

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: OCTOBER 23, 2013

Action Requested

☐ Informational Presentation

☐ Initial Approval and/or Recommendation

UDC MEETING DATE: NOVEMBER 13, 2013

☒ Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 5422 WAYNE TERRACE

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals)

METRO FORD

ARCHITECT/DESIGNER/OR AGENT:

RYAN SIGNS, INC.

5422 WAYNE TERRACE

3007 PERRY ST.

MADISON, WI 53718

MADISON, WI 53713

CONTACT PERSON: MARYBETH GROWNEY SELENE

Address: 3007 PERRY ST.

MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgrowneyselene@ryan signs.net

PLEASE PRINT!

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.

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax

mbgrowneyselene@ryansigns.net

October 23, 2013

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for Urban Design Commission's Review of a Comprehensive Design Review Plan
Metro FORD
5422 Wayne Terrace

Dear Al;

The attached document package describes the proposed Comprehensive Signage Plan for the exterior signage at Metro Ford located at 5422 Wayne Terrace. We are seeking Urban Design Commission approval of the comprehensive exterior signage package.

Objective

We intend to describe the design and integration of the street graphics and site signage. Principal goals are to create identity for all entities included on the expansive site while promoting ease of movement for clients/customers and visitors.

- To effectively display signage on the building façades
- To effectively display freestanding signage

The execution of the objective and goals, as they relate to the relationship and size of the development, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. This package illustrates the extent and scope of the Metro Ford development exterior signage and includes a summary of all proposed signage locations and sizes. Included separately, is the intent of and commentary on each type of signage for the development. Please refer to the document package for additional information on specific signage detail.

Purpose of the Comprehensive Design Plan

To determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs and buildings and building site are sufficient to warrant special allowances in signage area beyond the restrictions contained in the City of Madison Sign Ordinance.

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Growney Selene
President
Serving as Agent for Metro Ford

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax

mbgrowneyselene@ryansigns.net

October 23, 2013

Metro FORD
5422 Wayne Terrace

Background Notes

1. The property is zoned CC.
2. Though a separate zoning lot, the property is included in a cross access site with 5442 Wayne Terrace (Metro KIA).
3. While it has had various owners, the property has always been a Car Dealership.
4. The overall building size, once renovation is completed, will be approximately 40,000 square feet.

=====

The following is a listing of the **PROPOSED** and **EXISTING** sign types located on the site plan and building elevations:

Freestanding Identification Signs

F-130 FORD Oval (existing) 8'-0" x 20'-0" = 160 square feet
22" = overall height
The sign is located at the Hwy. 151 elevation on the property
(Note: The sign was removed due to construction on the site.)

Freestanding Directional Signs

A (existing) 2'-6" x 3'-9" = 9.375 square feet
6'-2" = overall height
The sign is located near the south drive on the property

B (existing) 4'-0" x 3'-9" = 15 square feet
6'-2" = overall height
The sign is located near the north drive on the property

Wall Signs

F-21 **Ford Oval West Elevation**
3'-6" x 8'-0" = 28 square feet

F-31 **Ford Oval West Elevation**
4'-2" x 9'-7" = 40 square feet

F-39 **Metro Letters West Elevation**
3'-3" x 19'-6" = 64 square feet

F-26 **Service Letters South Elevation**
2'-2" x 17'-0" = 37 square feet

Existing **Ford Wall Sign North Elevation**
4'-0" x 10'-0" = 40 square feet

Existing **ACCESSORY Sign – BODY SHOP**
18" x 12'-0" = 18 square feet

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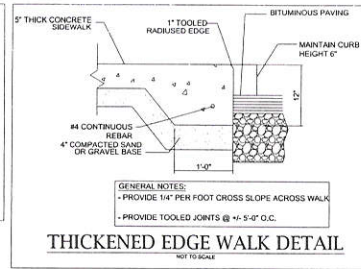
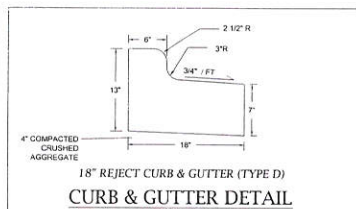
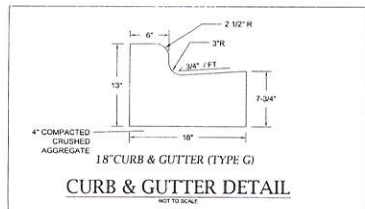
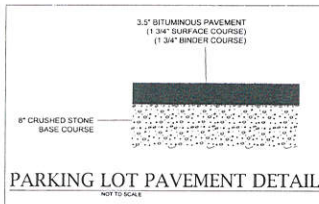
October 23, 2013

