

# URBAN DESIGN COMMISSION APPLICATION



City of Madison Planning  
 Division  
 215 Martin Luther King Jr Blvd  
 P.O. Box 2985  
 Madison, WI 53701-2985  
 (608) 266-4635



FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

## 1. Project Information

Address: 1809 W Beltline Hwy

Title: Zimbrick Hyundai West

## 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested \_\_\_\_\_

New development       Alteration to an existing or previously-approved development

Informational       Initial approval       Final approval

## 3. Project Type

Project in an Urban Design District

Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

Planned Development (PD)

General Development Plan (GDP)

Specific Implementation Plan (SIP)

Planned Multi-Use Site or Residential Building Complex

**Signage**

Comprehensive Design Review (CDR)

Signage Variance (i.e. modification of signage height, area, and setback)

**Other**

Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** Don Nummerdor      Company Sign Effectz Inc

Street address 1827 W. Glendale Av      City/State/Zip Milwaukee WI 53209

Telephone 414-312-6985      Email donn@signeffectz.com

**Project contact person** Don Nummerdor      Company Sign Effectz Inc

Street address 1827 W. Glendale Av      City/State/Zip Milwaukee WI 53209

Telephone 414-312-6985      Email donn@signeffectz.com

**Property owner (if not applicant)** \_\_\_\_\_

Street address \_\_\_\_\_      City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_      Email \_\_\_\_\_

**5. Required Submittal Materials**

- Application Form**
- Letter of Intent**
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans** (Refer to checklist provided below for plan details)
- Filing fee**
- Electronic Submittal\***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.


Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Christina Thiele on 10/23/18.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Applicant name Don Nummerdor Relationship to property Sign Contractor  
 Authorized signature of Property Owner  Date 11/28/18

**7. Application Filing Fees**

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

December 11th, 2018

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

RE: Comprehensive Design Review  
Zimbrick Hyundai West  
1809 W. Beltline Hwy.  
Madison WI 53713

Sign Contractor:  
Sign Effectz Inc.  
1827 W. Glendale Ave.  
Milwaukee WI 53209

To Whom it may concern,  
Within the enclosed attachments you will find our formal sign package proposal for 1809 W. Beltline Hwy.

The proposed sign package includes a total of 4 wall signs. This includes 1 sign on the East elevation, and 3 signs on the North elevation. Additionally the sign package includes 1 monument sign along the frontage road visible from the beltline.

#### Wall signs:

The wall signs in this package require CDR approval as the north elevation has 2 separate identification signs. The signs on the North elevation are required per the Hyundai sign image and have a purpose for each sign. The Hyundai with Logo is required to be placed on the left side of the front of the dealership to identify the brand. The Zimbrick identifies the dealership ownership. The Service sign identifies where the customers enter the service area and is considered an accessory sign. The placement of the signs on the building are very specific to the Hyundai image guidelines.

#### Freestanding Monument sign:

We are asking for a variance to the sign code for the monument sign. The code maximum height of the monument sign is 13'. Due to the placement of the sign and the relationship to the Beltline Hwy. we would like to raise this to 17'-11". The purpose of the variance is outlined as follows:

- The design of the Hyundai family of signs require a wide body sign type and is considered a "Monument" sign, not a pole sign per the code definition. Typically a Pole sign would be allowed to be 22' tall but cannot have a base as wide as the sign itself. The pole sign is not an option for this dealer due to the restrictions of the Hyundai Brand imaging.
- The Beltline is 6 lanes of traffic, traveling on average at 55mph, a taller sign will allow better visibility along the many traffic lanes. If the sign is only 13' high most of the contents of the sign will be below the visual line of site as cars, vans, suvs and tractor trailers travel in the lanes further to the north. If approved a taller sign will raise the name of the Brand above the impeded visual line of site to create better visibility for potential customers. Having the sign at 13' visually when driving on the Hwy will have the

optimal view of the name of the brand blend into the background of the cars parked in the lot, a taller sign will allow the brand name to be raised above the cars making it more visible.

-This section of road has large electrical poles between the Hwy and the frontage road as well as electrical poles along the property line of the dealership which impede the visibility of the dealership. Having a slightly larger sign will help make the sign stand out better among the cluster of poles.

-The proposed monument sign has 66.22 sq. ft. of copy on it measuring from the top of the logo to the bottom of the dealer name. We are allowed 80sq ft per code.

-Signs at nearby properties have larger taller signs including a large billboard just to the west.

-The UDC has in the past granted requests for a 50% increase in height and square footage of monument sign when the site characteristics possess the need. We feel the visibility of the monument sign is very important to the success of this new building and the height of 18' is imperative to that success.

