

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Date Received 11/13/23 Initial Submittal
9:47 a.m. Revised Submittal
Paid _____

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): 5433 Wayne Terrace

Title: W1026 Zimbrick Eastside Hyundai

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

UDC meeting date requested December 13, 2023

- 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)
 Modifications of Height, Area, and Setback
 Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Stephen Franklin
Street address W8246 N Crystal Lake Road
Telephone 920-344-6566

Company Able Sign
City/State/Zip Beaver Dam, WI 53916
Email sfranklin@ablesign.net

Project contact person Stephen Franklin
Street address W8246 N Crystal Lake Road
Telephone 920-344-6566

Company Able Sign
City/State/Zip Beaver Dam, WI 53916
Email sfranklin@ablesign.net

Property owner (if not applicant) Thomas Zimbrick (TMJ V)
Street address 1601 W Beltline Hwy
Telephone 608-271-1601

City/State/Zip Madison, WI 53711
Email tom.zimbrick@zimbrick.com

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- Initial Approval. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- 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)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in **both** black & white and color for all building sides, including material and color callouts
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- Grading Plan
- Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials
- Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets [Ch. 31, MGO](#) compared to what is being requested
- Graphic of the proposed signage as it relates to what the [Ch. 31, MGO](#) would permit

5. Required Submittal Materials

- Application Form**
 - 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.
- 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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.
- Development Plans** (Refer to checklist on Page 4 for plan details)
- Filing Fee** (Refer to Section 7 (below) for a list of application fees by request type)
- Electronic Submittal**
 - Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
 - Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.
- Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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 Jessica Vaughn and Chrissy Thiele on 11/7/2023.
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.

Name of applicant Stephen Franklin Relationship to property Sign Installer
 Authorizing signature of property owner Date 11/10/23

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

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

- Urban Design Districts: \$350 (per §33.24(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 Sign Modifications (of 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



November 7, 2023

City of Madison Urban Design Commission
215 Martin Luther King Jr Blvd.
Madison, WI 53701

RE: Zimbrick Hyundai
5433 Wayne Terrace
Madison, WI 53718

Dear Urban Design Committee,

Enclosed in this packet you will find information regarding signage for the remodel and rebranding of Zimbrick Hyundai located at 5433 Wayne Terrace for your consideration. The materials are broken down as follows:

- Inventory of Signage Previously approved
- Inventory of Signage requested
- CDR Criteria Comparison
- Compilation of photos, renderings of proposed signage, and maps

Inventory of Signage Previously Approved by CDR

1. 16' Pylon with Hyundai and Zimbrick
2. Channel letterset "Service" with Hyundai logo
3. Large Blue architectural feature with Hyundai and Logo illuminated
4. Remote letterset "Zimbrick"
5. Hyundai entrance embellishment with Logo

Each of these signs has previously been approved by this committee, but due to the remodel of this location and the removal of signage, Zimbrick Auto Group as well as Hyundai corporate are requesting the following signage as replacements for the previous signage as well as additional signage.

Inventory of Signage Requested

1. 10' x 4'-2 3/4" Hyundai Pylon @ 16' OAH
 - o The existing pylon would be painted to match new branding and have new replacement faces. The faces are routed and internally LED illuminated.
 - o Light pollution would be minimal due to the focus of illumination on the copy and logo alone. The location sits well outside the right of ways and easement and in no way obstructs traffic in either direction.
2. 5'1 1/4" x 6'3 1/2" Monument

- This ground sign would be placed at the Wayne Terrace driveway (1 of 3 entrances) on the property, marking the entrance to the dealership clearly for customers. The location sits within Zimbrick property boundaries and would not impede visibility to traffic in either direction.
 - The ground sign itself is routed so the copy and logos are the only illumination needed. Once again, the ground sign design coordinates with the bronze elements of the building, giving a cohesive look to the property without being outlandish.
 - This sign is a requirement of Hyundai Corporate due to the address of the location being Wayne Terrace despite higher traffic being on High Crossing Blvd.
3. (1) 3' x 2'5 ³/₈" Directional Ground Sign
 - In keeping with the signage already mentioned, this sign will have non-illuminated copy.
 - This sign would be located in the lot of the dealership to assist customers at this multi service establishment. The point of such signage aids in the positive and easy experience customers have at this dealership.
 4. (2) 1'9 ⁷/₈" x 13'0 ¹¹/₁₆" Hyundai Illuminated Lettersets
 - Includes Logo and Copy with white faces and internal LED lighting.
 - To be installed on the North elevation and the East elevation of the showroom, justified left to keep the Hyundai brand separate from Zimbrick's own brand, in keeping with Hyundai's brand requirements.
 5. (1) 1'6" x 6'7 ⁵/₆" Service Illuminated Letterset
 - Includes copy with white faces and internal LED lighting.
 - Located on the wall of the Service Center to assist customers to the appropriate location on the property.
 6. (1) 11 ⁵/₈" x 1'7 ¹³/₁₆" Hyundai Entrance Element
 - Located above the front entrance
 - Non-Illuminated
 7. (2) 1'6" x 6'7 ⁵/₈" Zimbrick Illuminated Lettersets
 - Includes Copy with white faces and internal LED lighting.
 - To be installed on the North elevation and the East elevation of the showroom, justified right to keep the Hyundai brand separate from Zimbrick's own brand, in keeping with Hyundai's brand requirements.

