

URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
 PO Box 2985; Madison, Wisconsin 53701-2985
 Phone: 608.266.4635 | Facsimile: 608.267.8739

Date Submitted: _____ UDC Meeting Date: _____ Combined Schedule Plan Commission Date (if applicable): _____	Informational Presentation Initial Approval Final Approval
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Please complete all sections of the application, including the desired meeting date and the type of action requested.

1. Project Address: 504 E. Badger Road

Project Title (if any): Fields Auto

2. This is an application for (Check all that apply to this UDC application):

New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$500 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Jerry Mortier
 Street Address: W228 N745 Westmound Dr.
 Telephone: (262)896-8753 Fax: ()

Company: The Redmond Co
 City/State: Waukesha, WI Zip: 53186
 Email: jmortier@theredmondco.com

Project Contact Person: same as applicant
 Street Address: _____
 Telephone: () Fax: ()

Company: _____
 City/State: _____ Zip: _____
 Email: _____

Project Owner (if not applicant): Carey and Slinde Enterprises
 Street Address: 506 E. Badger Road
 Telephone: () Fax: ()

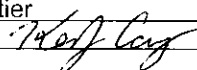
City/State: Madison WI Zip: 53713
 Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on 12.15.16.

(name of staff person) (date of meeting)

B. 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.

Name of Applicant: Jerry Mortier Relationship to Property: _____
 Authorized Signature:  Date: FEB. 23, 2017

March 24, 2017

TO: City of Madison Planning Department and Plan Commission
215 Martin Luther King Jr. Blvd
Madison WI 53701

RE: Signage Comprehensive Design Review
Fields Auto
504 E. Badger Road

Fields Auto would like to submit for approval of a Comprehensive Sign Plan for a new automobile dealership they are constructing on Badger Road. The proposed sign plan is consistent with the comprehensive sign plan that has been approved at their current location. Much as the same at the previous location, the new site will be home to three automotive brands which each have their own exterior signage requirements.

Wall Signs

- *The Sign Plan shall create visual harmony between the signs, buildings, 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 buildings on the zoning lot as well as adjacent buildings, structure and uses.*

The signage size, materials, and appearance are all driven by the automobile manufacturer with the design intent to create a unified, cohesive look that meets the brand standards, while enhancing the aesthetic value of the development.

The architectural design intent for Volvo is to create a “*Delicate Balance of Contrasts*” to help reinforce the Scandinavian brand. Hence the reason for creating a blue backdrop to better highlight the Volvo name. The white location signage; “Madison” is then washed against the white translucent panels behind, diluting the contrast.

For Jaguar and Land Rover, the approach was to create a brand that is “distinctive and confident”. “The building architecture, with a *horizontal design philosophy*, communicates a feeling of confidence”. The brand identification signage is also spread horizontally to reinforce the concept. The chrome coloring of the signage helps offset it from the baseline Sunshine Grey façade to help create a feeling of warmth and sophistication.

The primary wall signs located above each showroom communicates the brand message of the vehicle offerings within the showrooms below. Volvo with its own primary entry has an identifier sign opposite the brand sign that indicates the city in which the dealership is located; Madison. This is common for all new Volvo stores throughout the country. Jaguar and Land Rover are sister companies that offer very different automobile product types. As such, they each require their own brand sign on the front of the building, but do share a pedestrian entrance. The Dealer name is placed above this primary entrance for those two brands. Each sign location, size, and quantity is driven by each associated manufacturer.

The signs along the west elevation fall well below the 30% signable area requirements per 31.07 (4)(b), and meet all other standards needed for a wall sign, except the quantities stated in section 31.07(2)(a). Per section 31.07(2)(a), the building is limited to (1) signable area for the west elevation. The proposed west elevation is to have (5)

signable areas and signs. The west elevation also contains (1) window sign which is in compliance with 31.10.

The Volvo design concept wraps around to the north elevation as an extension of the Volvo showroom. This single sign on this elevation is in compliance with Chapter 31 sign code.

The south elevation contains an extension of the Land Rover showroom elevation. Above the showroom component of this elevation is a single Land Rover sign that matches the Land Rover sign on the west elevation. Much like the other signs on this project, it meets 30% signable area requirements of 31.07(4)(b) and all other standards needed for a sign.

There are two additional signs on the south elevation to create brand separation relative to the interior function of the service reception lanes. Both of these signs fall below the 30% signable area requirement. The addition of these two signs to this façade exceed the quantity limitations stated in 31.07(2)(a). In total, there are (3) signs on this façade, when per ordinance only (1) is allowed.

The primary purpose of the Comprehensive Plan Review is to seek approval to exceed the quantity of signs permissible per 31.07(2)(a) on the West and South elevations. The remaining elevations meet ordinance. Other than the quantities shown, all signs proposed meet all other sign ordinance requirements.

- *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 signs eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that the 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.*

The unique aspect of this project are the quantity of signs being required by an “outside authority”. The automobile manufacturers will only allow this facility to be in compliance with their standards if it has the brand identifying signage on the building, along with many other non-signage related requirements. Without the signage in the quantities, size, and color shown, they will not approve their vehicles to be sold at this location.

There are not any additional approvals needed for this project that fall under section 31.043(3).

- *The sign plan shall not violate any of the stated purposes described in Secs 31.02(1) and 33.24(2).*

The Sign Plan does not violate any of the stated purposes as described in the sections noted.

- *All Signs must meet minimum construction requirements under Sec. 31.04(5)*

The Volvo and Jaguar Land Rover wall sign program is administered by national sign manufacturers. Each manufacturer has very high specification requirements. Each national sign manufacture then partners with a local sign installer that is familiar with the Madison requirements of 31.04(5). All signs will comply with the section noted.

- *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 presented is a representation of all signs that are anticipated for the day to day use of the facility. Any additional signage that may occur on site will comply Chapter 31 of the sign ordinance.

- *The Sign Plan shall not be approved if any element of the plan;*
 - o *Presents a hazard to vehicular or pedestrian traffic on public or private property*
 - o *Obstructs views at points in ingress and egress of adjoining properties*
 - o *Obstructs or impeded the visibility of existing lawful signs on adjacent property, or*
 - o *Negatively impacts the visual quality of public or private open space.*

The signs presented do not create any of the conditions noted above.

- *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 wall signs are located well within the confines of the property and do not encroach on any setbacks or easements.

Ground Signs

The ground signs shown on the comprehensive plan documents meet Chapter 31 ordinance. They will be located above easements in which a consent agreement will be in place prior to permitting for these signs.

All signs shown are in harmony with the stated purpose and intent of the zoning code. The primary purpose comprehensive sign plan reviewed is required is simply due to the quantity of wall signs. All signs shown are less than 30% of the usable sign areas. Site signs are tactfully located to reinforce the brand presence at the site and also help communicate site circulation.

Thank you for your consideration,



Jerry Mortier
The Redmond Company
(262) 896-8753
jmortier@theredmondco.com



THE REDMOND COMPANY

W 228 N 745 WESTMOUND DRIVE, WAUKESHA, WISCONSIN 53186-1725

PHONE: (262) 549-9600 FAX: (262) 549-1314



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PROJECT INFORMATION

**FIELDS AUTO
GROUP MADISON**

506 E BADGER ROAD
MADISON, WI 53713

ISSUANCE AND REVISIONS

SIGNAGE SUBMITTAL

REVISIONS

#	Description	Date

SHEET INFORMATION

OWNERSHIP AND USE OF DOCUMENTS

The drawings, specifications and other documents furnished by the Design/Builder are instruments of service and shall not become the property of the Owner whether or not the Project for which they are made is commenced. Drawings, specifications and other documents furnished by the Design/Builder shall not be used by the Owner on other projects, for additions to this project or for completion to use, liability and compensation. Submission or distribution of documents to meet official regulatory requirements or for other purposes in connection with the Project is not to be construed as publication in derogation of the Design/Builder's or the Architect's common law copyrights or other reserved rights. The Owner shall own neither the documents nor the copyrights.

PROJECT NUMBER 16060

DATE 3.23.17

DRAWN BY DRN

Index

G000

FIELDS AUTO GROUP MADISON

506 E BADGER ROAD
MADISON, WI 53713



PROJECT TEAM

OWNER

FIELDS AUTO GROUP

1901 E. Moreland
Waukesha, WI 53186

PROJECT CONTACT: Ryan Fields

EMAIL: .

P: 608.443.3600

F: .

