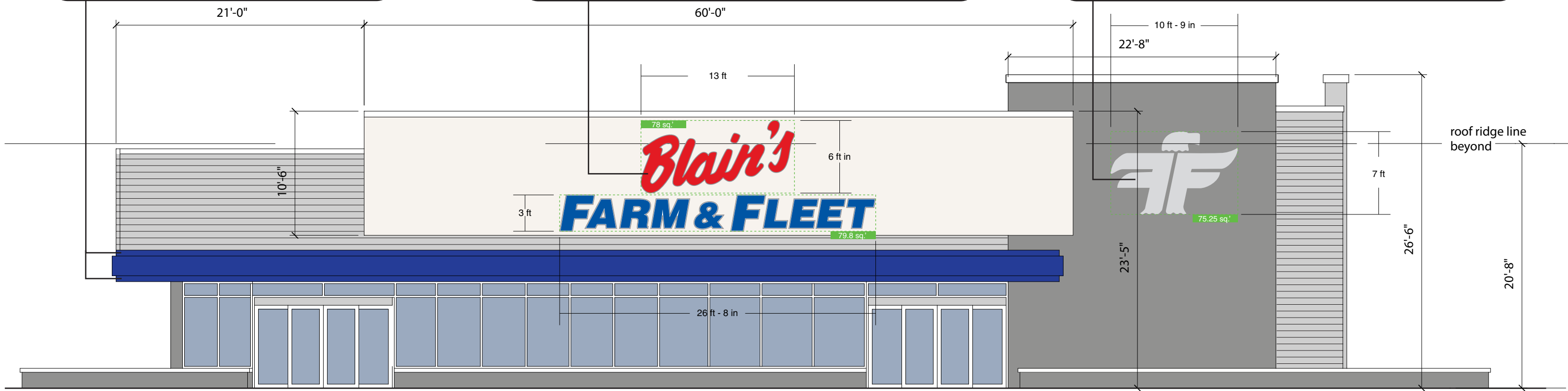


East Elevation Looking North to South

BLUE LED HALO ILLUMINATION (TOP & BOTTOM BANDS)
 FABRICATED ALUMINUM TROUGHS W/ BLUE LED MODULES
 U.L APPROVED FABRICATION & INSTALLATION

ONE (1) SET OF FACE LIT CHANNEL LETTERS, INDIVIDUALLY MOUNTED
 5" DEEP .040 ALUMINUM RETURNS(PAINTED BRUSHED ALUMINUM)
 WHITE PLEXI FACES W/ 3M RED (230-33) & 3M ROYAL BLUE(230-87)VINYL OVERLAY
 RED & WHITE LED ILLUMINATION
 U.L APPROVED FABRICATION & INSTALLATION

ONE (1) REVERSE CHANNEL LOGO, INDIVIDUALLY MOUNTED
 3" DEEP .040 ALUMINUM RETURNS(PAINTED BRUSHED ALUMINUM)
 ROUTED 1/8" ALUMINUM FACE(PAINTED BRUSHED ALUMINUM)
 BLUE LED HALO ILLUMINATION
 U.L APPROVED FABRICATION & INSTALLATION



"BLAIN'S FARM & FLEET"= 157.8 SQ.'

"EAGLE LOGO"= 75.25 SQ.'



MADISON, WI LOCATION
 SCALE: 1/8"=1'

