

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: 1/9/2014
UDC MEETING DATE: 2/19/2014

Action Requested
 Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 1430 N Stoughton Dr

ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals) Zimbrick VW ARCHITECT/DESIGNER/OR AGENT: Badger Lighting + Signs

CONTACT PERSON: Susie Beard
Address: P.O. Box 510451
New Berlin WI
Phone: 262-787-8000
Fax: 262-549-3413
E-mail address: suzy.wisc@aal.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.



Gries
Architectural Group Inc.

January 6, 2014

Planning & Community Economic Development
Urban Design Committee
Madison Municipal Bldg
215 Martin Luther King Jr Blvd, Suite LL-100
Madison, WI 53703

RE: Request for Building Comprehensive Sign Review for Zimbrick Volkswagen,
1430 N Stoughton Rd

Dear Committee:

Gries Architectural Group, Inc. (GAGI) along with Zimbrick Volkswagen, Badger Lighting and Sign and Pattison Sign Group are submitting this letter and documents to explain the Comprehensive Design Plan. We are seeking Urban Design Commission approval of the comprehensive exterior signage package.

The existing Zimbrick Volkswagen dealership has constructed a new showroom addition at their existing facility to enhance the customer experience and bring the facility in line with the current Volkswagen North American facilities standards. The showroom addition will remove the existing building signage and provide new building signage. The new building signage reduces the overall square footage of building signage from that which was previously permitted. The intent was to relocate the existing reburbished VW Logo sign, however it is our understanding that moving and relocation of a "non-compliant" sign is not allowed by the ordinance without a comprehensive design review approval from the UDC. The portion of signage that does not meet current sign requirements is in regards to the VW logo clip and as follows:

The building is allowed one signable area per façade. The "Zimbrick" sign occupies this signable area. Per section 31.07(5)(c), the building can display one logo, a maximum net area of six (6) square feet, on a wall outside the signable area.

- a. The Volkswagen Corporation provides three specific logo signs that must be used by the dealership, and of those available the proposed and previously permitted size #1 logo clip is the smallest. The Entry Frame where the Clip is installed is manufactured to allow for a recessed and inset sign. A smaller logo sign or relocation of the clip would leave and exposed opening. The Dealer Frame where the "Zimbrick" building sign is located is not designed to accommodate a recessed logo and the worldwide Corporate Identity standards for VW do not permit use of the Clip logo on the Dealer Frame.

Our response to those standards and requirements are as follows:

On behalf of the owner, we are requesting approval of a logo graphic outside the signable area greater than 6 SF as part of a comprehensive sign review. The proposed and previously permitted logo sign is 7.77 SF calculated as area of a circle (or 9.5 SF if required to square sign off). This would allow the owner to utilize the smallest logo sign available from Volkswagen.