ARCHITECT

THE REDMOND COMPANY

W228 N745 Westmound Dr
Waukesha, WI 53186

PROJECT CONTACT: Jerry Mortier

EMAIL: jmortier@theredmondco.com

P: 262.896.8753

F: 262.549.1314

CIVIL ENGINEER

QUAM ENGINEERING

4604 Siggelkow Road, Suite A
McFarland, WI 53558

PROJECT CONTACT: Contact Name

EMAIL: rquam@quamengineering.com

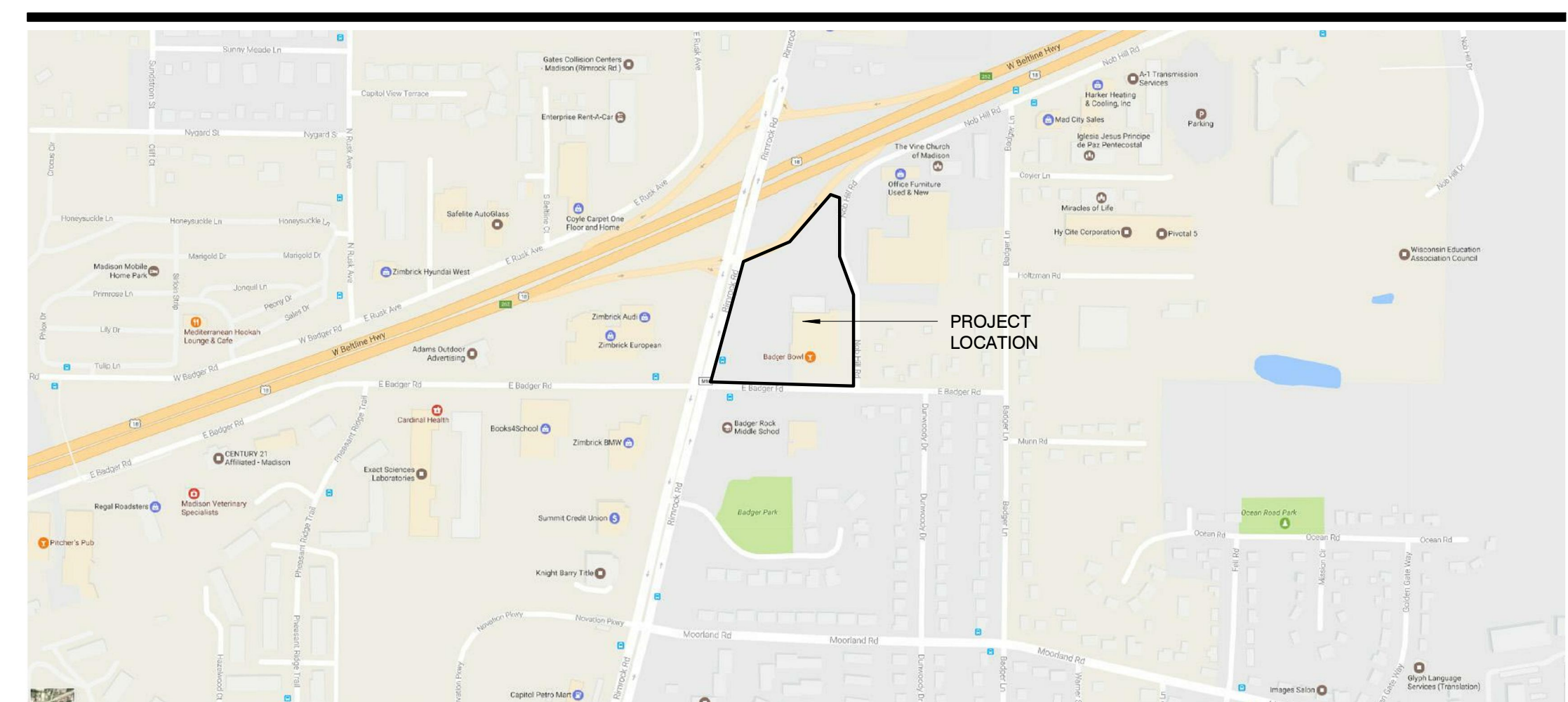
P: 608.838.7750

F: .

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ARCHITECTURAL	
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A202	Sign Detail
A210	Volvo Rendering and Wall Section

VICINITY MAP





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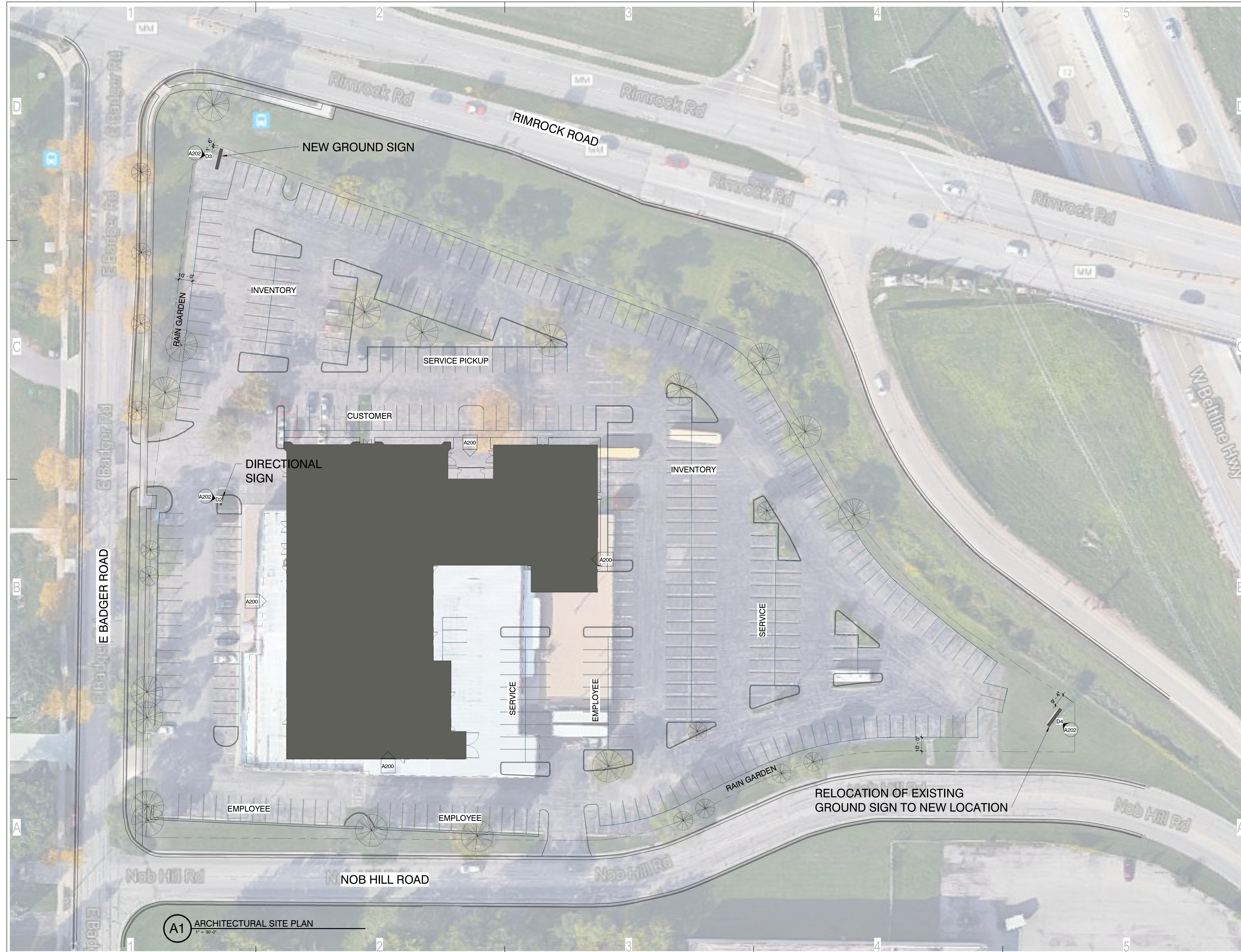
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DATE	3.23.17
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Architectural Site Plan

AS100



A1 ARCHITECTURAL SITE PLAN
 1" = 30'-0"