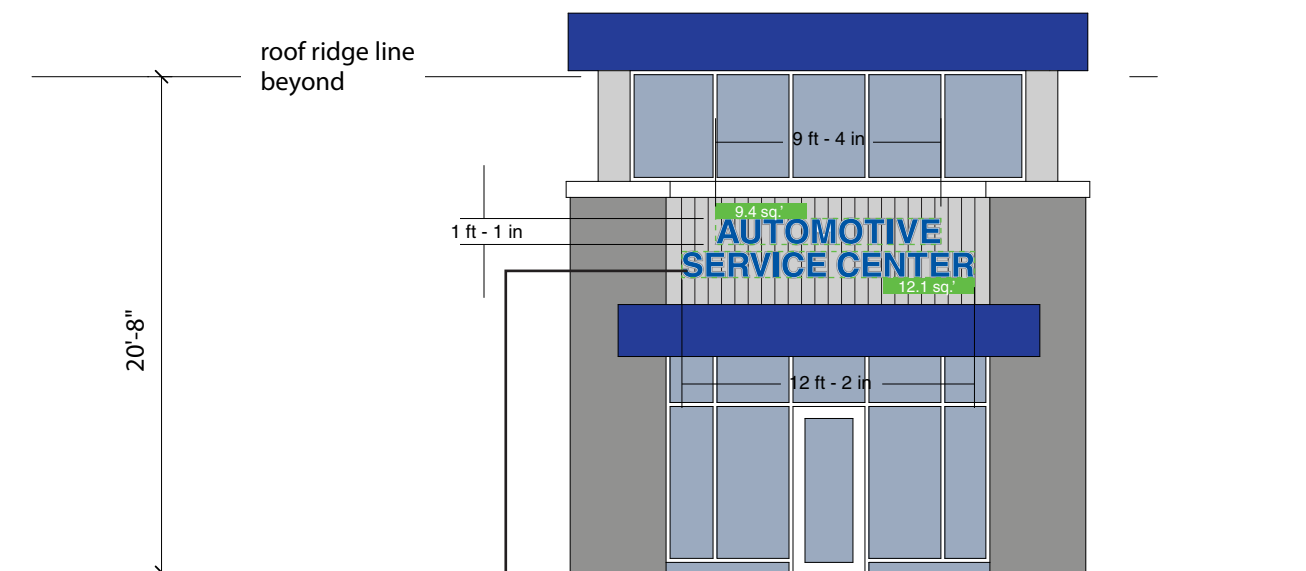


"We Project Your Image"

PH: (262) 554-6066
 TOLL FREE: (800) 554-8110

DRAWING #: 30(6)
6-22-10
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TOTAL SIGNAGE= 254.55 SQ.'

