

June 10th 2015

Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Comp Design Review**
Lakeside International
7243 Manufacturers Dr
Madison, WI 53704

Project Name:

Lakeside International
Madison, WI 53704
Parcel# 081009304205

Owner:

R&R MADISON PROPERTIES LLC
11000 W SILVER SPRING RD
MILWAUKEE, WI 53225

General Contractor:

KF Sullivan
1314 Emil St
Madison, WI 53713

Signage Subcontractor:

Sign Art Studio
126 S. First Street
Mount Horeb, WI 53572

Dear UDC members,

Within the enclosed attachments you will find our formal sign package proposal for 7243 Manufacturers Dr.

Due to the unique orientation of the building, topographical challenges and branding restrictions we are asking for exceptions to Chapter 31 sign code. We feel the exceptions we are asking for are not unique to this particular location and have been approved at other sites where the challenges have been present.

Wall Signs:

We have broken the wall signs types into Primary, Secondary, Accessory and Multi-Line Logos. Additionally there is an Entry Feature Logo Sign.

Chapter 31 sign code states that buildings with more than one occupancy side by side may be divided for building occupants when the building façade is divided by architectural details that designate separate horizontal occupancies or tenant space. While the building is occupied by Lakeside International they also house a separate entity called Idealease that is separately employed. With that in mind we divided one signable area for the Lakeside International name sign and another separate signable area for Idealease. (See south and east elevations)

In addition to just selling and servicing International Trucks, Lakeside also services CAT, CUMMINS, and TICO products and as part of their own branding guidelines these logos must be displayed. For these signs that we are calling “logos” on the plan we are asking for an exception from the above stated code section to allow for an additional signable area to display these logos. (See east elevation)

Chapter 31 Sign code states that large buildings exceeding 125’ in length are allowed to have up to 4 additional accessory signs so long as they do not exceed 50% of the size of the largest permitted wall sign. We are proposing 3 accessory signs on the east elevation and 2 on the west elevation. These signs meet Chapter 31 sign code with no exceptions requested. (See east and west elevations)

To define the main entrance on the east elevation and add architectural appeal to the building we are proposing an entry feature tower that includes the International brand logo. We feel that this adds a unique element to the building. The proposed logo sign exceed the sq.ft. allotment as defined in Chapter 31 sign code. Because of this we are asking for an exception to allow for the proposed sign to exceed the maximum sq.ft. of a signable area.

It should also be noted that due to the orientation of the building the east elevation does not technically qualify as street frontage. The size of the building and layout of the site dictated the building’s orientation to the interstate. The building owners purchased the property from the City of Madison, in part, because of the site’s exposure to the interstate. Because of these circumstances we are asking for an exception to allow sign signage on the east elevation.

Directional Signs:

Chapter 31 sign code states that directional signs can be 3sq.ft. and up to 10’ tall. Due to the type of large truck traffic to this particular site we are asking for an exception to allow for the proposed directional signs.

Pylon Sign:

Chapter 31 sign code allows for a 22’/144sq.ft. pylon sign. We have shown two

pylon sign options. One is code compliant and for the preferred option we request a 25% height variance due to topographical challenges. We surveyed the site from every possible approach with every potential pylon sign location. When driving southbound on the interstate the 22' tall pylon sign will not be seen until you are almost past it.

To graphically illustrate these approaches accurately we set a man lift, at the best location, to 22'. That gave an exact height in the exact location of the sign. From there we took pictures from the southbound approach and rendered the sign within 95% accuracy.

The same topographical challenge prevents us from utilizing a wall sign on the north elevation as you would, again, not be able to see that wall sign until you are next to it.

With these challenges in mind we feel that the requested height variance is a reasonable request and is paramount in the south bound traffic exposure that is needed to help keep Lakeside International a successful business.

Thank you for taking the time to review our sign package.