Criteria for CDR review:

1-The proposed wall signs are placed on the building to create an aesthetic balance to the building with the Name of the Brand of vehicle, the name of the Dealer and direction to customers to enter the Service drive thru area. They are manufactured individual letters with an LED internal illumination that blend nicely with the building materials and surrounding businesses without causing any visual imbalance. The monument sign is an aluminum sign with the copy routed out to allow only the name to illuminate at night creating a pleasing sign blends into the character of the building and property.

2-The proposed signs meet the role of appropriate and identifiable signage in helping the business inform, direct and communicate with it's customers as necessary to the Brand imaging of Hyundai and have a specific purpose and placement. The building façade is a unique metal product with a custom architectural design that the letters compliment well. The placement of the signs per the branding guidelines do not create an unusual appearance and fit well on the buildings wide frontage.

3-The proposal meets the intent of the purposes described in Sec.31.01(1) and 33.24(2).

4-The proposed signs meets or exceeds all the minimum construction requirements under Sec 31.04(5).

5-The proposed signs do not advertise beyond the restrictions of Sec 31.11 or off Premise

6-This proposal meets all safety factors required. It does not present vehicular or pedestrian hazards and has all elements of the proposed signs encompassed within the property and on the building. It will not obstruct any views necessary for ingress or egress to the property. The proposed signs do not obstruct any lawful signs on the adjacent properties. The proposed signs do not negatively impact the public.

7- All proposed signs are within the private property of Zimbrick Hyundai.

Thank you for your consideration.

Sincerely,  
Don Nummerdor  
Sign Effectz Inc.

General Notes

Wall Signs

Art represents an approximation of sign and aluminum composite material (ACM) panel appearance.

Dealer to provide 120 volt, 20 amp dedicated circuit to each sign. Larger sets may require additional circuits (e.g., HCS-57/HCL-41).

Dealer to provide behind-the-wall access for installation and structural support for signs.

Dealer is responsible for covering signage mounting/wires/transformers if they are visible on the inside of the building.

If an engineer alters quoted signage a change order will be provided to the dealer.

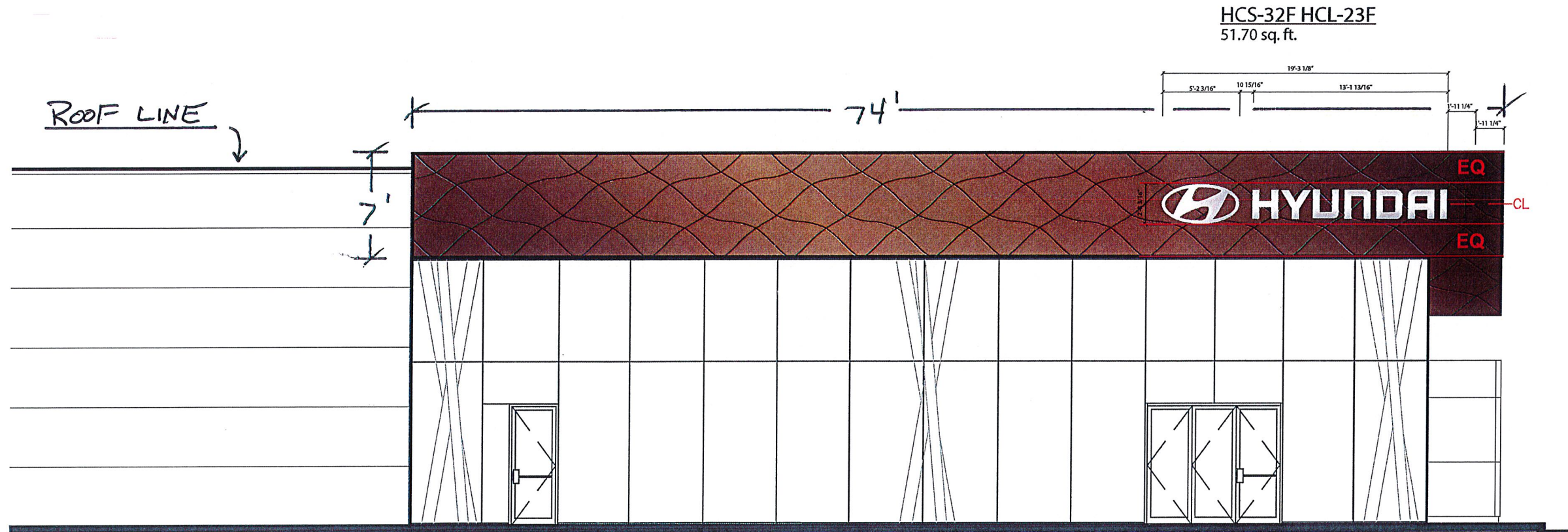
Please refer to AGI's Architectural Imaging's ACM proposal for details on that separate scope of work (e.g., entry element logo/letters are included on the ACM quote).