City of Madison Sign Ordinance Comparative
Metro FORD / 5422 Wayne Terrace

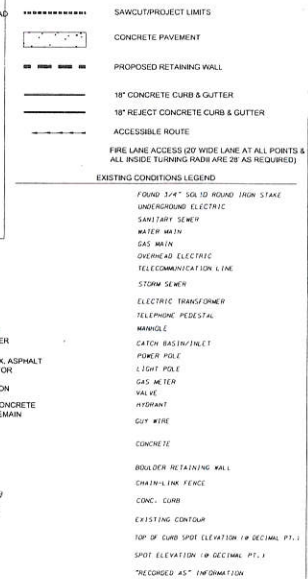
Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed.

Sign Type/Location	Code Reference	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance from Code</i>
<u>Freestanding Signage</u>	Ground Signs Page 27 31.08 (2) (a) Number. No more than two (2) ground signs of the type permitted in this section may be displayed on a single zoning lot, unless approved by the Urban Design Commission through a Comprehensive Design Review. (2)(b) Height. The height of a ground sign shall be measured from the top of the sign to the approved grade at the base of the supporting structure. The maximum height for all permitted ground signs under this section varies by zoning district, the number of lanes of traffic and speed limit of adjacent highways, and whether the sign is a Pole sign or a Monument sign.	<u>Freestanding Identification Signs</u> F-130 FORD Oval (existing) 8'-0" x 20'-0" = 160 square feet 22" = overall height <u>Freestanding Directional Signs</u> A (existing) 2'-6" x 3'-9" = 9.375 square feet 6'-2" = overall height B (existing) 4'-0" x 3'-9" = 15 square feet 6'-2" = overall height	Hwy. 151 has six (6) lanes of traffic at 55 mph. By code, the zoning lot is allowed up to two freestanding signs not to exceed 144 square feet and 22'-0" in height. <i>Sign Type F-130 is an existing sign. The sign was legal non-conforming until it was removed for the addition to the building. Reinstallation of the existing sign will not change what has been on the site.</i> <i>Taking into account all of the signs on site, we are requesting approval of three (3) freestanding signs, not to exceed 185 square feet of freestanding signage.</i>
<u>Building Signs</u>	Wall, Roof & Above Roof Signs Page 24 31.07 (4) Size. Large Buildings 31.07 (6)(a) building Exceeding 125' in Length. ...up to four (4) additional accessory signs, as defined in Sec. 31.03(2) may be displayed. The accessory sign under this paragraph shall not exceed 50% of the net area or 50% of the height of the largest permitted wall sign...already displayed on that wall.	The proposed wall signs on the South elevation are located in three designated signable areas. Maximum square footage for each sign is based on 40% of the signable area or 2 square feet of signage for each lineal foot of leased frontage. <i>As part of the Comprehensive Design Plan, we are requesting approval to maintain the square footage of tenant signs of 40% of the signable area or up to 2 square feet per lineal foot of store frontage. All colors and sign configurations will be as determined by the owner.</i> We are asking for approval of three wall signs and one Accessory sign on the South elevation. The messaging on each is relative to the use.	31.07 (4) Size. The permitted net area of wall, roof and above-roof signs shall be no more than 40% of the signable area or 2 square feet of signage for each lineal foot of building frontage, except that for all Planned Developments and when the total square footage of all building on the zoning lot is 25,000 sq. ft. or more, the maximum net area shall be 30% of the signable area, and the lineal foot method of measurement shall not be available... <i>Without an approved CDP, each building sign would be limited to 30% of the signable area.</i> <i>With the CDP, four signs will be allowed on the South elevation.</i>