Sincerely,

Dan Yoder
Sign Art Studio
608-437-2320

Sign Package

Lakeside International

7243 Manufacturers Dr. Madison WI 53704



126 S. FIRST ST. MT HOREB, WI 53572 P-608.437.2320
WWW.SIGNARTMADISON.COM

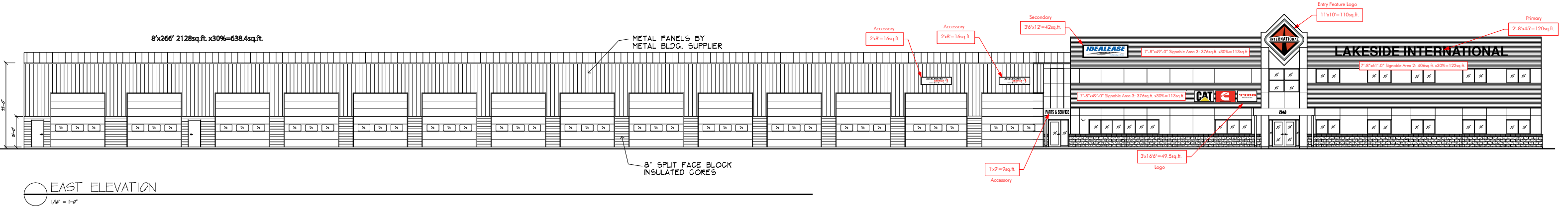
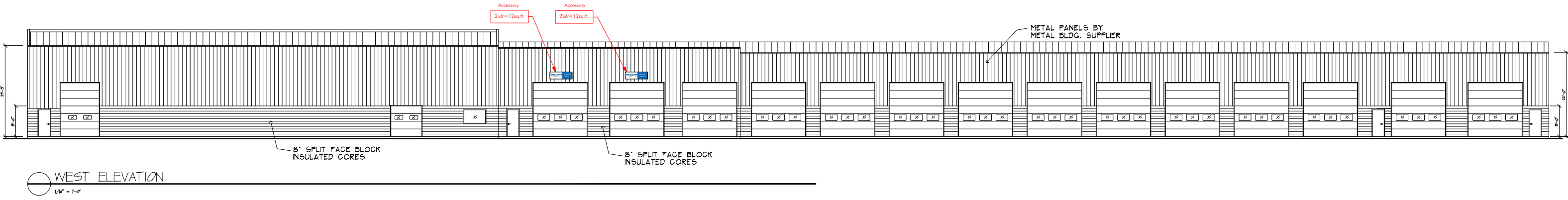
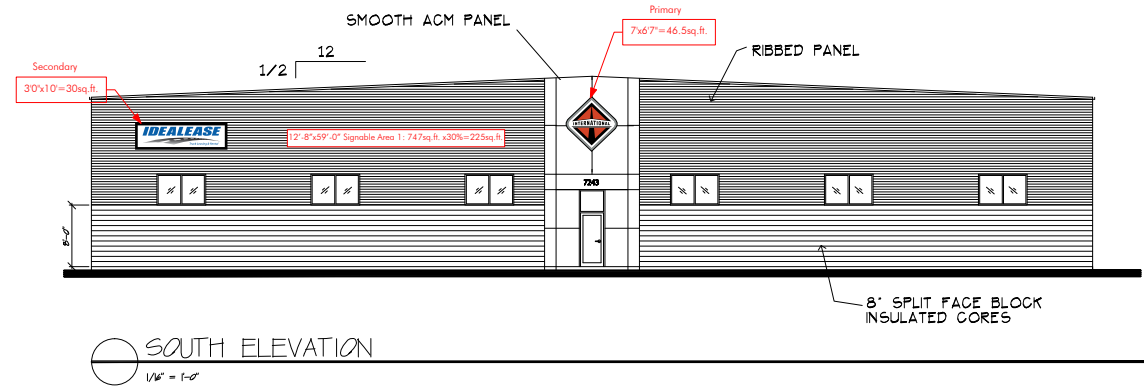
EAST ELEVATION WALL SIGN RENDERING 1



EAST ELEVATION WALL SIGN RENDERING 2



SIGN ELEVATIONS





1ct. Location: See east elevation.