Copy on and placement of signs to be verified by dealer.

Proposal assumes the completed building will require a field survey to determine if any signage modifications are necessary. A change order will be provided if necessary.

Dealer to supply notes above to GC, architect, and other construction team members.

Rendering based on AGI conceptual design drawings, issue date 7/22/17. Dealer is responsible for verifying that this brandbook matches final architectural plans.



PROPOSED EAST ELEVATION

Zimbrick Hyundai  
1809 West Beltine Highway  
Madison, WI



Location: WI016 Zimbrick Hyundai	AGI Rep: J.B.	Drawn by: M. Johnson
Survey ID: N/A	Project Title: Hyundai GDSI	
Site ID: N/A	Scale: 3/32"=1'	
Date: 8/2/2017	Date Revised:	

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2655 International Pkwy., Virginia Beach, VA 23452  
PHONE: (757) 427-1900 - Fax (757) 430-1297  
www.AGISign.com

General Notes

Wall Signs

Art represents an approximation of sign and aluminum composite material (ACM) panel appearance.

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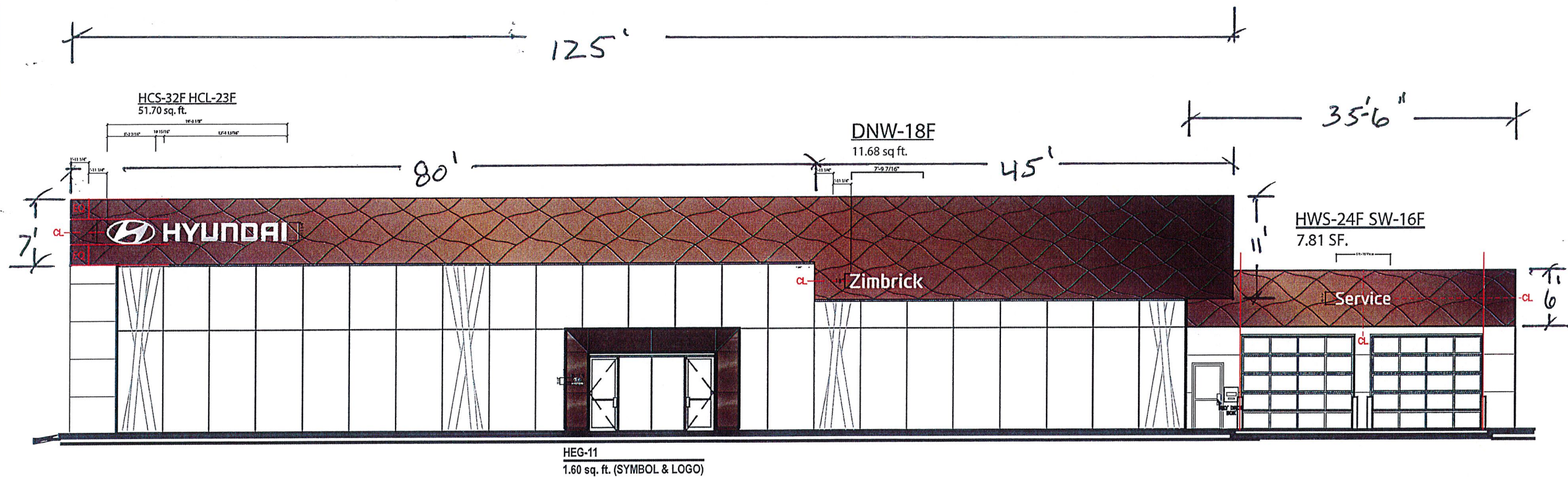
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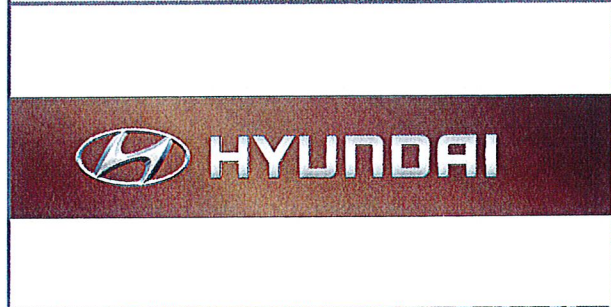
Dealer to supply notes above to GC, architect, and other construction team members.