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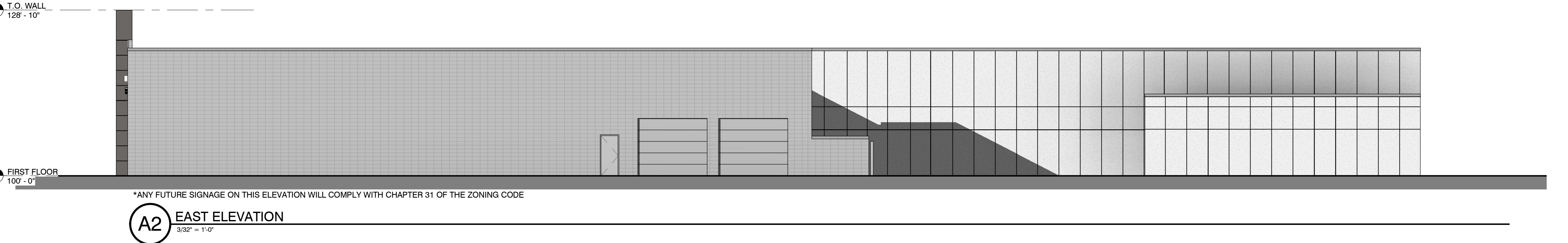
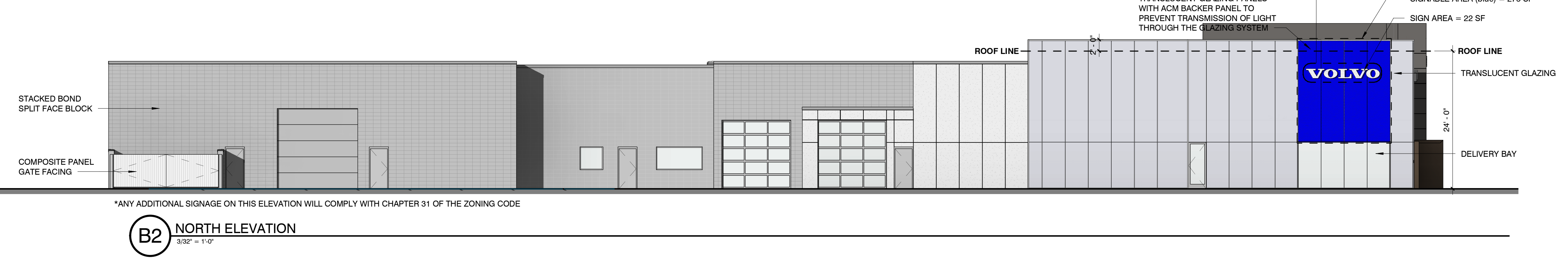
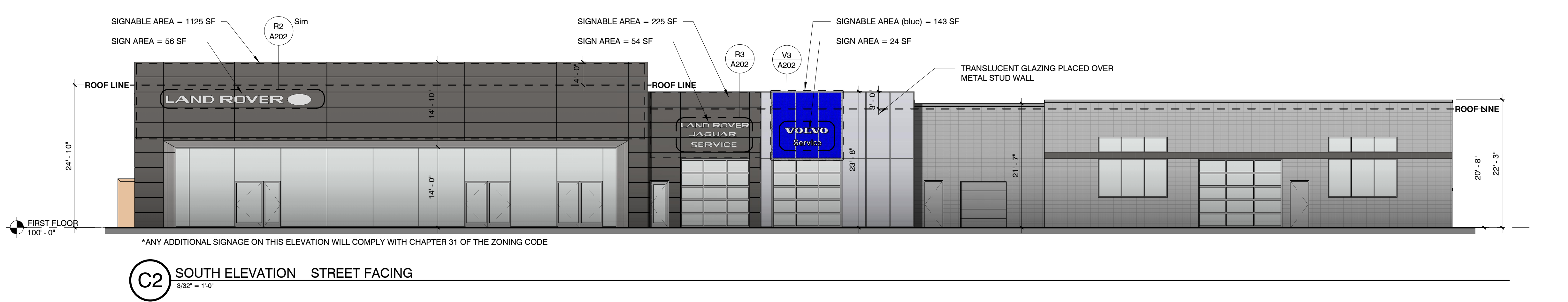
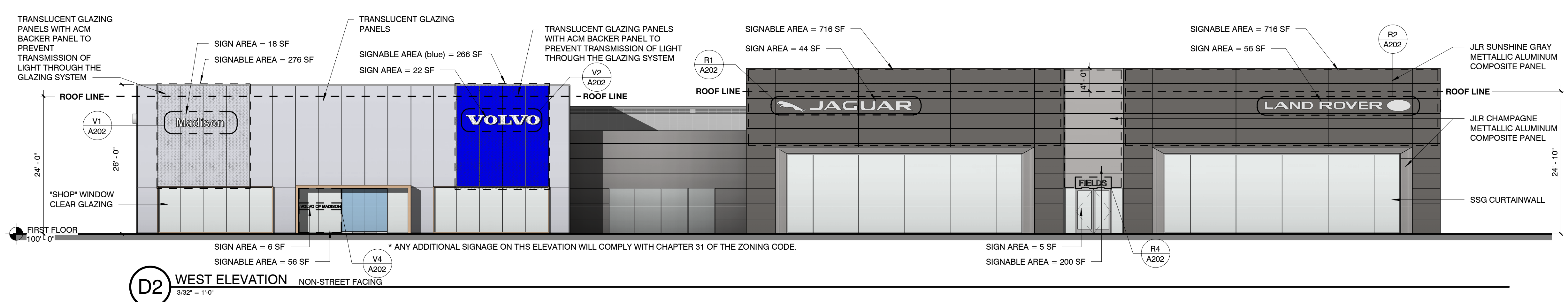
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Exterior Elevations