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ALDERMANIC DISTRICT: #16

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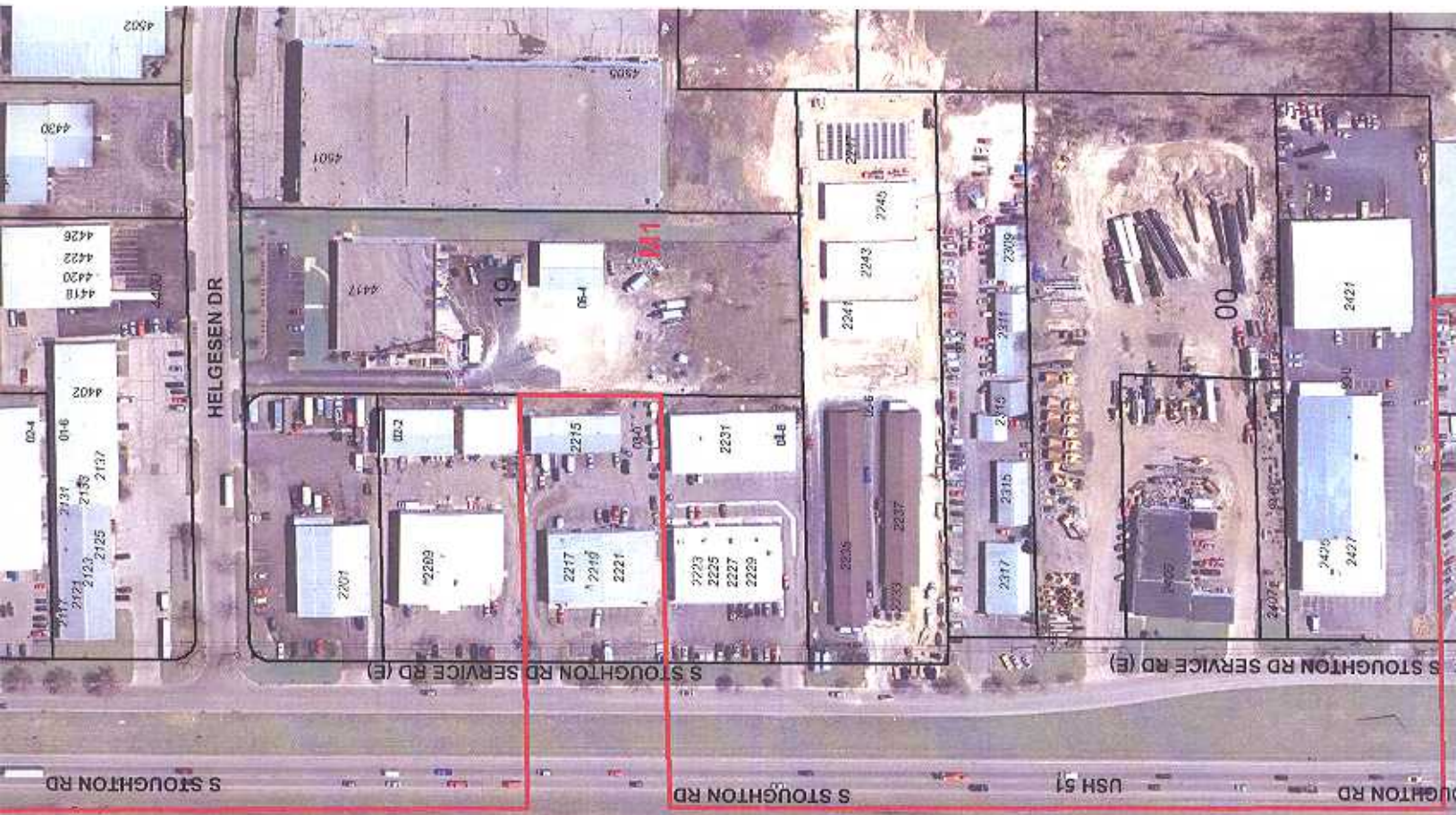
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June 22, 2010