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PROPOSED NORTH ELEVATION

Zimbrick Hyundai  
1809 West Beltine Highway  
Madison, WI

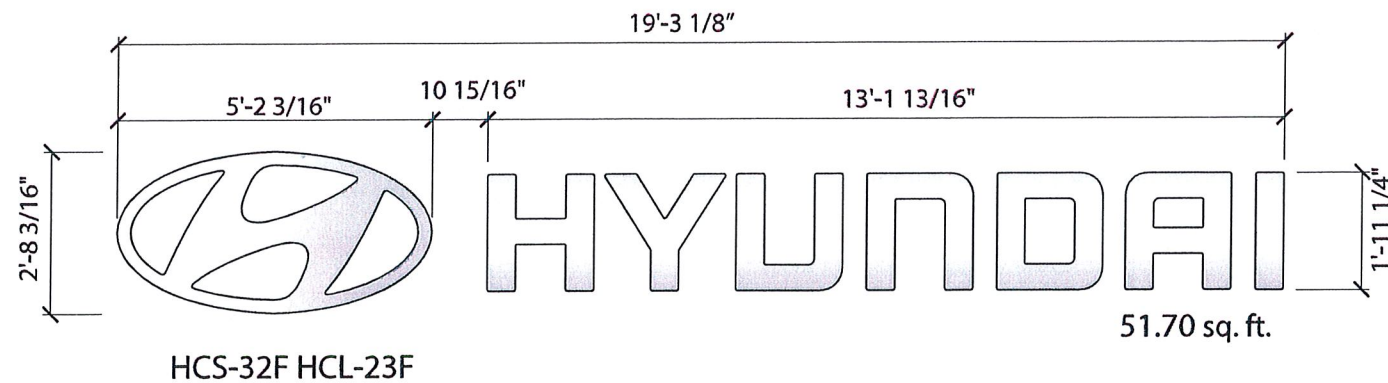


Location: WI016 Zimbrick Hyundai		AGI Rep: J.B.	Drawn by: M. Johnson
Survey ID: N/A	Project Title: Hyundai GDSI		
Site ID: N/A	Scale: 1/16"=1'		
Date: 8/2/2017	Date Revised:		

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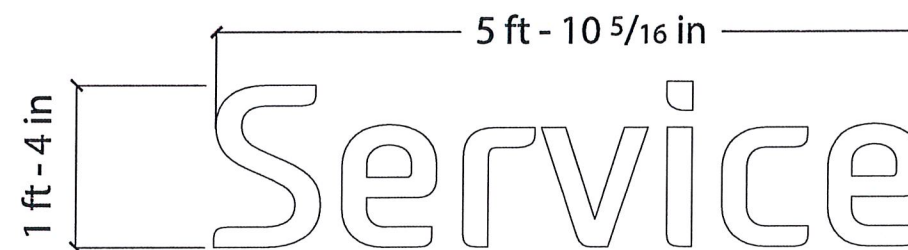
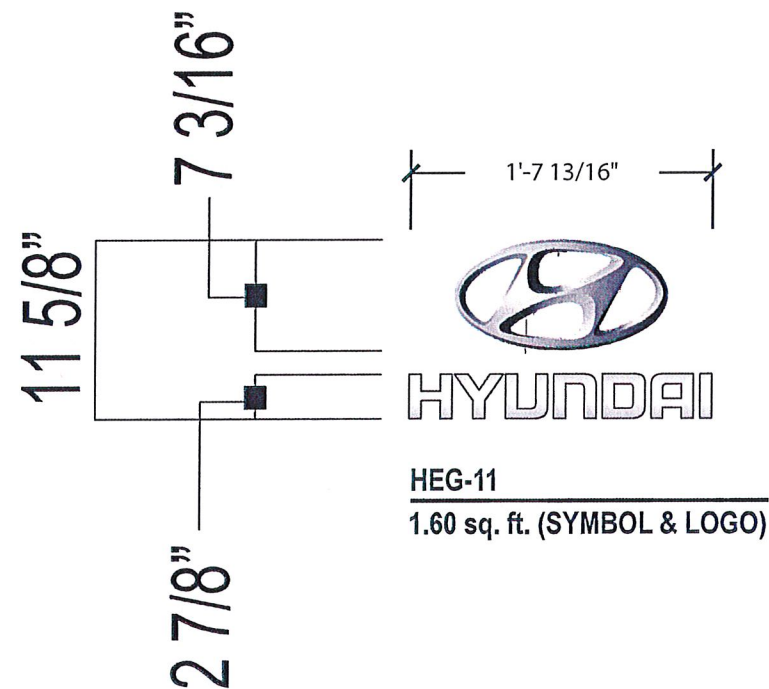
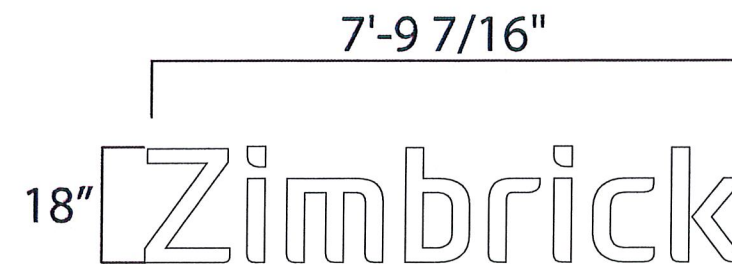


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# DNW-18F

11.68 sq ft.