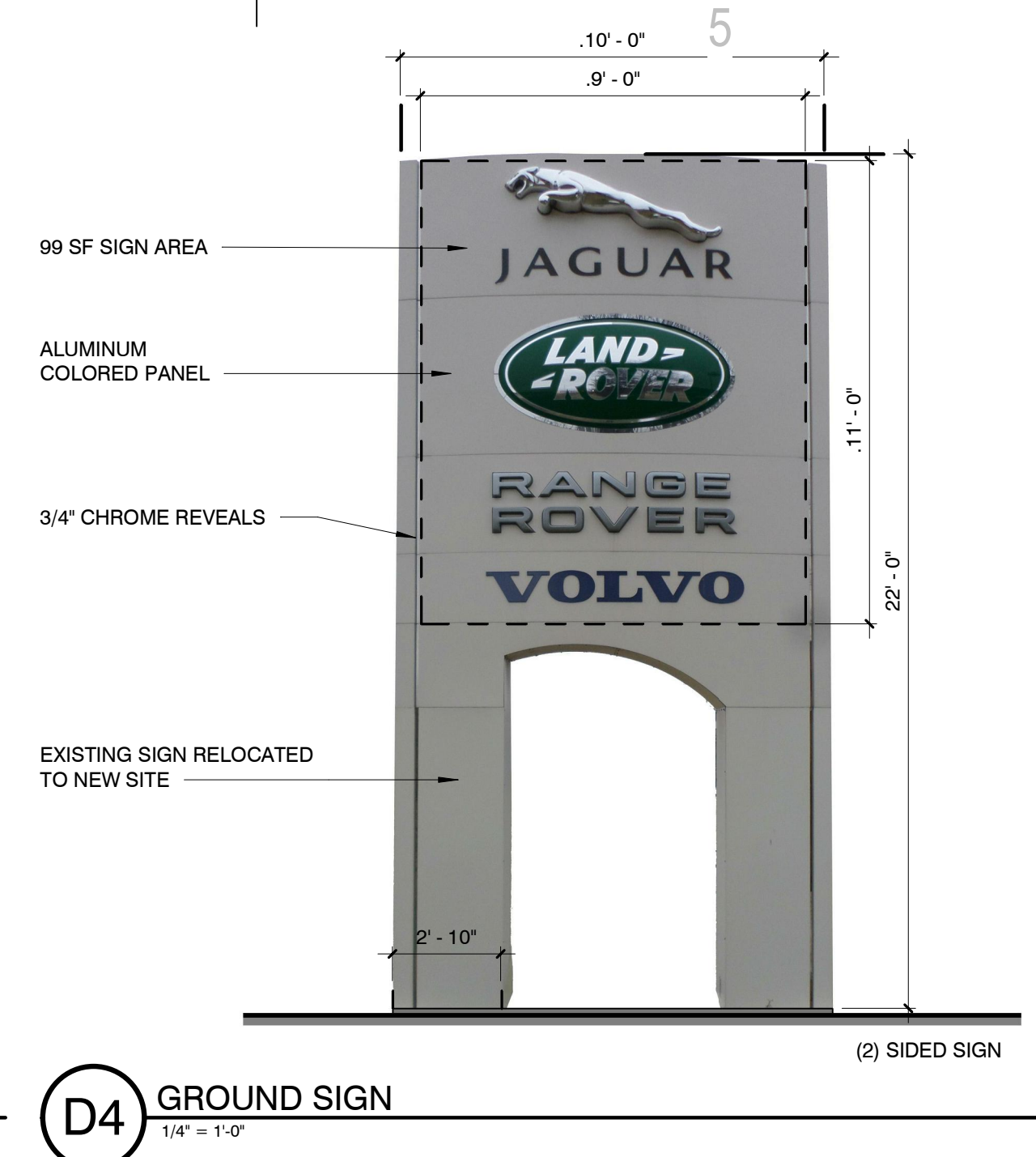
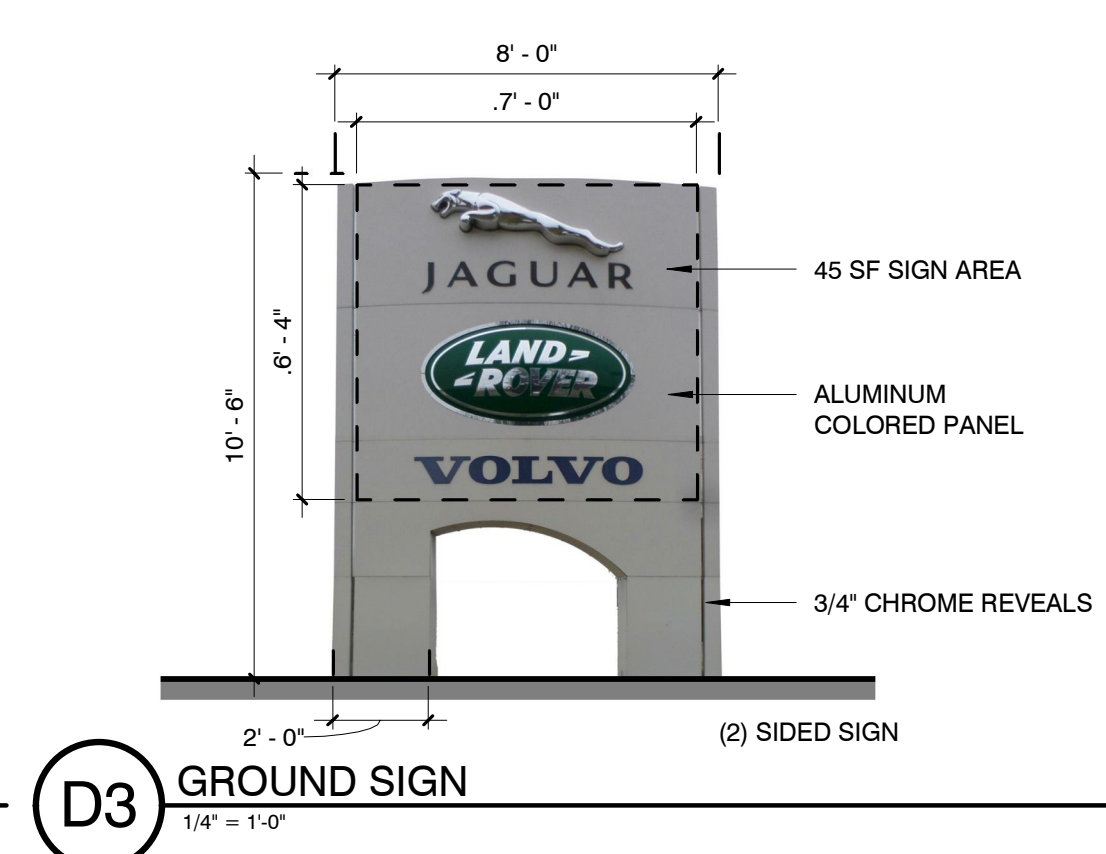
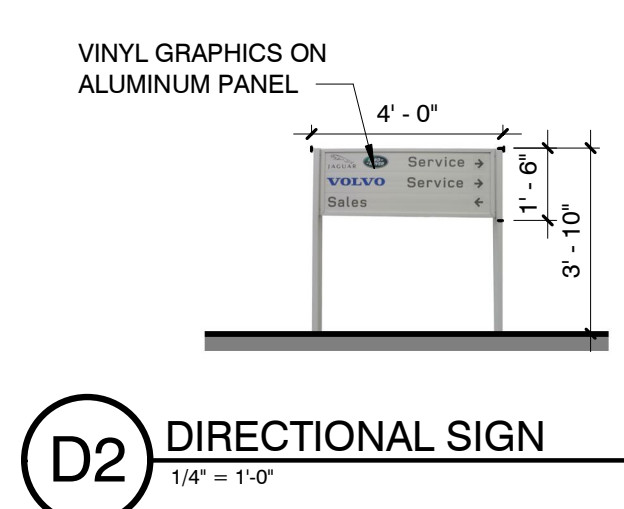
A200



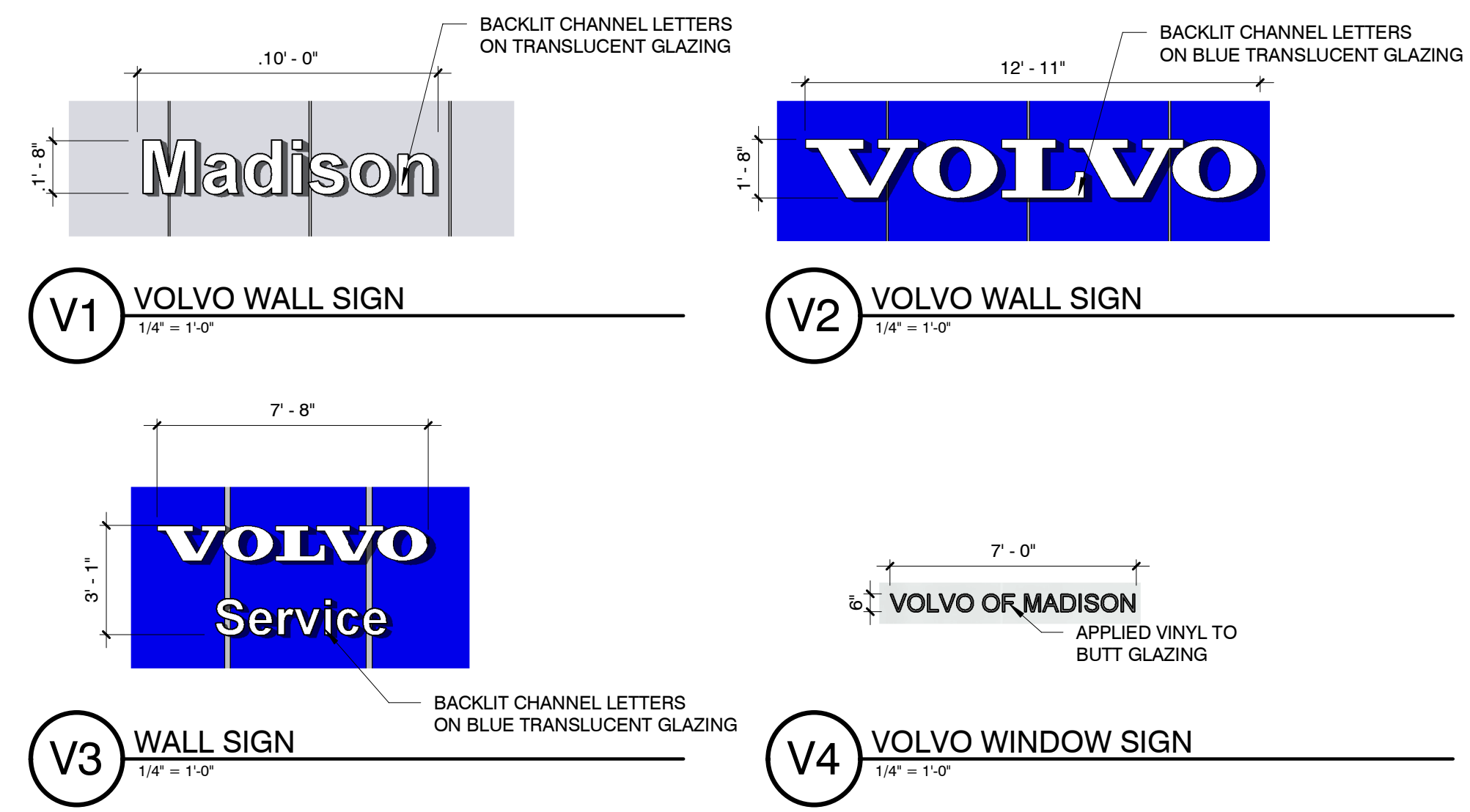
*ANY FUTURE SIGNAGE ON THIS ELEVATION WILL COMPLY WITH CHAPTER 31 OF THE ZONING CODE