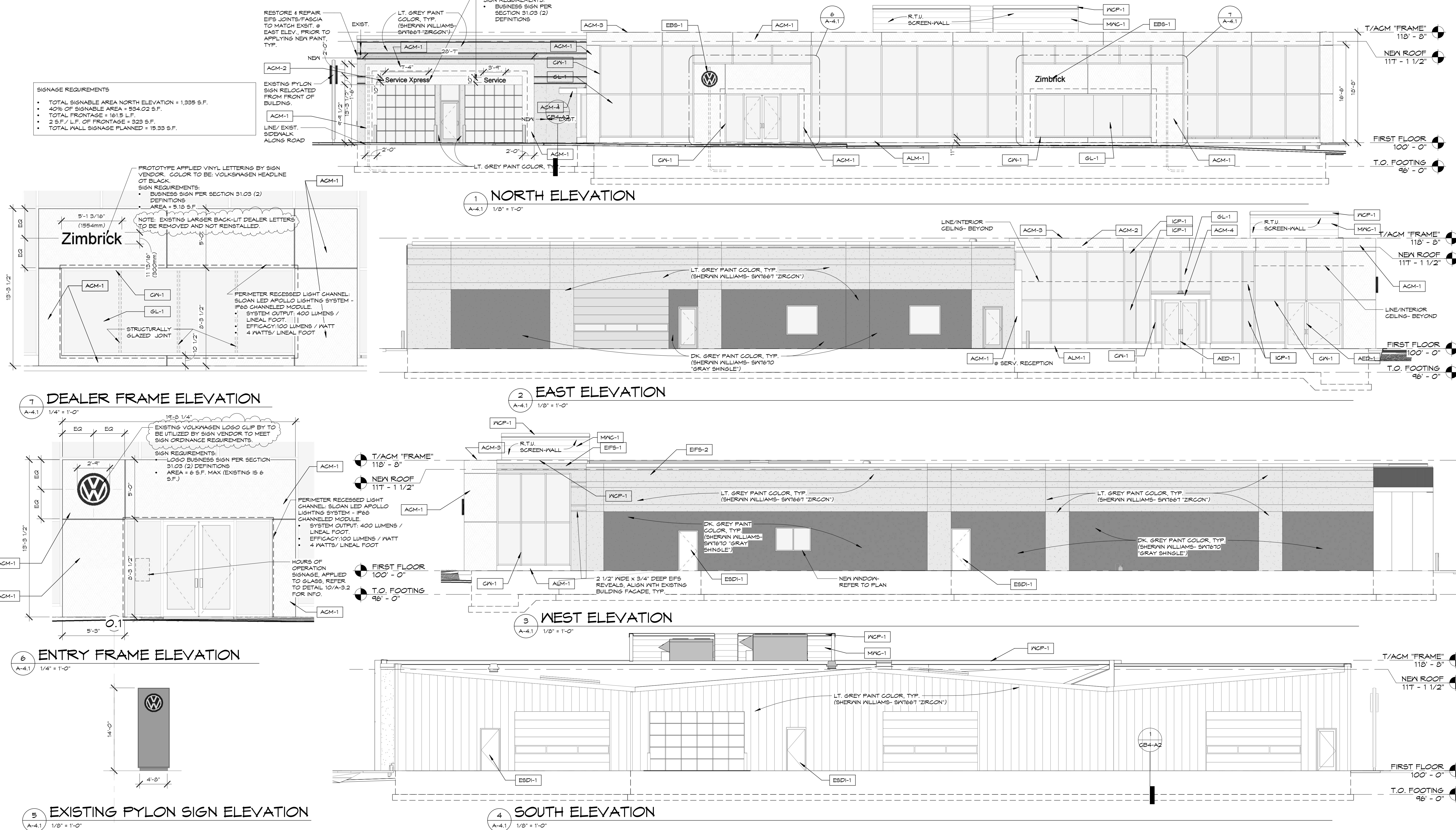
The existing Volkswagen dealership is located on a frontage road that parallels Stoughton Road/ Hwy 51. The frontage road is not a main thoroughfare of traffic and as such adds nearly 100' of separation between the northeast property frontage for the dealership and the edge of the main highway and traffic flow.

The proposed logo clip was previously permitted and the sign is more in scale with the new addition façade and fits more appropriately into the Volkswagen Corporate design intent.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Stephen Gries". The signature is fluid and cursive, with a large initial "S" and a long, sweeping tail.

Stephen Gries
Gries Architectural Group, Inc.



SIGNAGE REQUIREMENTS

- TOTAL SIGNABLE AREA NORTH ELEVATION = 1,335 S.F.
- 40% OF SIGNABLE AREA = 534.02 S.F.
- TOTAL FRONTAGE = 161.8 L.F.
- 2 S.F./ L.F. OF FRONTAGE = 323 S.F.
- TOTAL WALL SIGNAGE PLANNED = 15.33 S.F.

PROTOTYPE APPLIED VINYL LETTERING BY SIGN VENDOR. COLOR TO BE VOLKSWAGEN HEADLINE OR BLACK.

SIGN REQUIREMENTS:

- BUSINESS SIGN PER SECTION 31.03 (2) DEFINITIONS
- AREA = 5.18 S.F.

NOTE: EXISTING LARGER BACK-LIT DEALER LETTERS TO BE REMOVED AND NOT REINSTALLED.

PERIMETER RECESSED LIGHT CHANNEL: SLOAN LED APOLLO LIGHTING SYSTEM - IP68 CHANNLED MODULE.