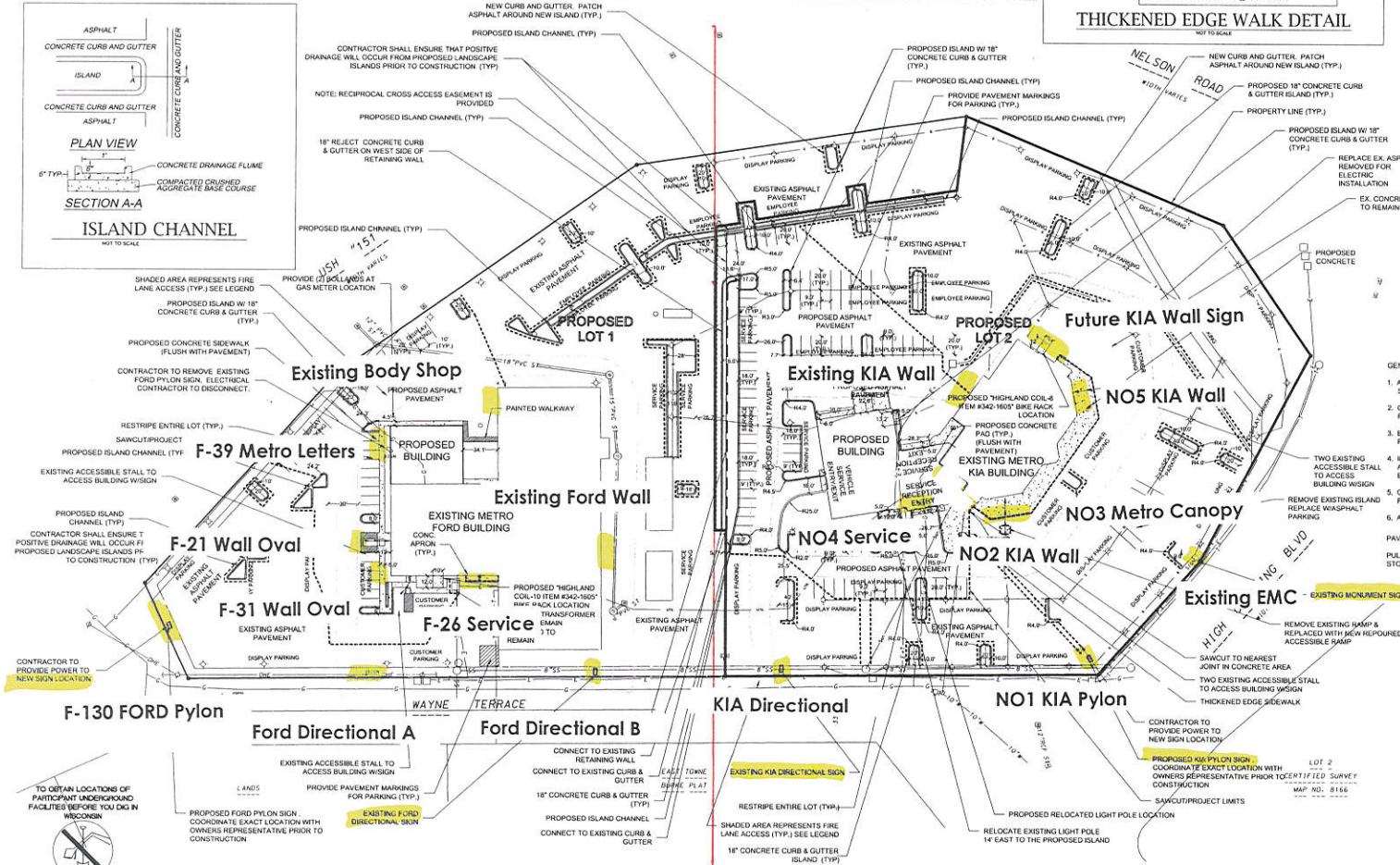
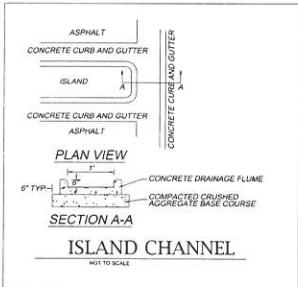
<u>Building Signs</u> Continued		<p><u><i>The existing wall signs on the Nouth elevation is located in a designated signable area. Maximum square footage for each sign is based on 40% of the signable area or 2 square feet of signage for each lineal foot of leased frontage.</i></u></p> <p><u><i>As part of the Comprehensive Design Plan, we are requesting approval to maintain the square footage of tenant signs of 40% of the signable area or up to 2 square feet per lineal foot of store frontage. All colors and sign configurations will be as determined by the owner.</i></u></p> <p><u><i>We are asking for approval of three wall signs on the South elevation. The messaging on each is relative to the use.</i></u></p>	<p>31.07 (4) Size. The permitted net area of wall, roof and above-roof signs shall be no more than 40% of the signable area or 2 square feet of signage for each lineal foot of building frontage, except that for all Planned Developments and when the total square footage of all building on the zoning lot is 25,000 sq. ft. or more, the maximum net area shall be 30% of the signable area, and the lineal foot method of measurement shall not be available...</p> <p><i>Without an approved CDP, each building sign would be limited to 30% of the signable area.</i></p>
<u>Parking Lot Regulation Signs</u>	31.044(1)(l) 2. Parking Lot Directional Signs		<p>Maximum Square Foot: 3 Maximum Height: Not noted Setback: 10' Number: No Limit Illumination: Yes</p> <p>These signs comply with the code.</p>
<u>Parking Lot Directional Signs</u>	31.044(1)(l) 1. Parking Lot Regulation Signs		<p>Maximum Square Foot: 9 Maximum Height: 10' Setback: 10' Number: 2 per street frontage Illumination: Yes</p> <p>These signs comply with the code.</p>