Illumination



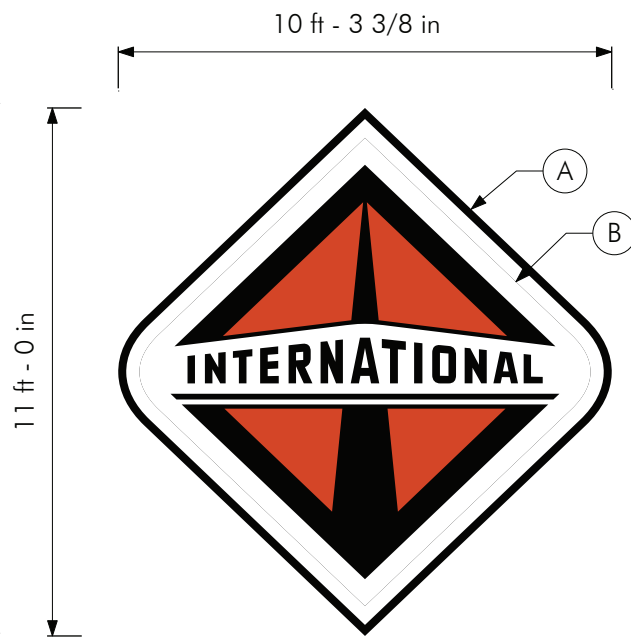
KEY NOTES:

A-12" Deep fabricated aluminum cabinet with internal fluorescent lighting
 B-Dimensional "pan" poly carbonate sign face with translucent graphics
 C- 5" deep aluminum channel letters with internal LED illumination. Faces to be 1/8" acrylic.

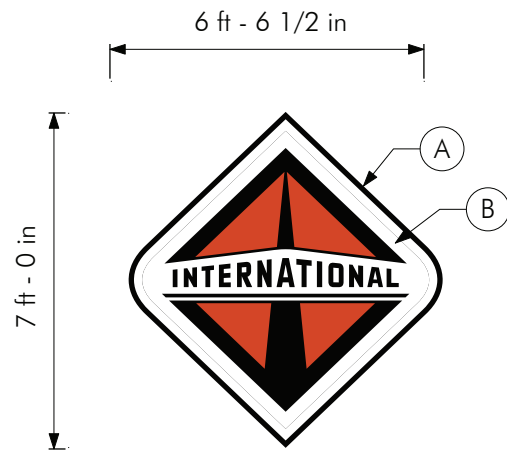
FINISHES:

- Matthews Satin-Black (Sign cabinets/channel letter returns/trim cap)
- 3M Dual Color Film-(Channel letter faces)

Logos to have 3M translucent vinyl to match logo colors



1ct. Entry Feature Logo - Location: See east elevation.



1ct. Location: See south elevation.

Illumination



Example of sign type



126 S. FIRST ST. MT HOREB, WI 535372 P-608.437.2320
 WWW.SIGNARTMADISON.COM

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

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SCALE: 3/4"-1'

S H E E T

WS-1

PRIMARY SIGNS



2ct. Locations: See east elevation and south elevation.

Illumination



KEY NOTES:

A- 8" Deep fabricated aluminum cabinet with internal fluorescent lighting
 B-3/16" Poly carb faces with vinyl graphics

FINISHES:

■ Matthews Satin-Black (Sign cabinets)

All sign cabinets to have dark translucent backgrounds and or opaque white backgrounds. All colors to match logo colors



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S H E E T

WS-1

SECONDARY SIGNS



2ct. Location: See west elevation.

Illumination



2ct. Location: See east elevation.

Illumination



1ct. Location: See east elevation.

Illumination



KEY NOTES:

- A- 8" Deep fabricated aluminum cabinet with internal fluorescent lighting
- B- 3/16" Poly carb faces with vinyl graphics
- C- 5" deep aluminum channel letters with internal LED illumination. Faces to be 1/8" acrylic.