- SYSTEM OUTPUT: 400 LUMENS / LINEAL FOOT
- EFFICACY: 100 LUMENS / WATT
- 4 WATTS / LINEAL FOOT

STRUCTURALLY GLAZED JOINT

EXISTING VOLKSWAGEN LOGO CLIP BY TO BE UTILIZED BY SIGN VENDOR TO MEET SIGN ORDINANCE REQUIREMENTS.

SIGN REQUIREMENTS:

- LOGO BUSINESS SIGN PER SECTION 31.03 (2) DEFINITIONS
- AREA = 6 S.F. MAX (EXISTING IS 6 S.F.)

PERIMETER RECESSED LIGHT CHANNEL: SLOAN LED APOLLO LIGHTING SYSTEM - IP68 CHANNLED MODULE.

- SYSTEM OUTPUT: 400 LUMENS / LINEAL FOOT
- EFFICACY: 100 LUMENS / WATT
- 4 WATTS / LINEAL FOOT

HOURS OF OPERATION SIGNAGE, APPLIED TO GLASS, REFER TO DETAIL 10/A-3.2 FOR INFO.

EXTERIOR FINISH KEY NOTES		EXTERIOR FINISH KEY NOTES		EXTERIOR FINISH KEY NOTES		EXTERIOR FINISH KEY NOTES		EXTERIOR FINISH KEY NOTES	
KEY NOTE	MATERIAL SUMMARY	KEY NOTE	MATERIAL SUMMARY	KEY NOTE	MATERIAL SUMMARY	KEY NOTE	MATERIAL SUMMARY	KEY NOTE	MATERIAL SUMMARY
ACM-1	ACM PANEL (ALUMINUM COMPOSITE METAL); MANUFACTURER: SOBOTEC COLOR: DAS WHITE, FINISH: 80% GLOSS LOCATION: SHOWROOM FACADE- BUILDING FRAME, ENTRY FRAME, DEALER FRAME, SERVICE FRAME NOTE: OWNER TO DIRECT PURCHASE FRAME FROM SOBOTEC, CONTRACTOR TO HANDLE ALL COORDINATION & DELIVERY. SOBOTEC RESPONSIBLE FOR COMPLETE INSTALLATION.	ACM-4	ACM PANEL (ALUMINUM COMPOSITE METAL); MANUFACTURER: APOLIC OR EQUAL THICKNESS: 4MM COLOR: METALLIC, SMX, SILVER LOCATION: SHOWROOM FACADE- BUILDING FRAME, ENTRY FRAME, DEALER FRAME, SERVICE FRAME	AED-1	ALUMINUM ENTRY DOOR SYSTEM; MANUFACTURER: KANNEER OR EQUAL COLOR: CLEAR ANODIZED ALUMINUM LOCATION: SHOWROOM FACADES & VESTIBULE	EFS-2	EXISTING EIFS- PAINTED; MANUFACTURER: SHERVIN WILLIAMS OR EQUAL COLOR: DARK GREY & LIGHT GREY, AS SELECTED FROM MFR. COLORS LOCATION: EXTERIOR, REFER TO PLANS & ELEVATIONS	WCP-1	METAL WALL COPING- PREFINISHED; MANUFACTURER: REFER TO SPEC. STYLE: REFER TO DRWSG. & SPEC. COLOR: WHITE LOCATION: EXTERIOR, REFER TO PLANS, ELEVATIONS, & SECTIONS
ACM-2	ACM PANEL (ALUMINUM COMPOSITE METAL); MANUFACTURER: SOBOTEC COLOR: DAS WHITE, FINISH: 80% GLOSS LOCATION: SHOWROOM FACADE NOTE: OWNER TO DIRECT PURCHASE FRAME FROM SOBOTEC, CONTRACTOR TO HANDLE ALL COORDINATION & DELIVERY. SOBOTEC RESPONSIBLE FOR COMPLETE INSTALLATION.	GL-1	EXTERIOR INSULATED GLAZING; MANUFACTURER: PFG, OR EQUAL STYLE/COLOR: 1" DOUBLE GLAZED (INSUL. UNIT.) TEMPERED, CLEAR, LOW-E GLASS (PFG SOLARBAN 60, CLEAR), TYP. LOCATION: ALL NEW EXTERIOR GLAZING. REFER TO EXT. ELEV., PLANS, & DOOR SCHED. FOR LOCATIONS & INFO.	ESD-1	EXISTING STEEL DOOR INSUL- PAINTED; MANUFACTURER: SHERVIN WILLIAMS OR EQUAL COLOR: MATCH ADJACENT BUILDING EXTERIOR COLOR LOCATION: EXTERIOR, REFER TO PLANS & ELEVATIONS. NOTE: TYPICAL AT ALL EXISTING HOLLOW METAL DOORS.	EBS-1	EXTERIOR BUILDING SIGNAGE; MANUFACTURER: PATTISON SIGN GROUP ELECTRICAL: INSTALL AS REQUIRED LOCATION: EXTERIOR, REFER TO PLANS & ELEVATIONS	ICP-1	INSULATED CURTAINWALL- INFILL METAL PANEL; MANUFACTURER: KANNEER OR EQUAL COLOR: CLEAR ANODIZED ALUMINUM THICKNESS: 1" (INSUL. PANEL, FINISHED ALUM. @ EXTERIOR & INTERIOR) LOCATION: EXTERIOR CURTAINWALL INFILL, REFER TO EXT. ELEV.
ACM-3	ACM PANEL (ALUMINUM COMPOSITE METAL)- COPING; MANUFACTURER: SOBOTEC COLOR: DAS WHITE, FINISH: 80% GLOSS LOCATION: SHOWROOM FACADE- COPINGS NOTE: OWNER TO DIRECT PURCHASE FRAME FROM SOBOTEC, CONTRACTOR TO HANDLE ALL COORDINATION & DELIVERY. SOBOTEC RESPONSIBLE FOR COMPLETE INSTALLATION.	CN-1	ALUMINUM CURTAINWALL SYSTEM; MANUFACTURER: KANNEER OR EQUAL (BASIS OF DESIGN KANNEER 1600-1, WITH REINF. MULLIONS COLOR: CLEAR ANODIZED ALUMINUM LOCATION: SHOWROOM FACADES	EIFS-1	NEW EIFS (EXTERIOR INSULATION FINISH SYSTEM); MANUFACTURER: STO TYPE/FINISH STYLE: STO-LIT LOTUSAN 1.5 COLOR: WHITE LOCATION: EXTERIOR, REFER TO PLANS & ELEVATIONS	ALM-1	HEAVY GAUGE ALUMINUM BREAK MTL. TRIM/FLASHING; MANUFACTURER: KANNEER OR EQUAL COLOR: CLEAR ANODIZED (MATCH CURTAINWALL FRAMES) LOCATION: EXTERIOR, REFER TO PLANS & ELEVATIONS NOTE: ALL JOINTS SHALL BE BUTTED, SET IN SEALANT, WITH BACKER.	MWC-1	METAL WALL CLADDING- PREFINISHED; MANUFACTURER: UNA-GLAD, BY FIRESTONE BUILDING PRODUCTS STYLE: UC-300, FLUSH PANEL, 12" WIDE, HORIZONTAL INSTALLATION COLOR: BONE WHITE LOCATION: EXTERIOR, REFER TO PLANS, ELEVATIONS, & SECTIONS