# HWS-24F SW-16F

7.81 SF.

Zimbrick Hyundai  
1809 West Beltine Highway  
Madison, WI



Location: WI016 Zimbrick Hyundai		AGI Rep: J.B.	Drawn by: M. Johnson
Survey ID: N/A	Project Title: Hyundai GDSI		
Site ID: N/A	Scale: NTS		
Date: 8/2/2017	Date Revised:		

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**Ground Signs**

Art represents approximation of sign appearance.

Ground sign to be installed on new foundation.

Exact location of sign to be determined. Final location of sign subject to municipality approval.

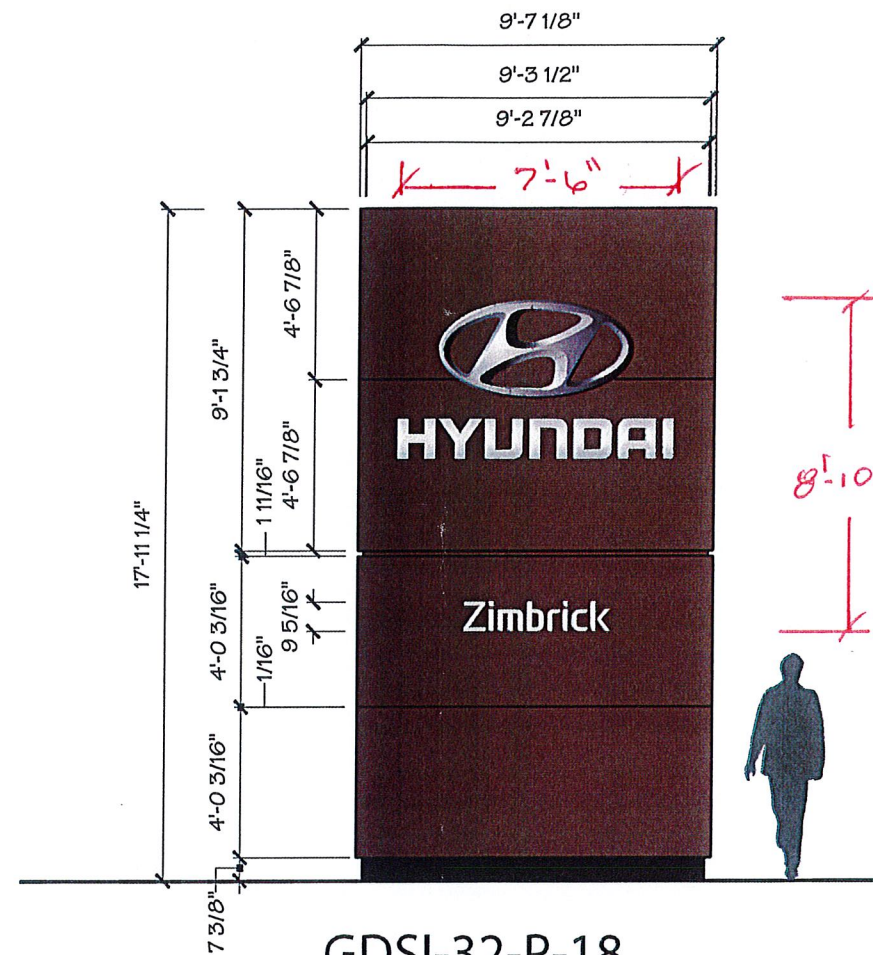
Ground sign recommendation/pricing assumes installation in earth, without obstructions, on level grade. Dealer to locate private utilities, and identify location.

Dealer to provide 120 volt, 20 amp dedicated circuit to sign.

If an engineer alters quoted signage a change order will be provided to the dealer.

Copy on and placement of any signs, including directional signs, to be verified by dealer.

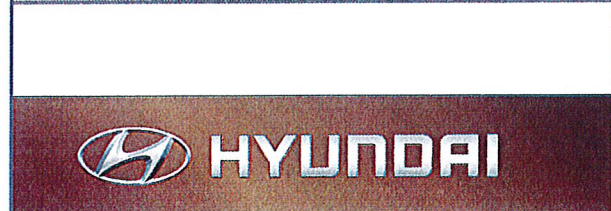
Dealer to supply above to GC, architect, and other construction team members.