SITE

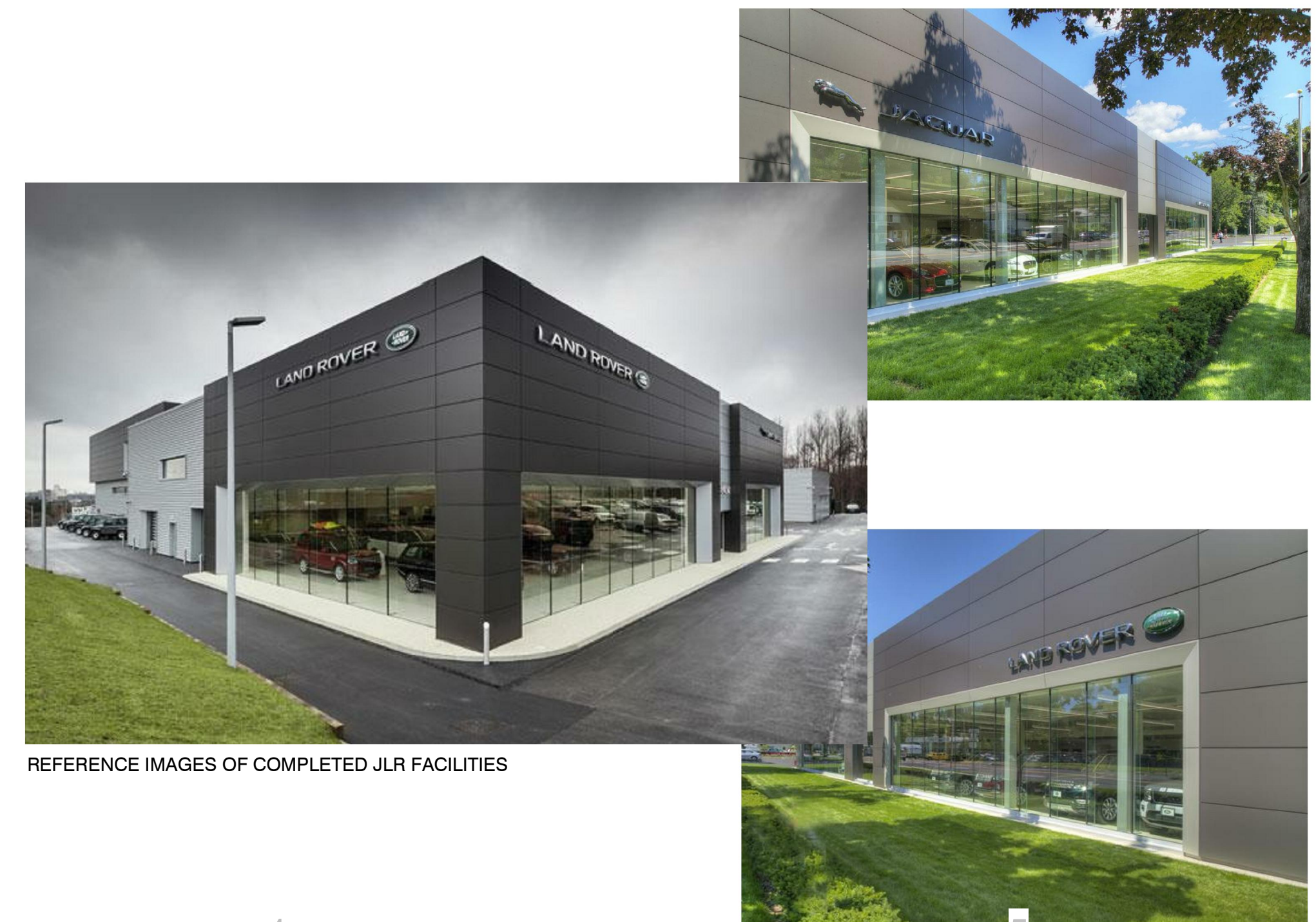
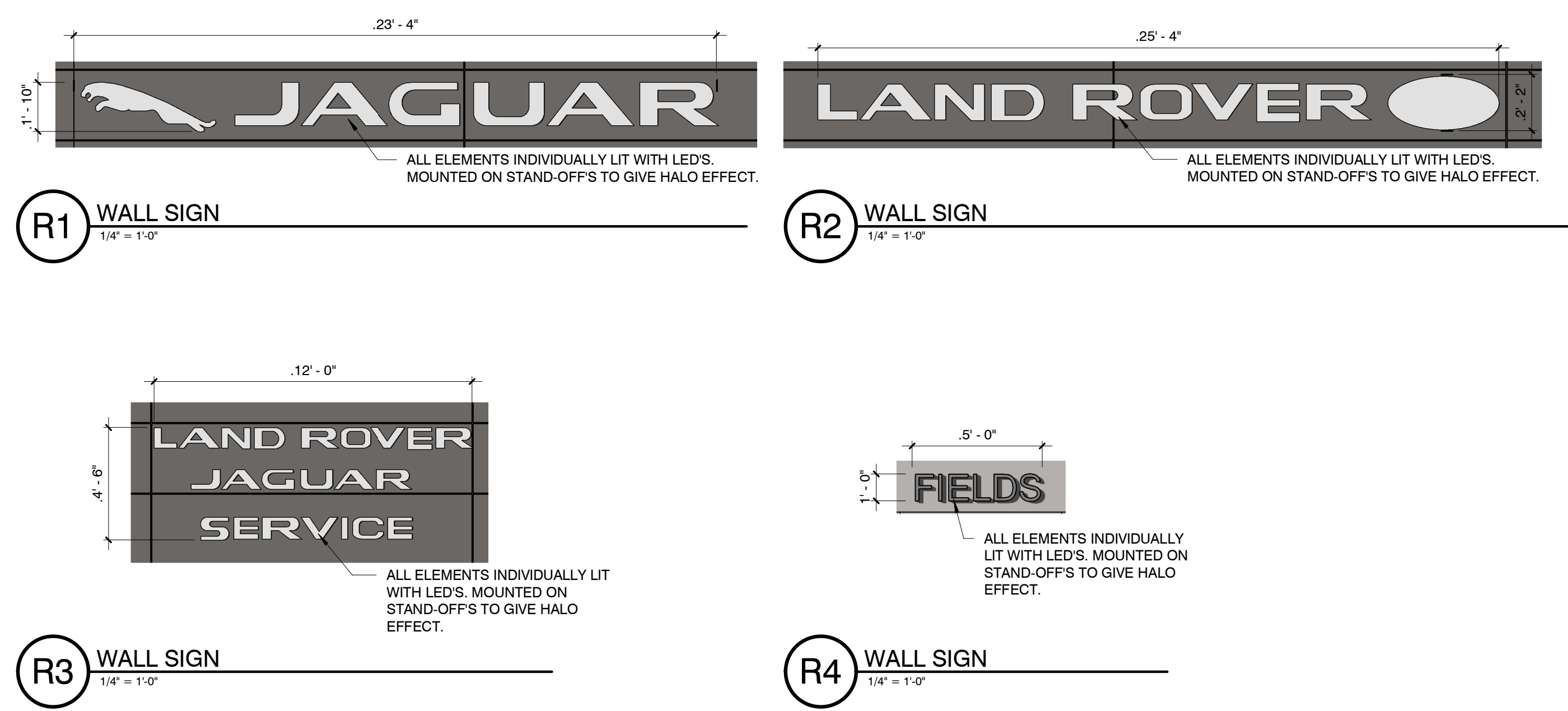
SITE SIGNAGE AS SHOWN COMPLIES WITH CHAPTER 31