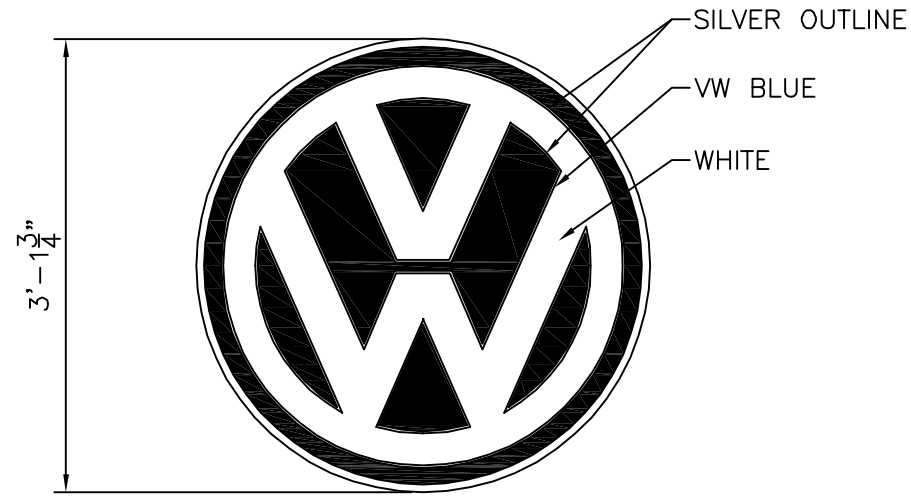
Zimbrick

Welcome to Volkswagen



To see all the details that are visible on the screen, use the "Print" link next to the map.