FINISHES:

- Matthews Satin-Black (Sign cabinets/channel letter returns/trim cap)
- ***All sign cabinets to have dark translucent backgrounds and or opaque white backgrounds. All colors to match logo colors***



126 S. FIRST ST. MT HOREB, WI 53537 P-608.437.2320
WWW.SIGNARTMADISON.COM

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SCALE: 3/4"-1'

S H E E T

WS-1

ACCESSORY SIGNS



1ct. Locations: See east elevation.



Illumination

KEY NOTES:

A- 8" Deep fabricated aluminum cabinet with internal fluorescent lighting
 B-3/16" Poly carb faces with vinyl graphics

FINISHES:

■ Matthews Satin-Black (Sign cabinets)

All sign cabinets to have dark translucent backgrounds and or opaque white backgrounds. All colors to match logo colors



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 WWW.SIGNARTMADISON.COM

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S H E E T

WS-1

LOGO SIGNS

N00°33'16"E 552.71'

16.5' WISCONSIN BELL EASEMENT

16.5' WISCONSIN BELL EASEMENT

LOT 30

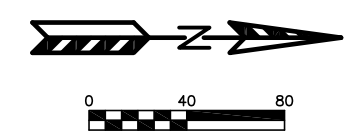
LOT 29

LOT 28

LOT 31

LOT 32

LOT 27



EXISTING BUILDING

Ground Directional 2

Ground Directional 1

Pylon Sign



HANDICAP ACCESSIBLE SIGN DETAIL

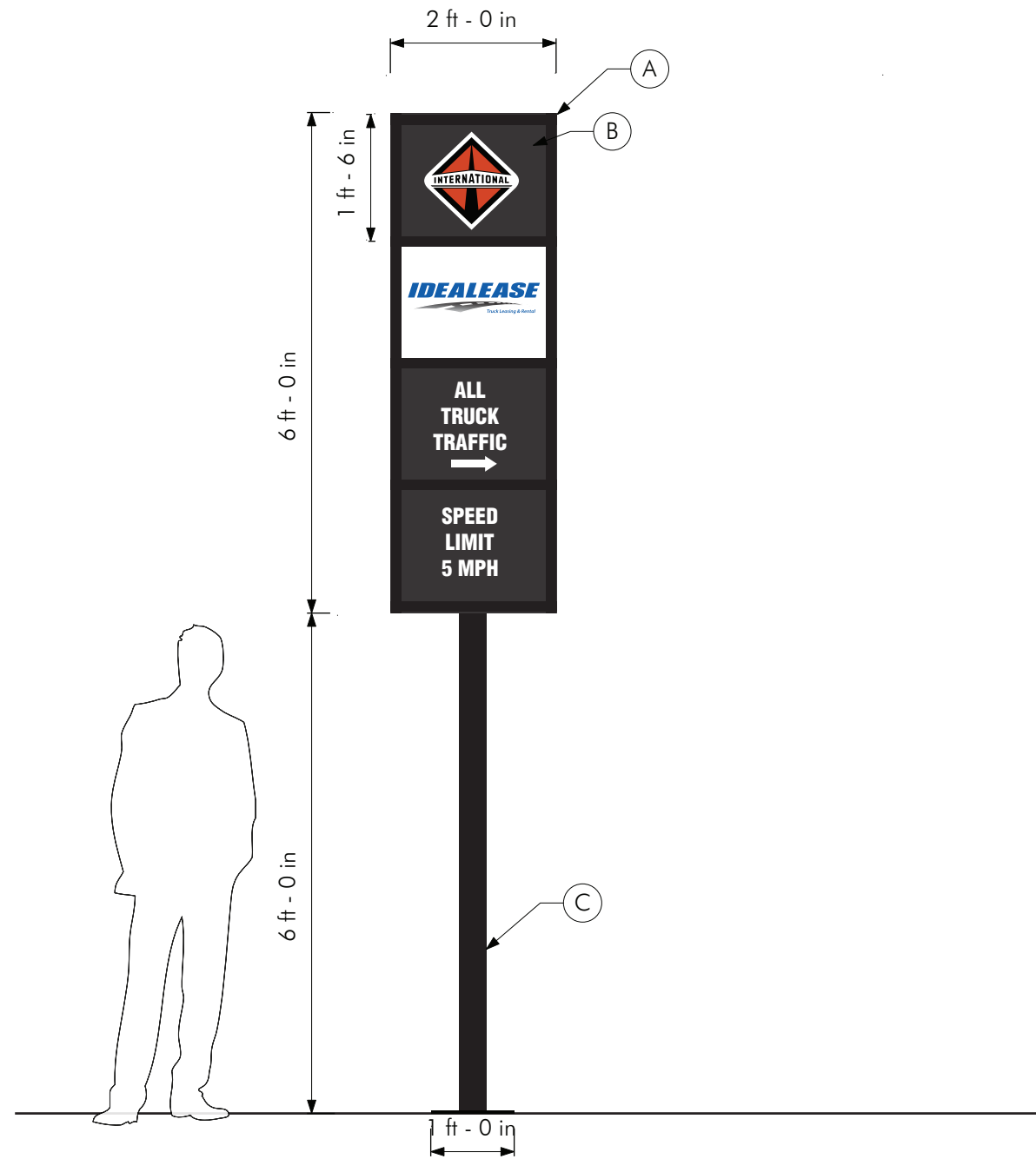
PARKING LOT PLAN SITE INFORMATION BLOCK

Site Address	7243 MANUFACTURERS DRIVE
Site acreage (total)	10.82 ACRES