VOLVO



JLR



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Sign Detail

A202



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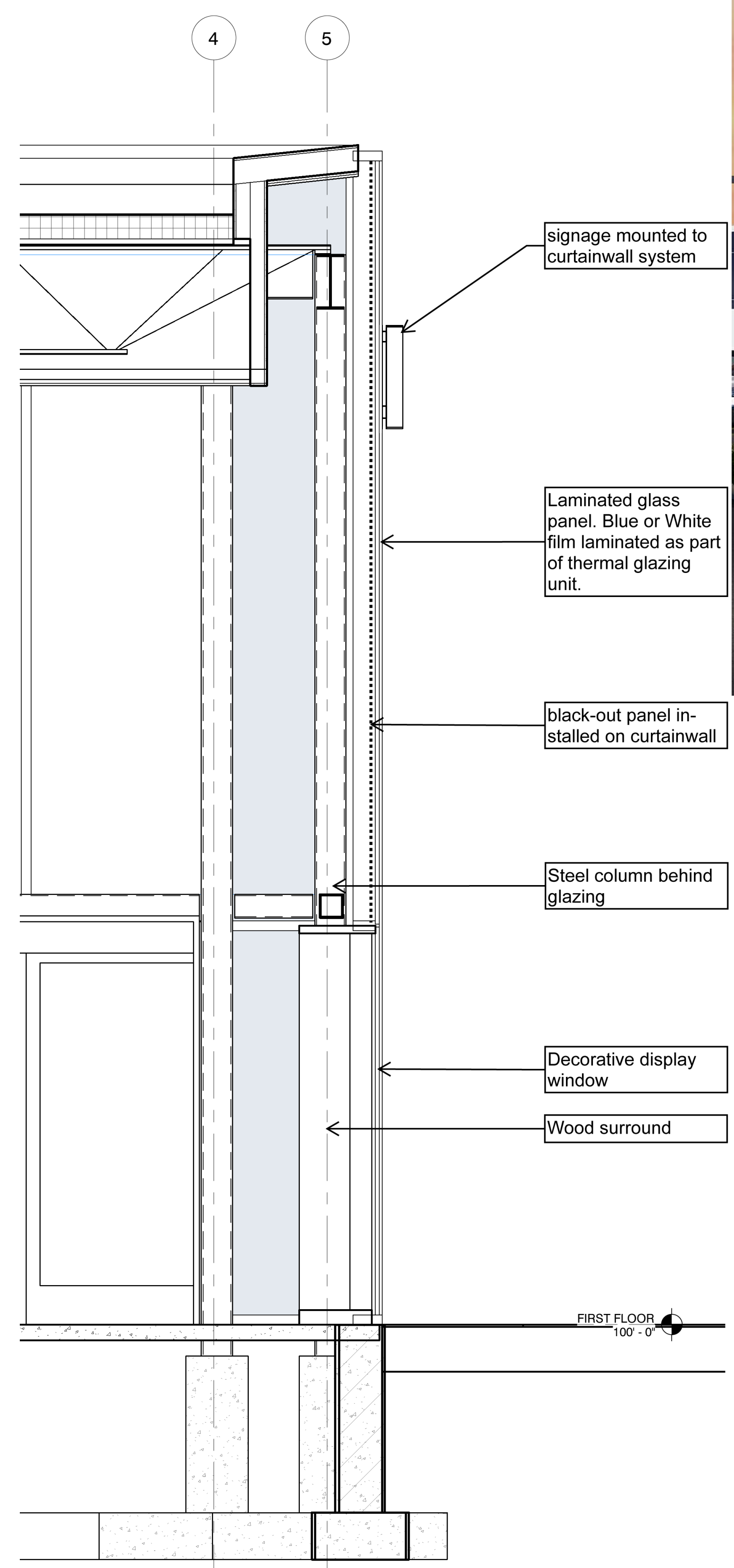
PROJECT NUMBER	16060
DATE	3.23.17
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Volvo Rendering and Wall Section

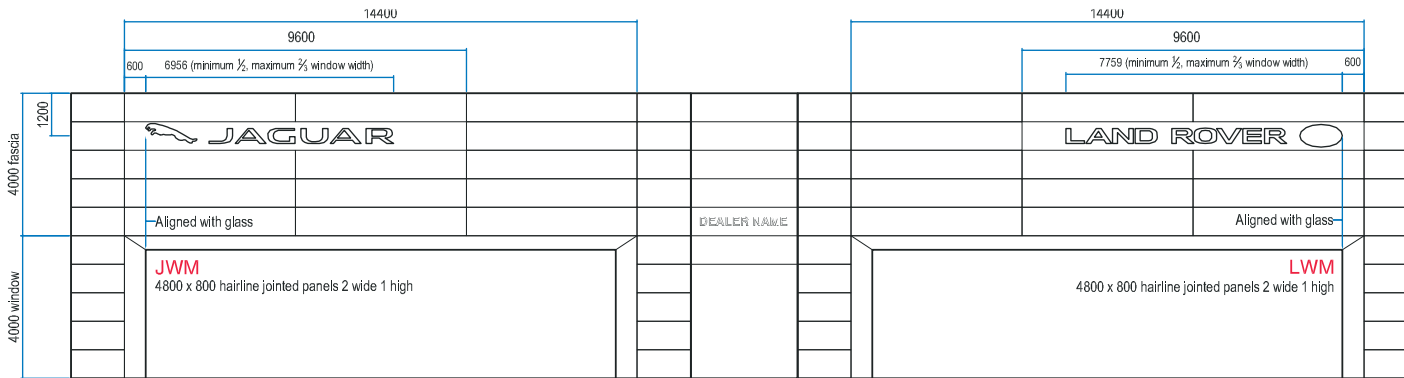
A210



DUSK/EVENING RENDERING OF VOLVO SHOWROOM



Fields Madison
 Wall Section - Volvo 3.13.17

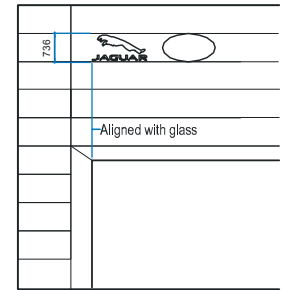


Medium single storey showroom with 5 panel high fascia

Brand wordmark components (logos and letters) are individually fixed to the Sunshine Grey building cladding which must have hairline joints in the area behind the logos for a smooth background. (Other cladding panels have a recessed shadow joint detail). The panel or group of panels upon which the brand wordmark is located is positioned one full panel below the top of the fascia and with a minimum of one full panel below.

The height of the fascia on which the signs are located should be equal to that of the showroom windows. Multi storey showrooms will generally have a narrower fascia which should be a minimum of three panels (2.4m) high whenever possible.

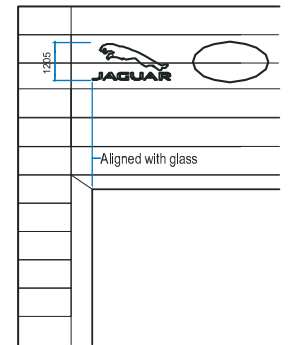
The width of brand wordmarks should be approximately half to two thirds that of the window glazing width. Wordmark logos are ranged left for Jaguar and right for Land Rover above the showroom window displaying the product to which the wordmark relates.



Medium side elevation branding on return

Special case ONLY for use when a full pylon can not be located on a forecourt. JLR APPROVAL REQUIRED

See further details on page 17a



Large side elevation branding on return

Special case ONLY for use when a full pylon can not be located on a forecourt. JLR APPROVAL REQUIRED

See further details on page 17a

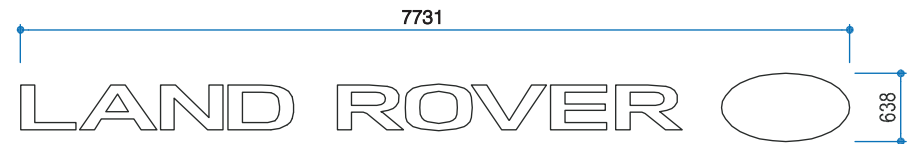
Moulding Sizes for Façade Signs



JWM

wordmark logo - leaper and letters

Uses leaper moulding from JV5 logo



LWM

wordmark logo - letters and ellipse

Uses ellipse moulding from LV4 logo

Brand Wordmark logos - 3 sizes per brand - S, M, L

Logos must be mounted on plain, hairline jointed Sunshine Grey panels.

Position of Brand Wordmark logos is determined by the configuration of building cladding panels and showroom windows. See Façade Signs sheets for details.

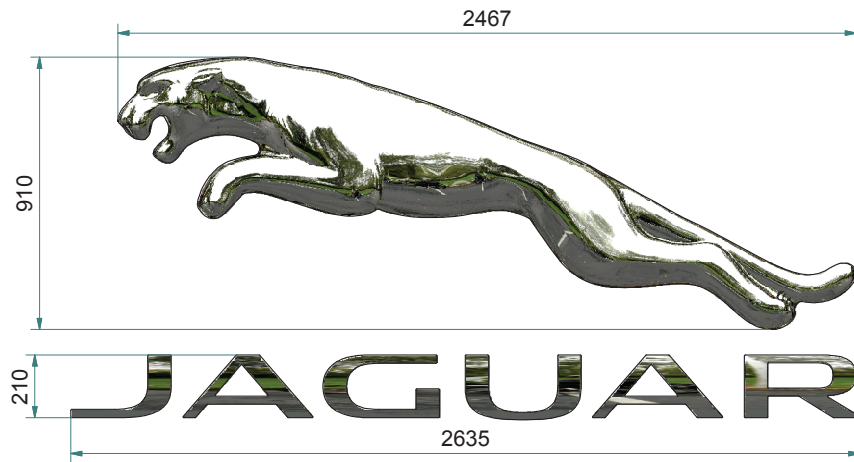
Jaguar leaper moulded to contours from approved 3D files.
Hard chrome plated.