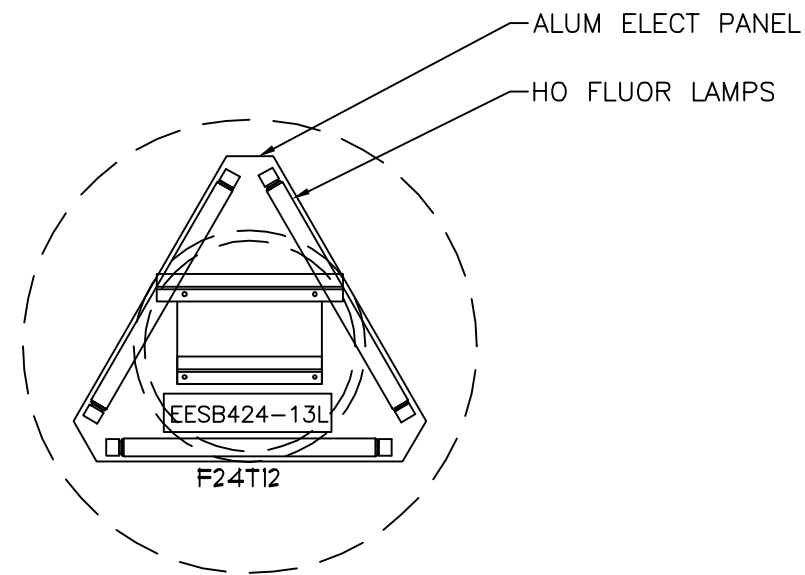


S/F FASCIA SIGN (VW CLIP #1)