Number of building stories (above grade)	ONE
Building height	28 feet
DLHR type of construction (new structures or additions)	Type IIB
Total square footage of building	47,012
Use of property	Truck Sales and Service Facility
Gross square feet of office	N/A
Gross square feet of retail area	N/A
Number of employees in warehouse	N/A
Number of employees in production	N/A
Capacity of restaurant/place of assembly	N/A
Number of bicycle stalls shown	10
Number of Parking stalls:	
Customer	12
Employee	49
Service	87
Display	61
Accessible	2
Total	211
Number of trees shown	(See Landscape Plan)

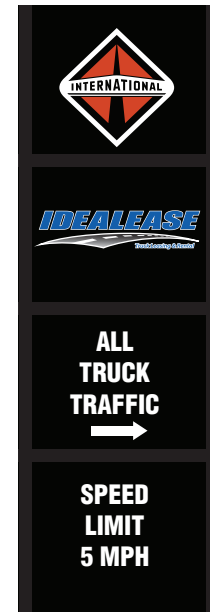
LAKESIDE INTERNATIONAL-7243 MANUFACTURERS DRIVE
 SITE PLAN
 PAGE: 2 OF 5
 DATED: FEBRUARY 12, 2015

QUAM ENGINEERING, LLC
 Residential and Commercial Site Design Consultants
 www.quamengineering.com

4604 Siggelkow Road, Suite A - McFarland, Wisconsin 53558
 Phone (608) 838-7750; Fax (608) 838-7752



2ct. Location: See site map
12sq.ft.



Illumination

KEY NOTES:

- A- 14" Deep fabricated aluminum cabinet with internal fluorescent lighting
- B- 3/16" Poly carb faces with vinyl graphics
- C- 4"x4" Square Steel Tube

FINISHES:

- Matthews Satin-Black (Sign cabinets/Pipe)

All sign cabinets to have dark translucent backgrounds and or opaque white backgrounds. All colors to match logo colors