LEGEND



- GENERAL NOTES
1. ALL SITE WORK SHALL BE PER THE CITY OF MADISON STANDARD SPECIFICATIONS.
 2. CONTRACTOR IS RESPONSIBLE TO OBTAIN ANY AND ALL PERMITS REQUIRED.
 3. BUILDING CORNERS ARE APPROXIMATE AND FOR GENERAL BUILDING FOOTPRINT ONLY.
 4. IF ANY ERRORS, DISCREPANCIES, OR DIMENSIONS WITH PLAN BECOME APPARENT, IT SHALL BE BROUGHT TO THE ATTENTION OF THE ENGINEER PRIOR TO CONSTRUCTION.
 5. CONTRACTOR SHALL ENSURE THAT ALL STORMWATER DRAINS AWAY FROM BUILDING FOUNDATIONS DURING FINAL RESTORATION.
 6. ALL DIMENSIONS TO FACE OF CURB UNLESS OTHERWISE NOTED.
- PAVING NOTE:
- PULVERIZE & COMPACT EXISTING PAVING AS INDICATED. PROVIDE NEW STONE BASE AS REQUIRED TO MEET NEW GRADES.



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Gries Architectural Group Inc.

1115 North Monona Way, Suite 100
Madison, WI 53706
Phone: 608.261.1111
Fax: 608.261.1112
www.griesarchitect.com

BUILDING ADDITION AND ALTERATIONS FOR:

METRO FORD & KIA

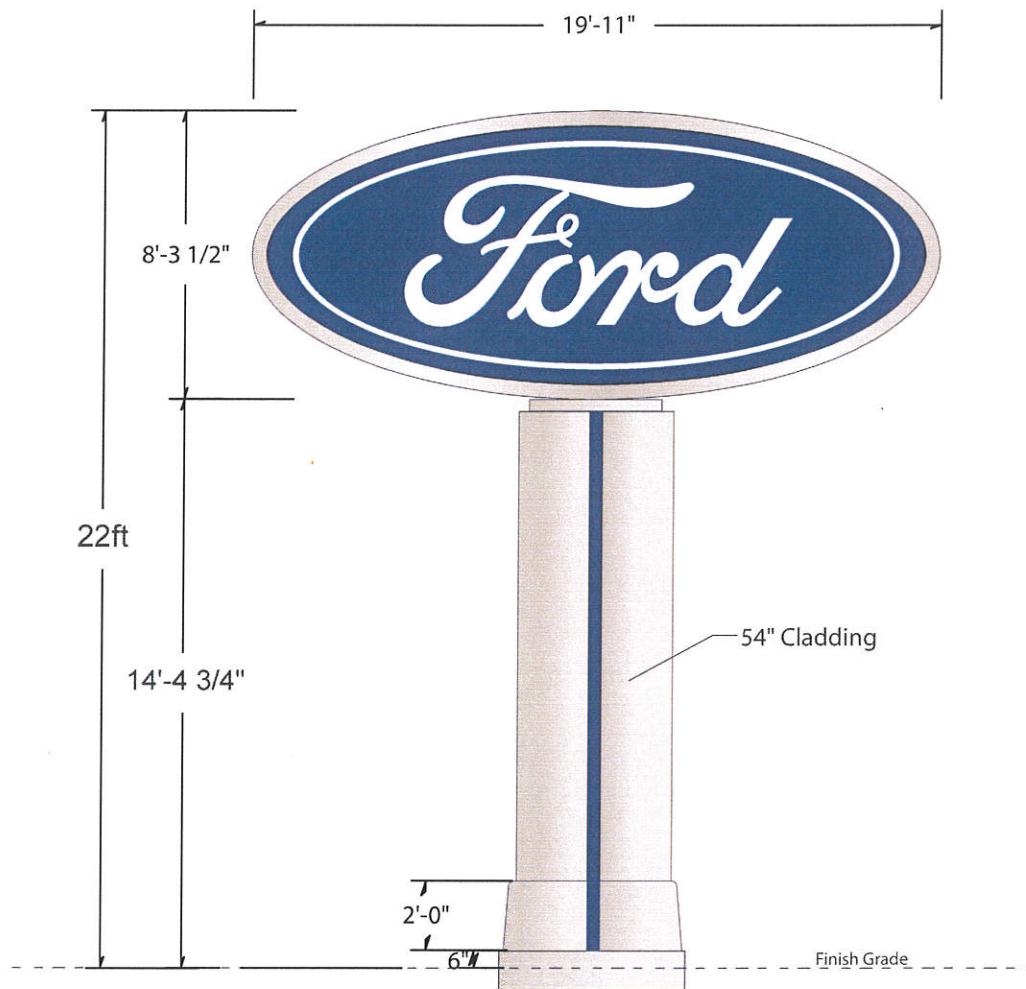
MADISON, WISCONSIN

C-2.0

date: 06/29/13
job: 13-05-109
d. by: GGP
rev: 08/29/13
10/22/13 signs

FO F-130

F-130 FORD Pylon



Ford Brand Oval:
Blue (Pantone 294 C);
"FORD" Script BCTR 110 White
Retainer Stainless Steel



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Architectural Graphics, Inc.