*Square foot of sign copy area is 66.22 sq.ft.*

**GDSI-32-P-18**  
32 sq ft

Zimbrick Hyundai  
1809 West Beltine Highway  
Madison, WI



Location: WI016 Zimbrick Hyundai		AGI Rep: J.B.	Drawn by: M. Johnson
Survey ID: N/A	Project Title: Hyundai GDSI		
Site ID: N/A	Scale: NTS		
Date: 8/2/2017	Date Revised:		

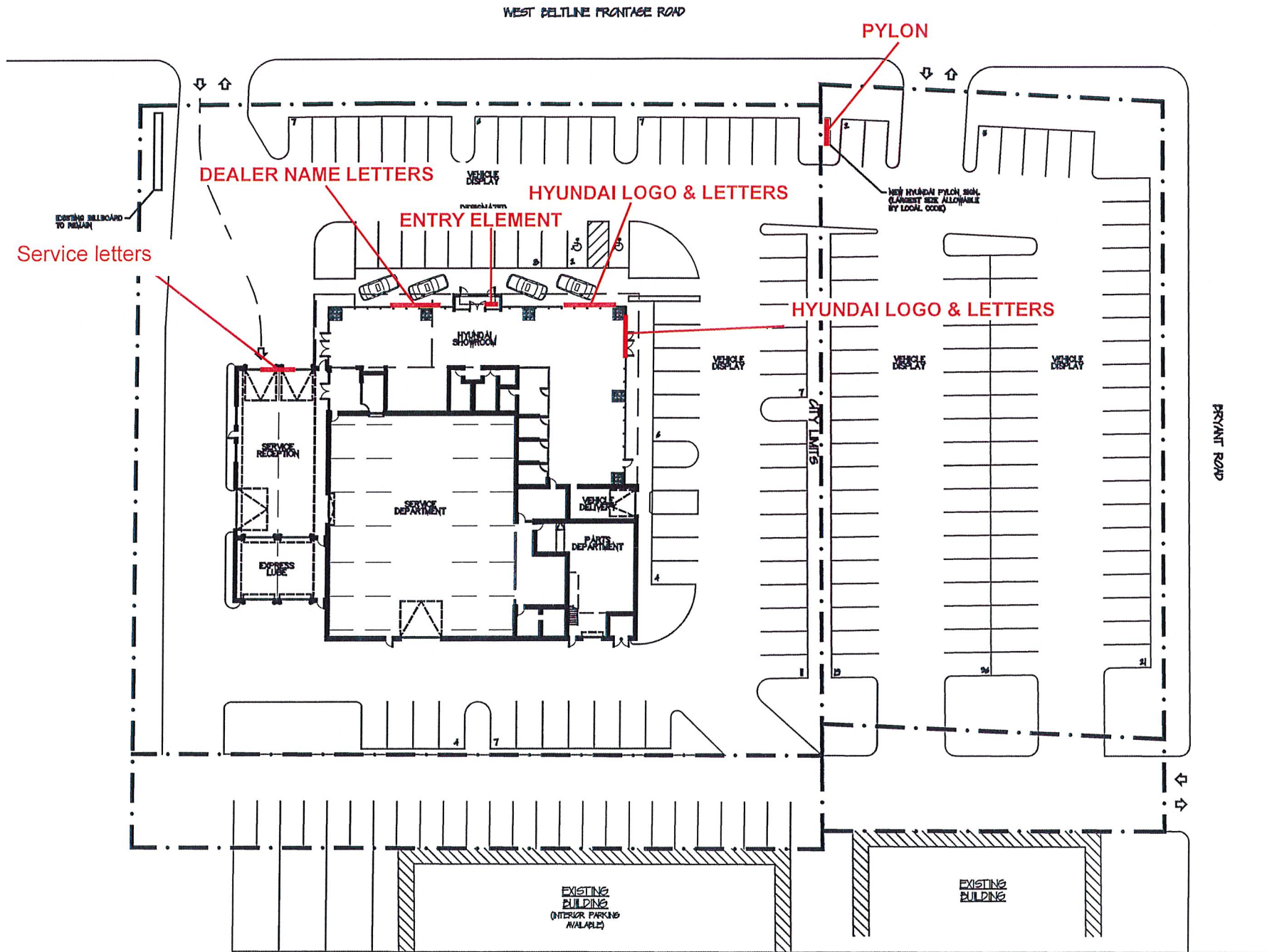
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Rendering based on AGI conceptual design drawings 7/22/17. Dealer is responsible for verifying that site plan shown matches final architectural plans.