Land Rover ellipse moulded to approved profile from 3D files.
Decorated to corporate colours with BPSS bezel.

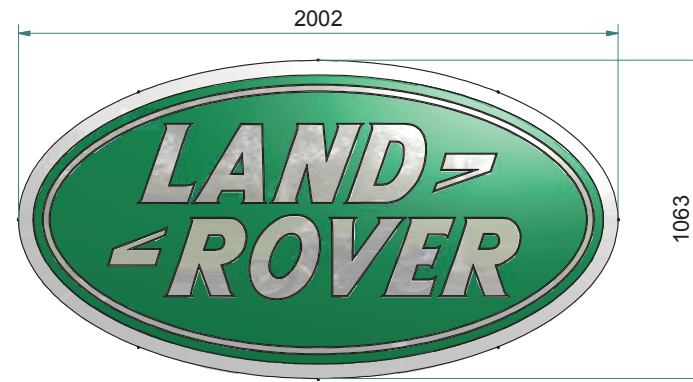
Wordmarks for both Jaguar and Land Rover are barrelled on the horizontal axis.
Moulded from approved 3D files.

All elements individually illuminated with LEDs and mounted on stand-off fixings to give halo illumination.

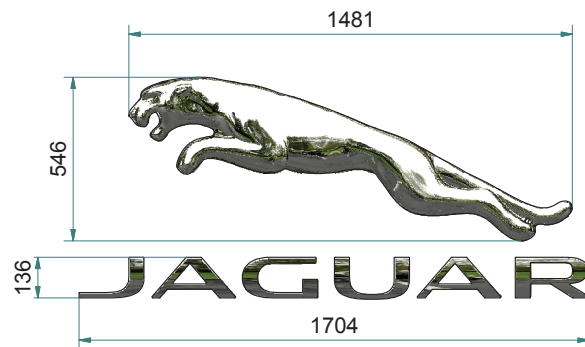
Façade side elevation branding



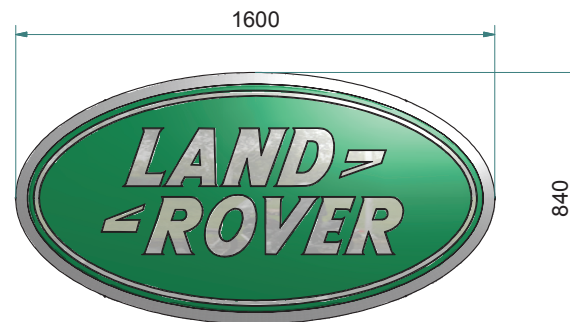
Leaper moulding from JWL logo / wordmark from JWS logo / ref: SEB-JL



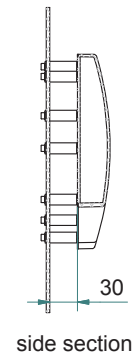
Ellipse moulding from LWL logo / ref: SEB-LL



Leaper moulding from JV5 logo / wordmark moulding from JV5 logo / ref: SEB-JM



Ellipse moulding from LV5 logo / ref: SEB-LM



Special case ONLY for use when a full pylon can not be located on a forecourt.
JLR APPROVAL REQUIRED



VOLVO BRANDING PROGRAM

Volvo Car USA utilizes the branding program to compliment the design of the VRE facilities. Volvo brand elements are constructed with high quality materials and fabrication methods. The brand elements are finely tuned to fully compliment the Volvo vision.

GENERAL BRANDING INFORMATION

WARRANTY

The standard sign warranty is as follows:

*Basic sign defects & materials workmanship.....1 year
Ballasts & transformers.....1 year
Fluorescent lamps & neon.....30 days
LED's.....Manufacturer's Warranty (typically 5 years)
Warranty coverage begins on the date of installation and includes materials & labor. Warranty does not cover acts of God or vandalism. The warranty will be voided and warranty claims may not be covered if the retailer arranges for the repairs with a local sign company without first contacting AGI.*

PRIMARY ELECTRICAL SERVICE

The retailer is responsible for providing primary electrical service within five (5) unobstructed feet of each sign location. New ground signs cannot be installed to one side or another of an existing foundation. This could place the new sign further away than 5' from the primary electrical service. AGI will provide specifications for all electrical requirements. Failure to adhere to electrical specifications, including providing dedicated circuits, will void the sign warranty if the signs are damaged. The dealer will also be responsible for necessary repairs.

PERMITS & VARIANCES

AGI will be responsible for obtaining permits and variances for Volvo dealerships. The retailer will be advised of all permit and variance fees. The retailer will be responsible for the permit fees, variance fee, and the staff time associated with obtaining all municipality approvals. All cost associated with permits and variances will be added to the final invoice.

INSTALLATION CONDITIONS

Wall signs - Walls must be flat, vertical, and at least the height of the building sign(s). The wall must be sufficiently constructed to anchor the new signs. "Dryvit" or other similar insulated wall systems without a wood or comparable backing will not support the weight of the building signage. The surface should have at least the strength of 3/4" plywood and if plywood is used for support, the plywood needs to totally cover the height and length of the area in which the sign(s) are with no gaps that could weaken its structural integrity.

All wall signs in this program are designed to be individually mounted without the exposure of electrical connections. The connections will be made behind the wall so it is necessary to have access behind the wall in order to mount the signs on the building. The access must be at least 2' high and 2'-6" wide, span the length of the entire sign and be reached by a ladder through at least the same size opening.

PYLON OR MONUMENT

Volvo's pylon or monument signs have been priced based on normal 3000 PSF soil conditions. The pricing does not include any non-standard conditions such as encountering underground obstructions including, but not limited to, rock formations or utility lines. Retailers are responsible for any and all additional costs that result from encountering non-standard installation conditions. AGI will review all non-standards with the retailer. AGI will review the non-standard quotation with retailer and have signed approval before commencing any work at the dealership.

WORD MARK ON FAÇADE



The Volvo word mark is produced as a three dimensional sign. The faces are translucent white acrylic and internally illuminated with LED's. There are three available sizes available based upon building dimensions.

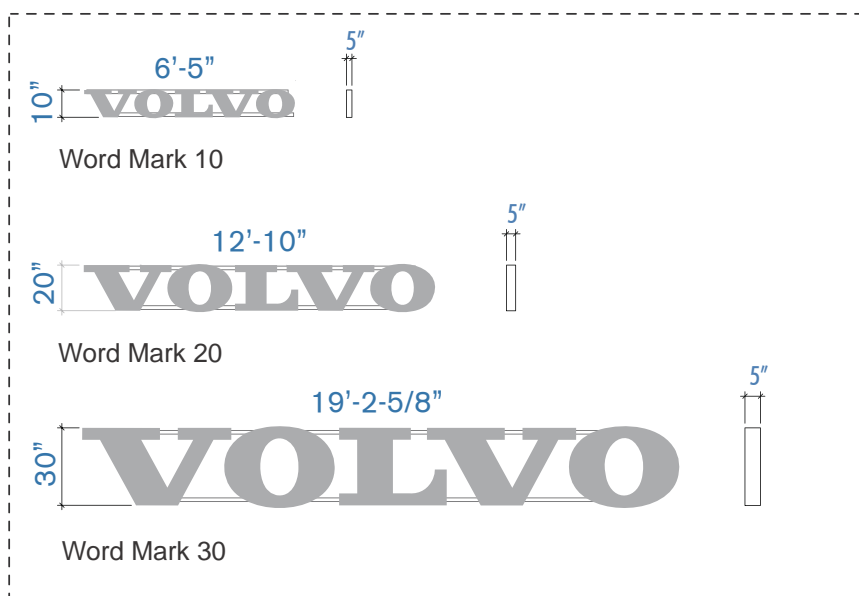
Placement will be up to the right, but with a generous distance to eaves and corners. Under certain circumstances it can be placed to the left but never centered on the façade.