Sign Variance Request

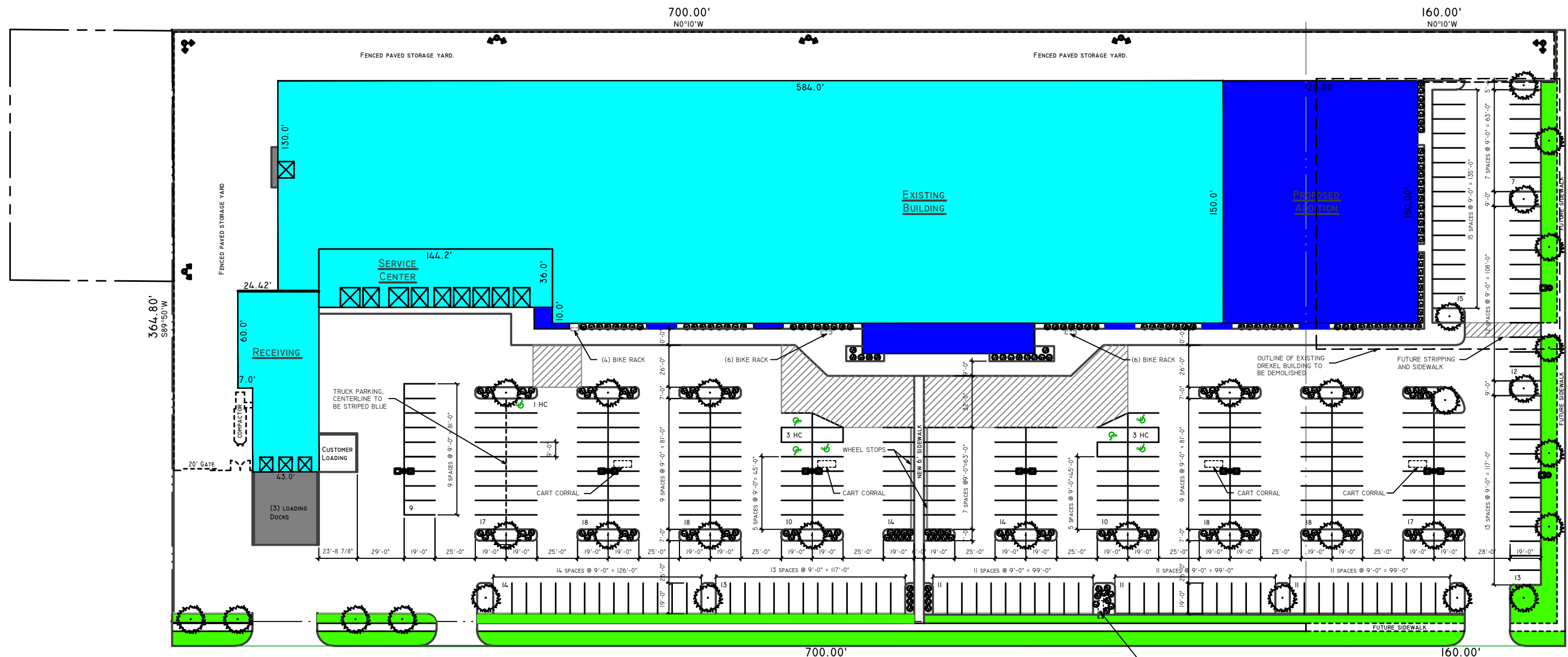
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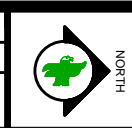
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Blain's FARM & FLEET
 P.O. BOX 361 3507 EAST RACINE STREET
 JANESVILLE, WI 53547
 608-754-2821

Scale: 1" = 30'-0"
 Date: FEBRUARY 8, 2010
 Drawn By: NVL
 Checked By:

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Project Name: FARM & FLEET OF MADISON
 2202 SOUTH STOUGHTON ROAD
 MADISON, WI 53716