- MOULDED ACRYLIC FACE
- VINYL COPY
- HO FLUOR ILLUMINATION
- POLISHED ALUM RETAINER
- MOULDED ACRYLIC RETURNS, WHITE

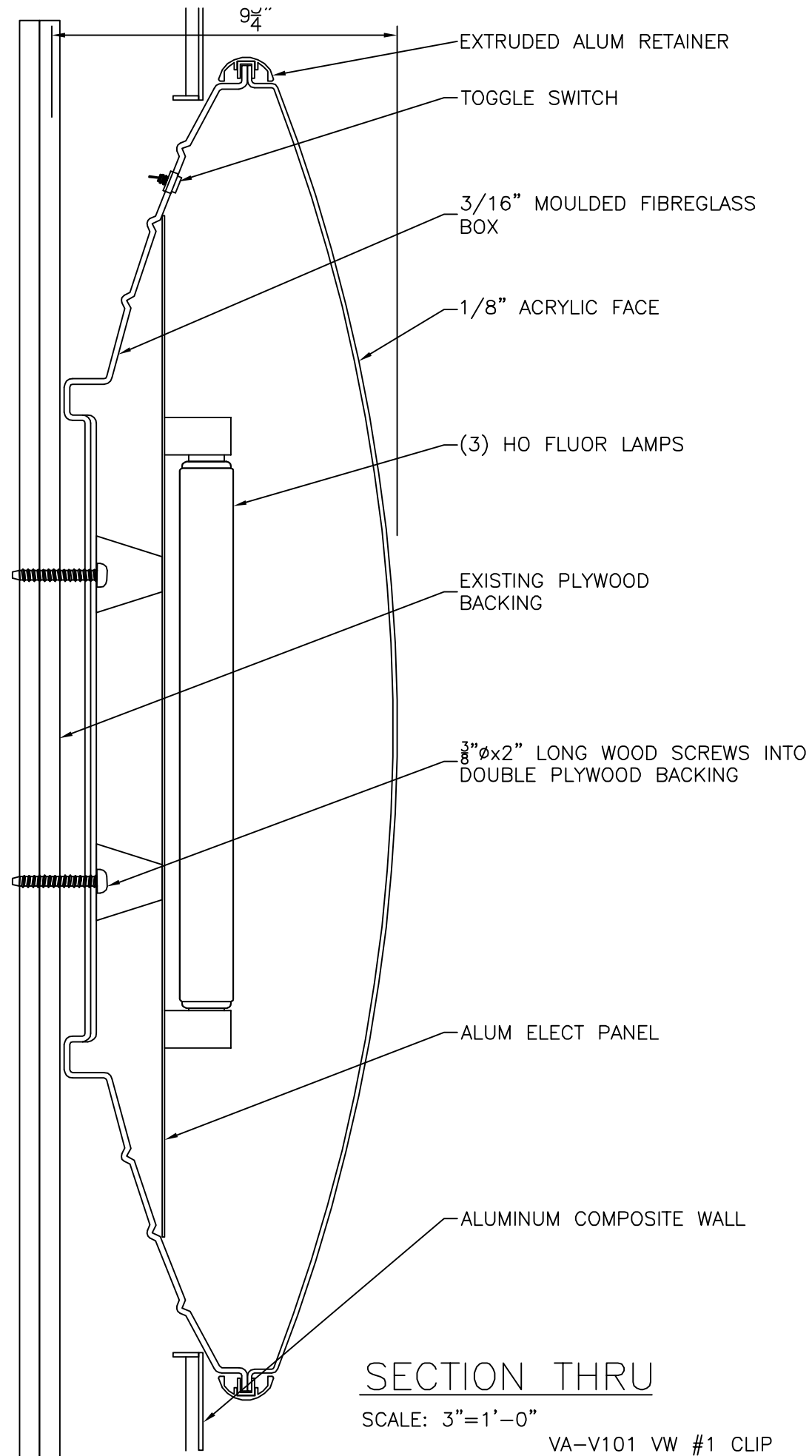
GRAPHICS

SCALE: 3/4"=1'-0"



ELECT/STRUCT ELEV

SCALE: 3/4"=1'-0"



SECTION THRU

SCALE: 3"=1'-0"

VA-V101 VW #1 CLIP

TOTAL WEIGHT = 50lbs

ELECTRICAL

(3)-F24T12 HO DAYLIGHT FLUORESCENT LAMPS

(1)-EESB424-13L BALLAST

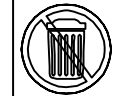
LOAD = 1.1 AMP @ 120V

TOTAL LOAD	AMPS
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Pattison Sign Group illuminated signs contain Fluorescent, Neon and/or HID lamps. These lamps contain Mercury (Hg). Dispose of these lamps according to Local, State, Provincial or Federal L

REVISIONS

REV.	DESCRIPTION	DATE

DESIGN NUMBER	ACTY. EXECUTIVE RE
DESIGNER	ENGINEERING
SCALE	DRAWN BY HR/d
DATE	SCALE As Noted
	DATE Jan 14/09

CUSTOMER APPROVAL		
NAME	DATE	SIGNATURE

CUSTOMER **Volkswagen**

ADDRESS	
JOB No.	REF.No.



PATTISON SIGN GROUP

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Fax (416) 759-4965
Toll Free 1-800-268-6536
www.pattisonsign.com

A Division of Jim Pattison Industries Ltd.

Month 00, 2007 Date

R. Barnard / A. Seleci Sales Rep

C. Kostecki / A. Ioannou Designer

N.T.S. Scale

00 0000 Design No.

Revision Note

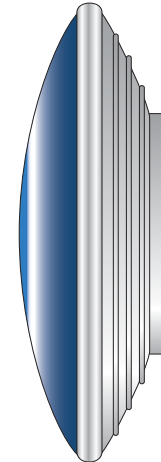
Job No.

Customer Approval

Date

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3'-1 3/4"
(0.95m)



Install Only (Supplied By VWoA)

VW Clip 1

SIGN AREA

7.77 ft²
0.72 m²

ELECTRICAL REQUIREMENT

VOLTAGE: 120
AMPS: 1.35



Pattison Sign Group illuminated signs contain Fluorescent, Neon and/or HID lamps. These lamps contain Mercury (Hg). Dispose of these lamps according to Local, State, Provincial or Federal Laws.



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SIGN ITEM

SG 0