Perspective - The Word Mark



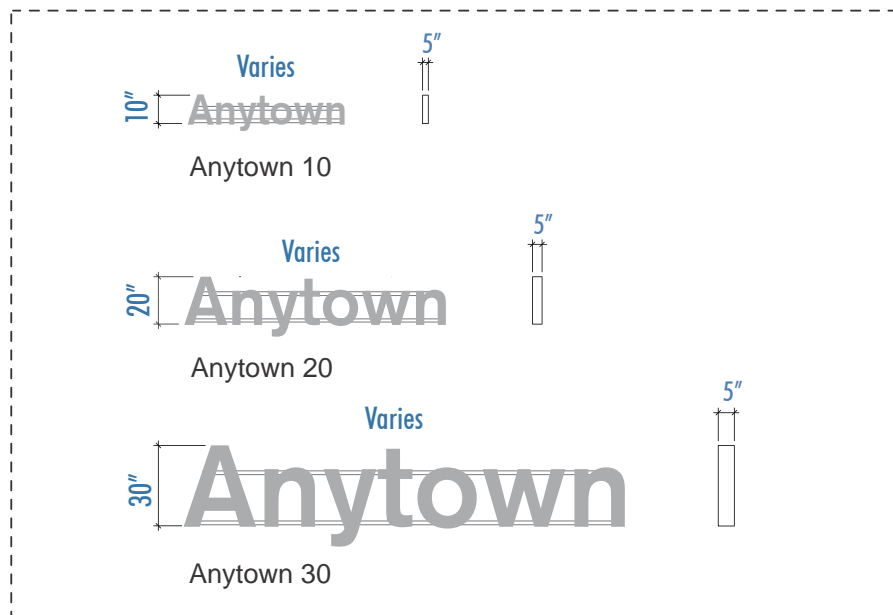
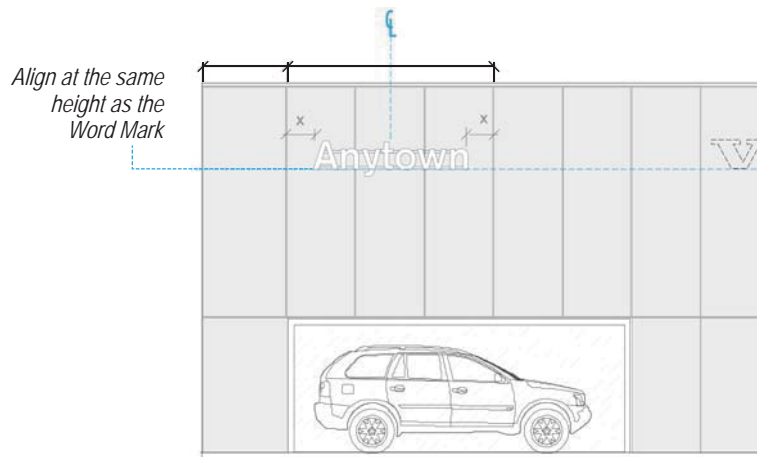
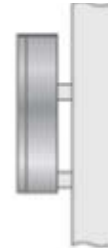
When the Word Mark is placed on panel clad fascia, always leave a minimum of one panel width clear before placing the sign.



Anytown ON FAÇADE



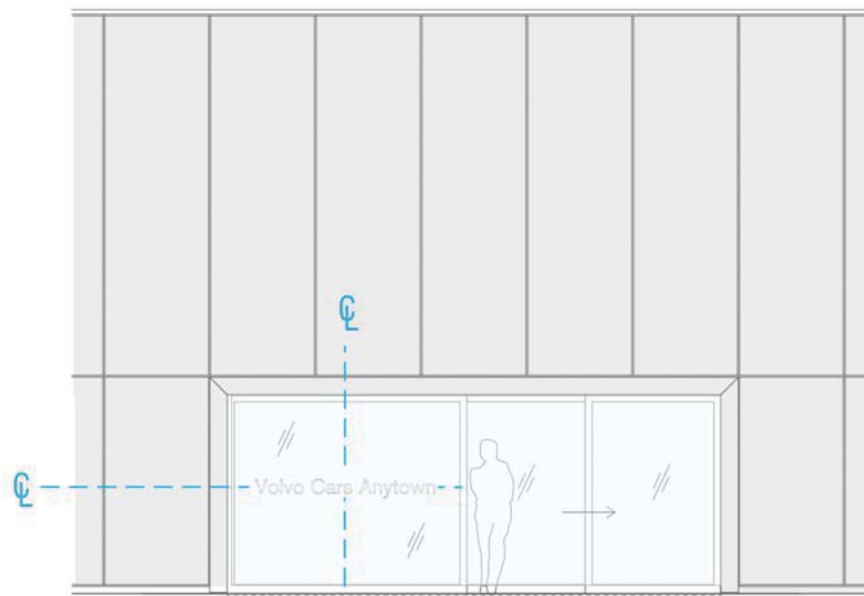
The Anytown letters are produced as three dimensional signs. The faces are translucent white acrylic and internally illuminated with LED's. The letter height is to match the Volvo Word Mark height. The anytown letters are to be placed on the opposite side of the Volvo Word Mark and at the same height.





Retailer Name

The retailer name is located on the glass portion next to the Showroom Entrance door. The sign's typeface is Volvo Sans and must be located on the glass partition as illustrated in the elevation. Vinyl installed on showroom side of glass.

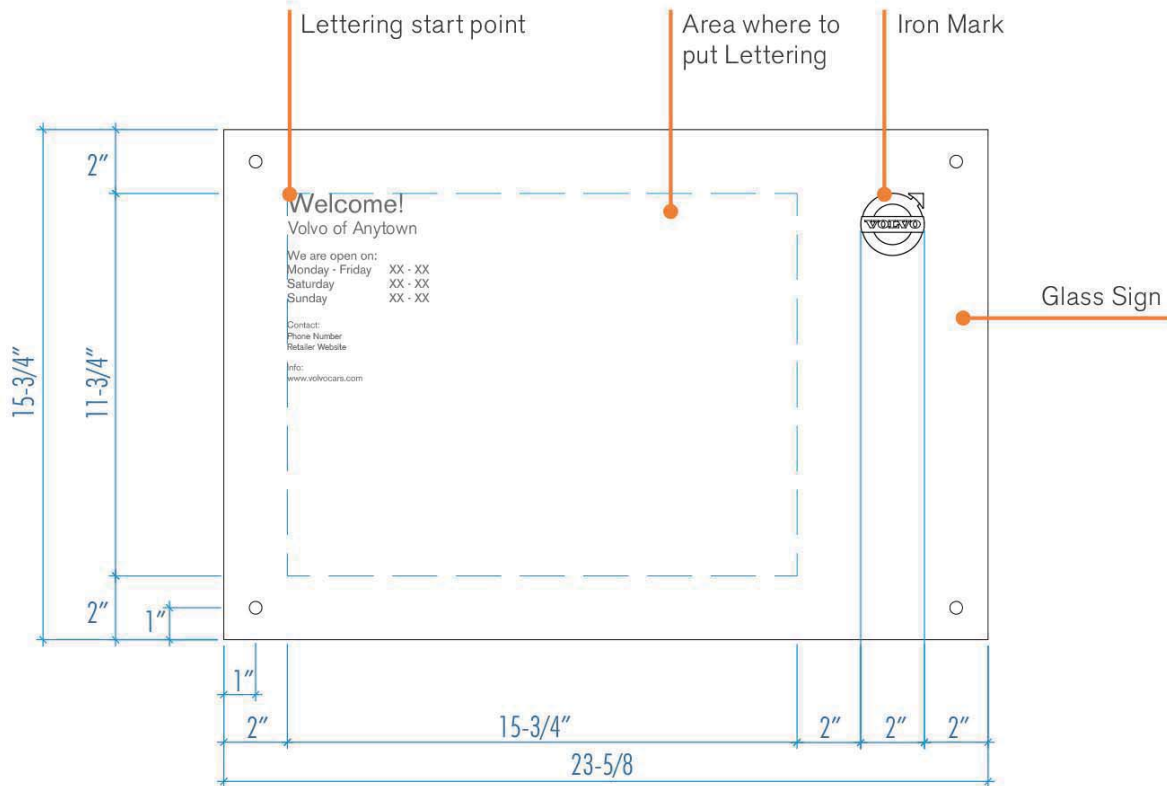


Dealership Name on Showroom Entrance

HOURS PLAQUE



The Hours Plaque displays retailer information. Made with 1/2" glass and vinyl film. The plaque is mounted with decorative stand off's to match brushed aluminum.



Perspective - The Business Hours Sign on the Gable to the Right by the Showroom Entrance Doors

Three dimensional letters locating the Service area and Retail Parts area. The letters have translucent white acrylic faces and internal LED illumination.

Service

Retail Parts