Zimbrick Hyundai  
1809 West Beltline Highway  
Madison, WI



Location: WI016 Zimbrick Hyundai		AGI Rep: J.B.	Drawn by: M. Johnson
Survey ID: N/A	Project Title: Hyundai GDSI		
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## Removals

- Existing SAAB ground sign
- Existing SAAB wall sign



Zimbrick Hyundai  
1809 West Beltine Highway  
Madison, WI



Location: WI016 Zimbrick Hyundai

AGI Rep: J.B.

Drawn by: M. Johnson

Survey ID: N/A

Project Title: Hyundai GDSI

Site ID: N/A

Scale: NTS

Date: 8/2/2017

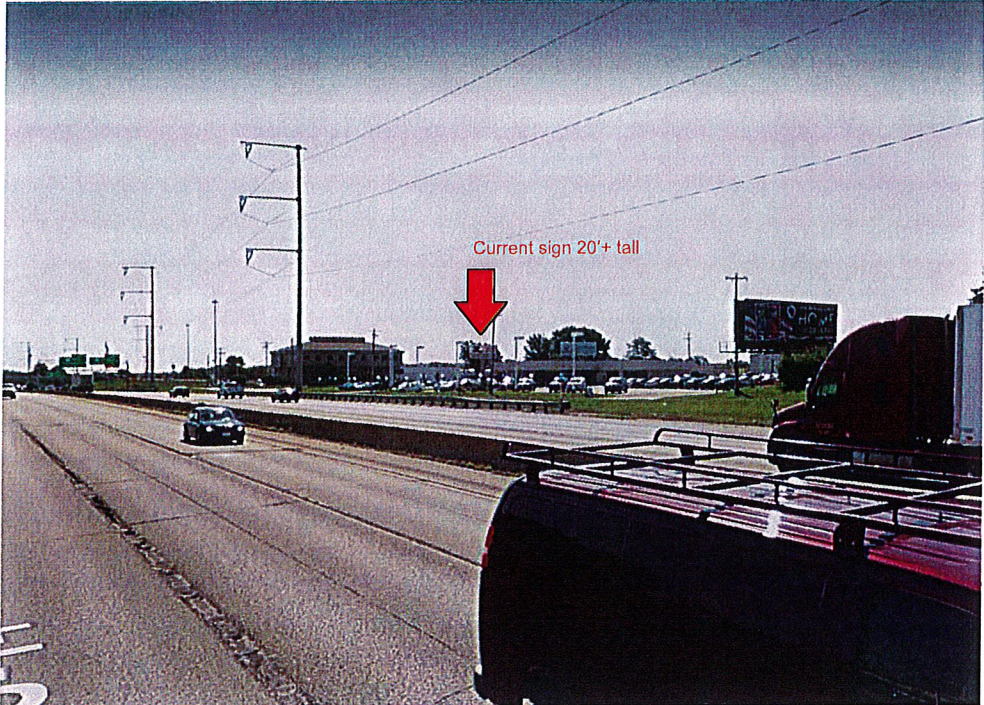
Date Revised:

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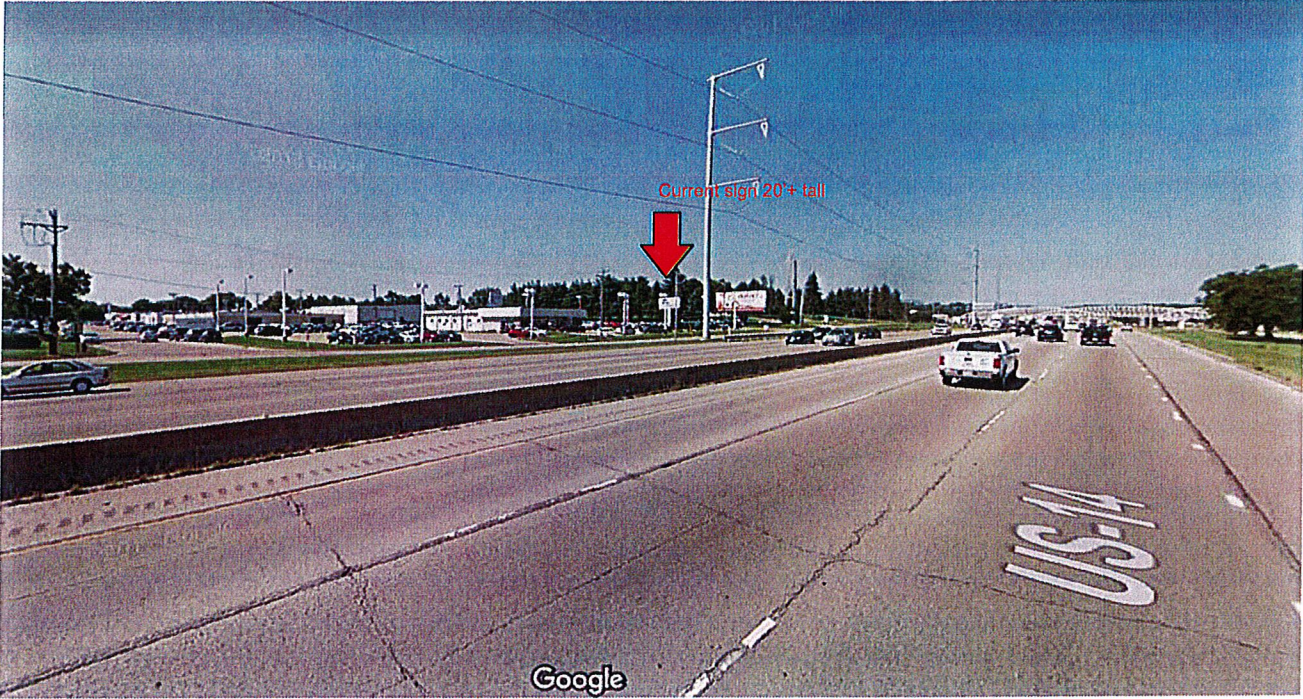
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# Zimbrick Hyundai - 1809 W Beltline Hwy