Title: F-130

Customer: Metro Ford F41102

Date: 10/17/13

Drawn by: M. McCaslin

Customer Rep: N/A

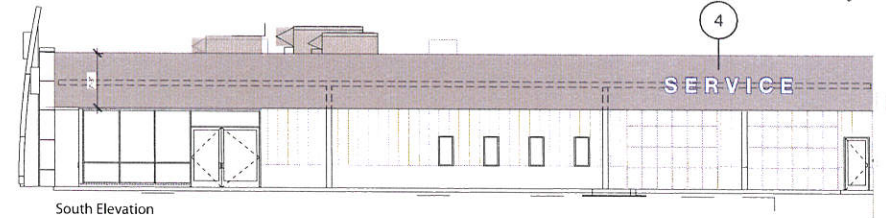
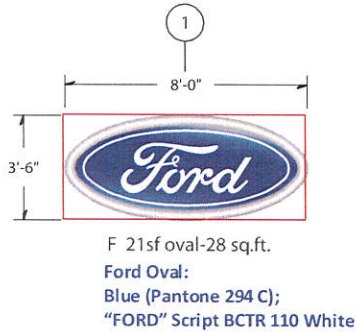
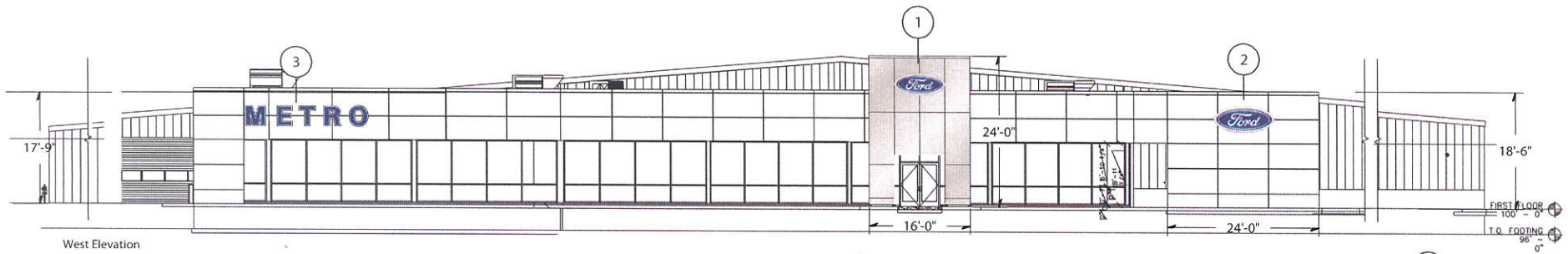
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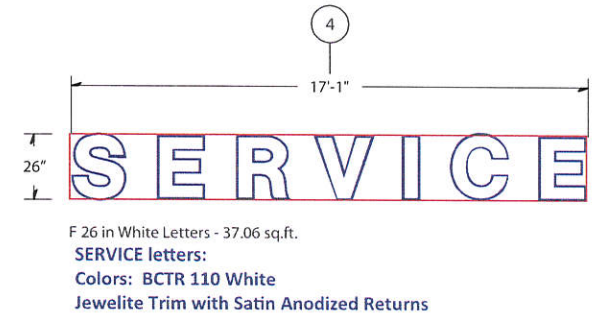
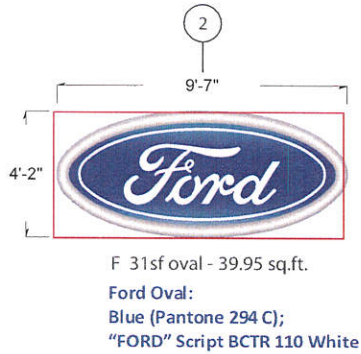
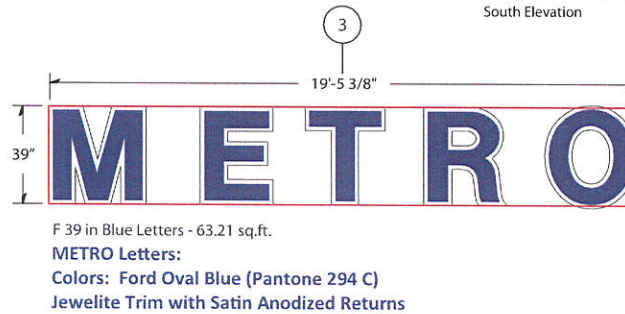
F-39 Metro Letters




F-21 Wall Oval

F-31 Wall Oval



F-26 Service



Dealer Code# F41102	Dealership Name: Metro Ford	File Name: Metro Ford _Elev F41102	Approved by: Name _____ Date _____	 Architectural Graphics, Inc.	Sheet No. 1
 	City, State: Madison, WI 53718	Scale: Elevation: 1/16=1' (11x17 paper) Signs: 1/4=1'	Rev 1: 7/31/13 mm Rev 2: 10/11/13mm Rev 3: 10/17/13 mm Rev 4:		
	Date: 7/22/13	Drawn by: M. McCaslin			

Ford Directional A



← SHIPPING &
RECEIVING

ALL NEW & USED
CAR & TRUCK
DELIVERIES
USE THIS ENTRANCE



Existing Ford Wall



Existing Body Shop

BODY SHOP