126 S. FIRST ST. MT HOREB, WI 535372 P-608.437.2320
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S H E E T

GS-1

DIRECTIONAL SIGNS

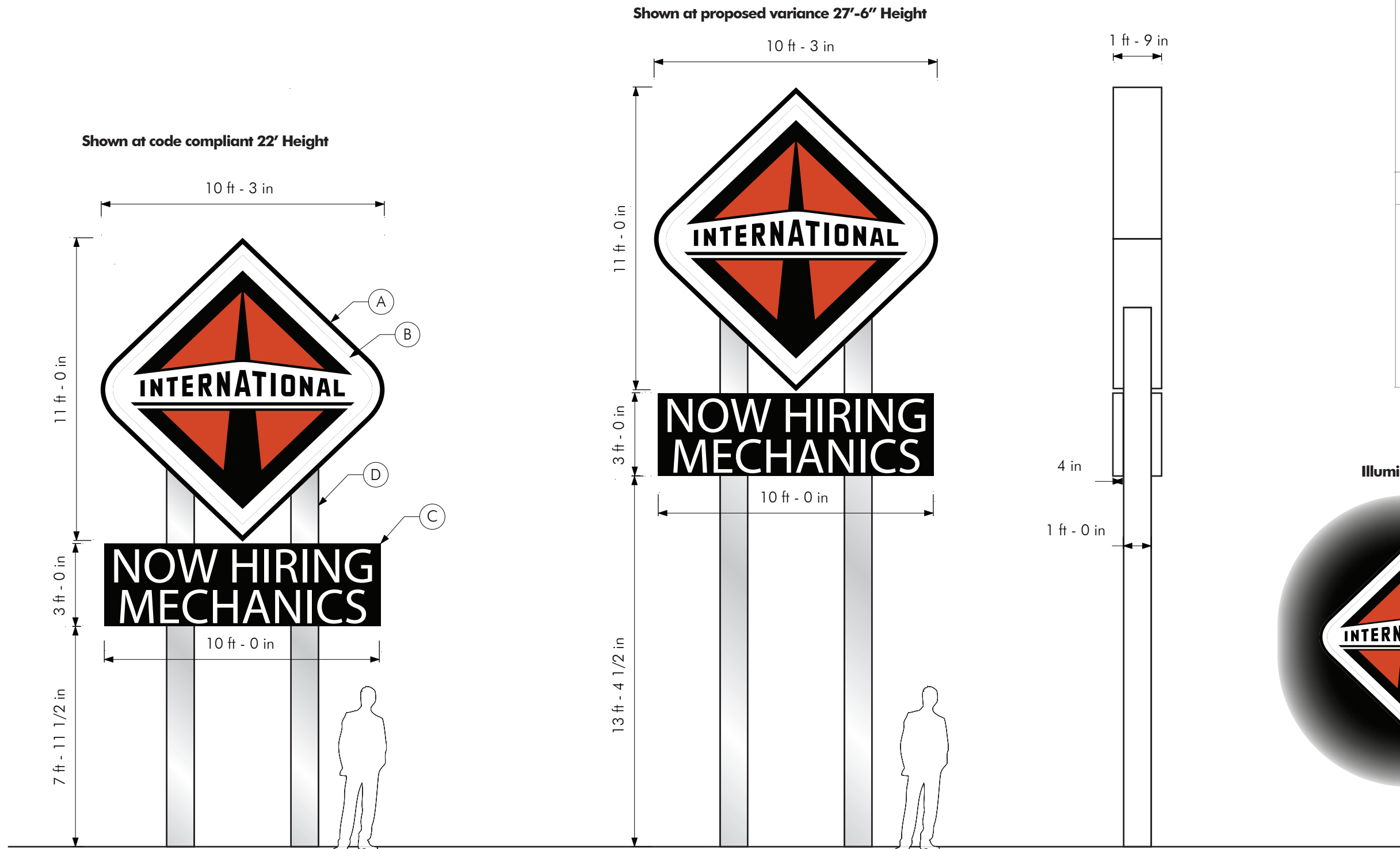
KEY NOTES:

- A- 21" Deep fabricated aluminum cabinet with internal fluorescent lighting
- B- 3/16" Poly carb faces with vinyl graphics
- C- CIRRUS Solo White Monochrome LED Message Board.
- D- 12"x12" Steel Pipes

FINISHES:

- Matthews Satin-Black (Sign cabinet)
- Matthews Satin-Brushed Aluminum (Pipes)

Logos to have 3M translucent vinyl to match logo colors



1ct. Location: See site map
143.5 sq.ft.