Project Title: PROPOSED SITE PLAN

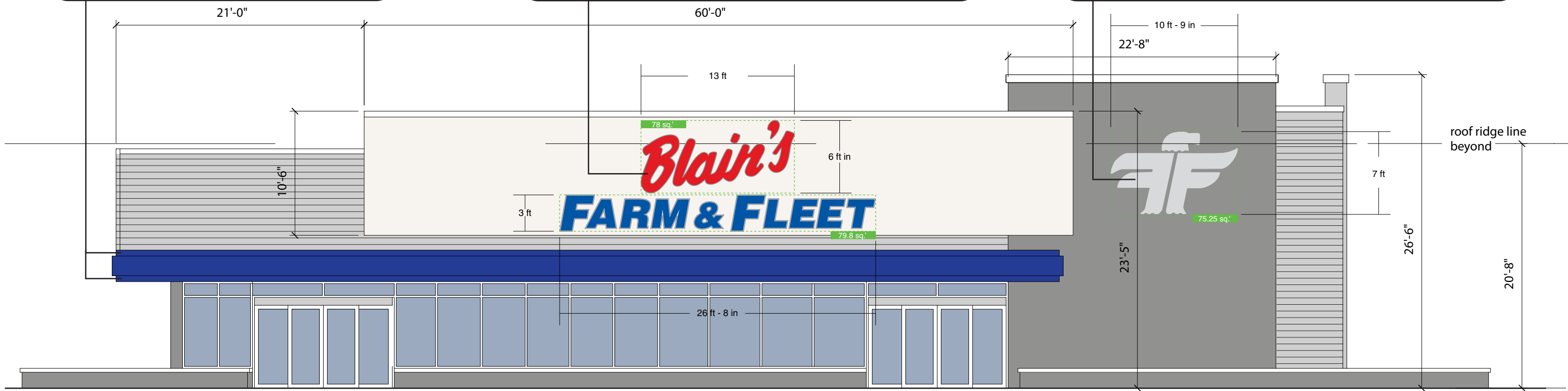
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BLUE LED HALO ILLUMINATION (TOP & BOTTOM BANDS)
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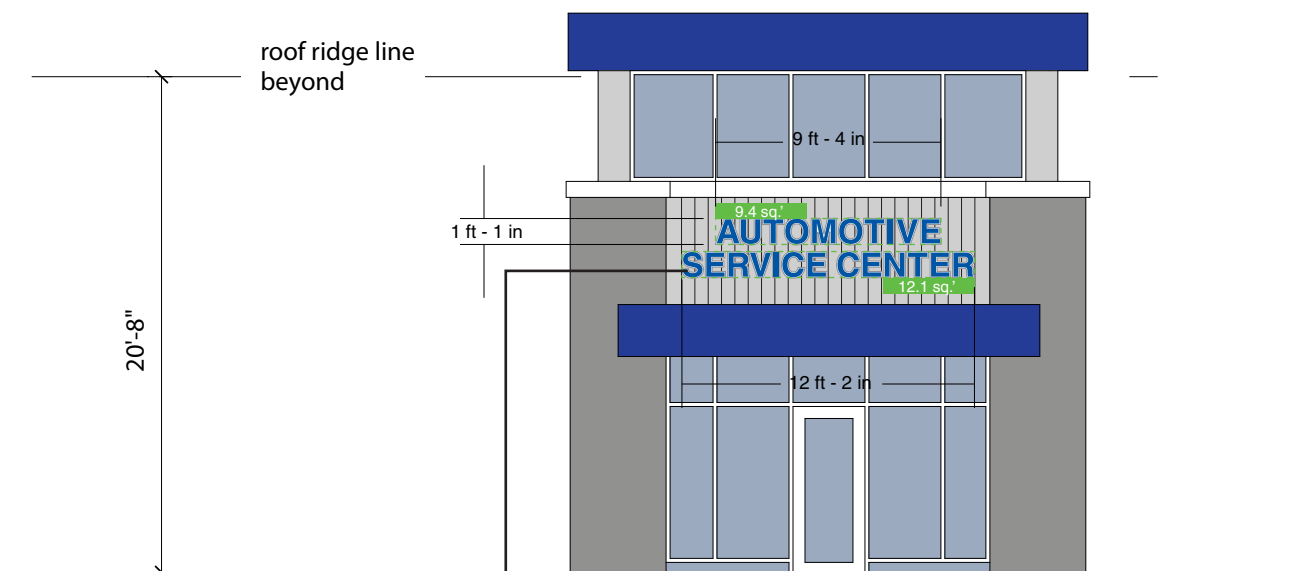


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"AUTOMOTIVE SERVICE CENTER"= 21.5 SQ.'

TOTAL SIGNAGE= 254.55 SQ.'



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June 22, 2010

Description of materials used for building signage

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 2202 South Stoughton Road
 Madison, WI 53716

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Existing Front Elevation Pictures of:

Farm & Fleet of Madison, Inc.

2202 South Stoughton Road

Madison, WI 53716

Existing Building



South Portion of East Elevation



Mid Portion of East Elevation



Center / Vestibule of East Elevation



Vestibule (Straight one) East Elevation



North Portion of East Elevation Including Existing Road Sign



East Elevation Looking North to South



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Front Elevation Pictures of Existing Stores



Farm & Fleet of Verona
Verona, WI
August 2008



Farm & Fleet of Freeport
Freeport, IL
October 2008



Farm & Fleet of Platteville
Platteville, WI
August 2009



Farm & Fleet of Oak Creek
Oak Creek, WI
October 2009



Farm & Fleet of Cedar Falls
Cedar Falls, IA
April 2010