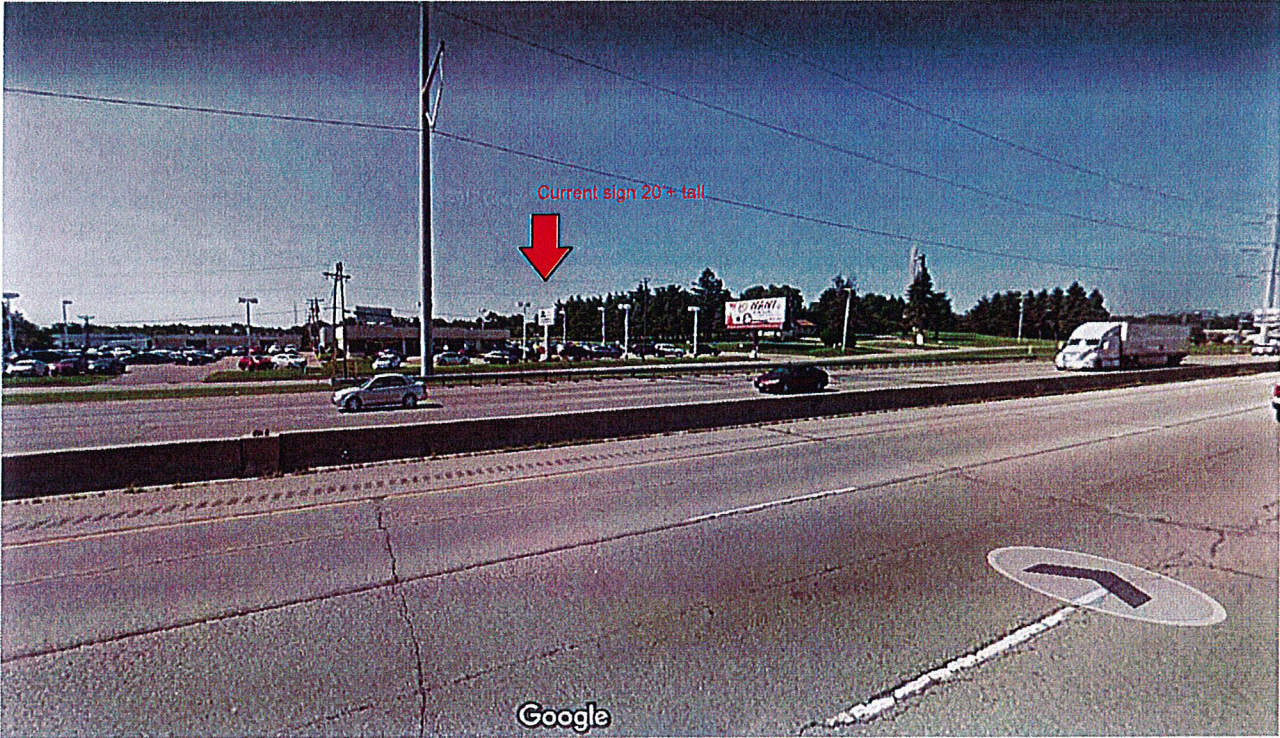
View looking east toward dealership from Hwy



View looking west toward dealership from hwy.



View looking southeast toward dealership from hwy



View looking southwest toward dealership from hwy.



View looking east toward dealership from frontage road



View looking west toward dealership from frontage road



View looking east toward dealership from frontage road



View of the building behind the dealership, no signs on this building.



View of neighboring sign to the east along frontage road.



View of billboard blocking building signs to the west along frontage road.