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S H E E T

GS-1

P Y L O N S I G N

PYLON SIGN: NORTH BOUND APPROACH (22' HEIGHT)



PYLON SIGN: NORTH BOUND APPROACH (27'-6" HEIGHT)



PYLON SIGN: SOUTH BOUND APPROACH #1 (22' HEIGHT)



PYLON SIGN: SOUTH BOUND APPROACH #1 (27'-6" HEIGHT)



PYLON SIGN: SOUTH BOUND APPROACH #2 (22' HEIGHT)



PYLON SIGN: SOUTH BOUND APPROACH #2 (27'-6" HEIGHT)





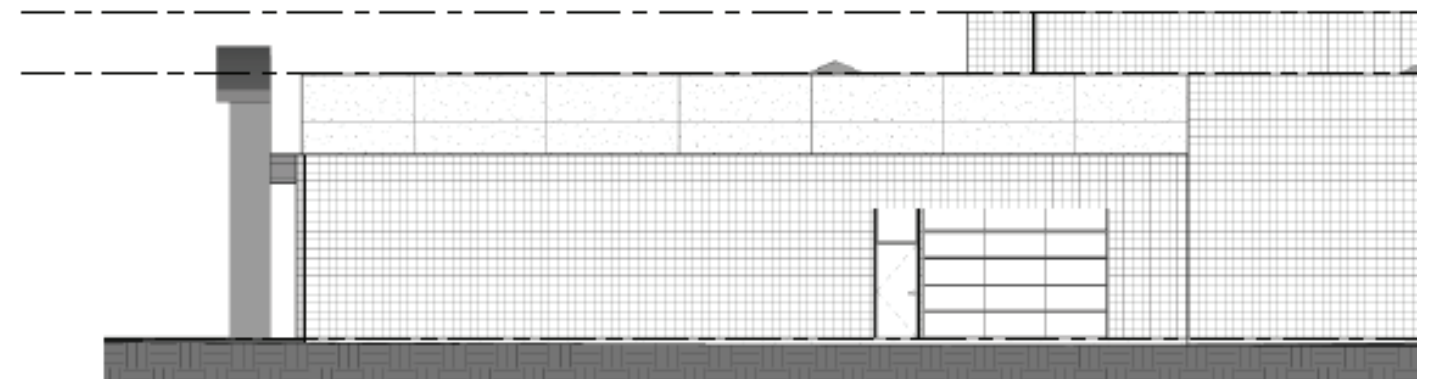
Example of Multiple Primary Signs 6620 Seybold Rd: Land Rover, Jaguar, Volvo



Example of Multiple Primary Signs, Accessory Signs 5402 High Crossing: Zimbrick



Example of Entry Feature Above Roof Line



Sec. 31.043(4) (b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

We felt that the size and scale of the building, as well as its distance from the interstate dictated the signage as we have proposed. Additionally, by breaking up the wall signage into multiple signable areas, we feel that the signage will be easier to read and gives a less cluttered feel than if we had to group signage into a single signable area. Being that the building use is focused more on function due to the type of traffic visiting the site we felt that simple signage types with clear and concise visibility were appropriate. The signage types that we are proposing are consistent with other signage types on adjacent buildings.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

We feel that the proposed signage plan is necessary because of the topographical challenges of the site and as well as the orientation of the building on the site.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these stated purposes

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

All signs meet and exceed the minimum construction requirements under Sec. 31.04(5)

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The sign plan does not include any advertising signs or off premise directional signs

6. The Sign Plan shall not be approved if any element of the plan:
 - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - d. negatively impacts the visual quality of public or private open space.

The proposed sign plan complies with all items in this section.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

All proposed signage is on private property