CDR Criteria Comparison

1. The proposal 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. The signs applied for integrate flawlessly with the building design upgrade, giving an understated and tasteful flow.

2. Each element 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.

The building itself is oddly shaped and is used for not only car sales, but service and EV charging as well. Also to be noted are the 3 entrances onto the lot. Multiple signage placements are necessary to prevent confusion for customers, especially those with functional visual impairments. We believe our requests are reasonable with this goal in mind- "to facilitate an easy and pleasant communication between people and their environment." (Sec.31.02) The monument, as required by Hyundai corporate to be placed near a car pad and lot entrance

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

Nothing violated.

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

Signs meet construction code.

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

No off-premises signage proposed.

6. The proposal 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.**

All these criteria are met in our plan.

7. The proposal 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 public property.

All signage is located on Zimbrick property exclusively.



We thank you for your consideration in this proposal. I think we all want the same thing - customers visiting establishments in Madison to have the best consumer experience possible without the frustration of poorly labeled facilities.

Sincerely,

Stephen Franklin
Able Signs
W8246 N. Crystal Lake Rd.
Beaver Dam, WI 53916

STF:lmf

ZIMBRICK HYUNDAI
5433 WAYNE TERRACE
MADISON, WI 53718

PERSPECTIVE PHOTO SITE MAP



W8246 N Crystal Lake Rd.
Beaver Dam, WI 53916

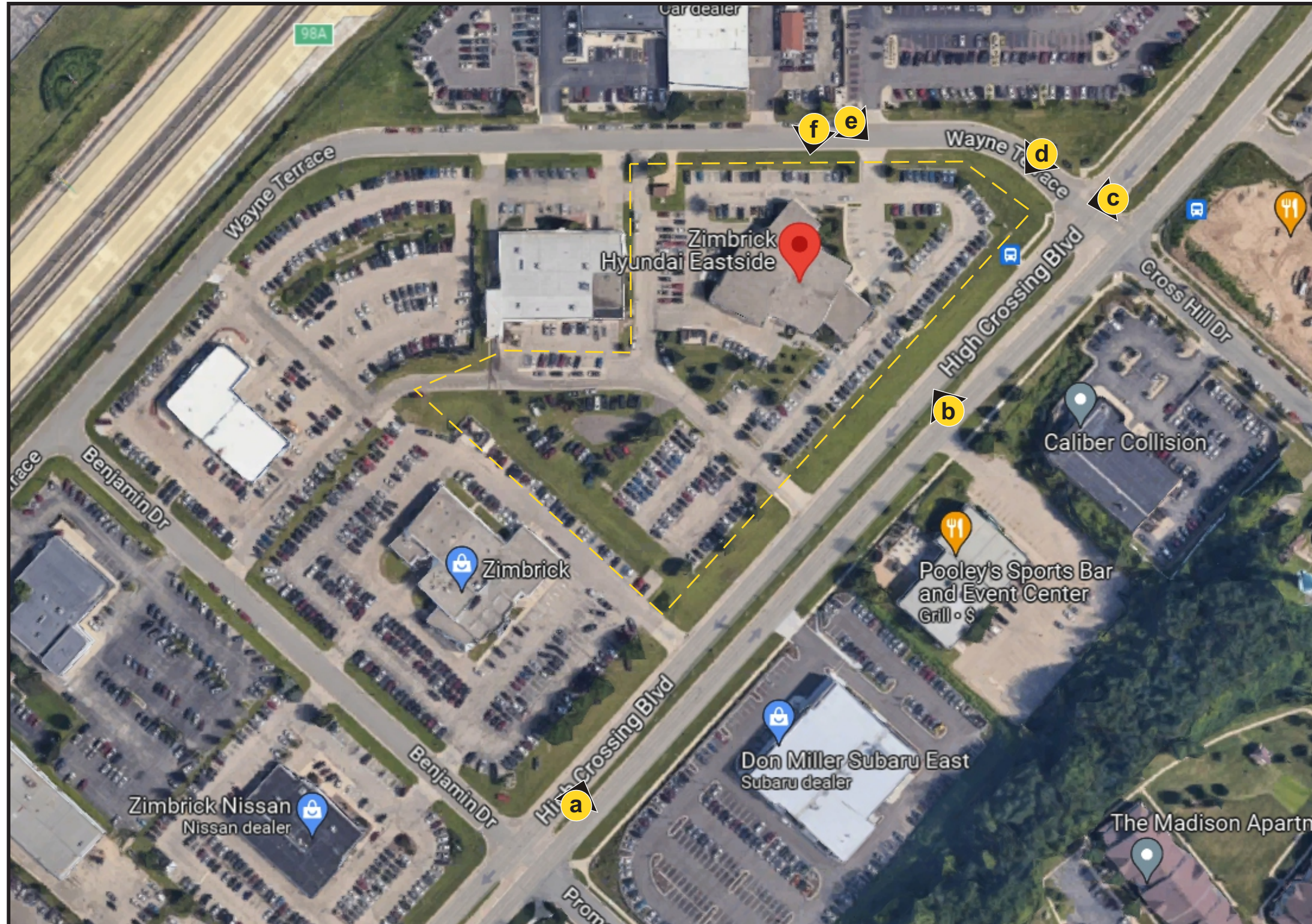
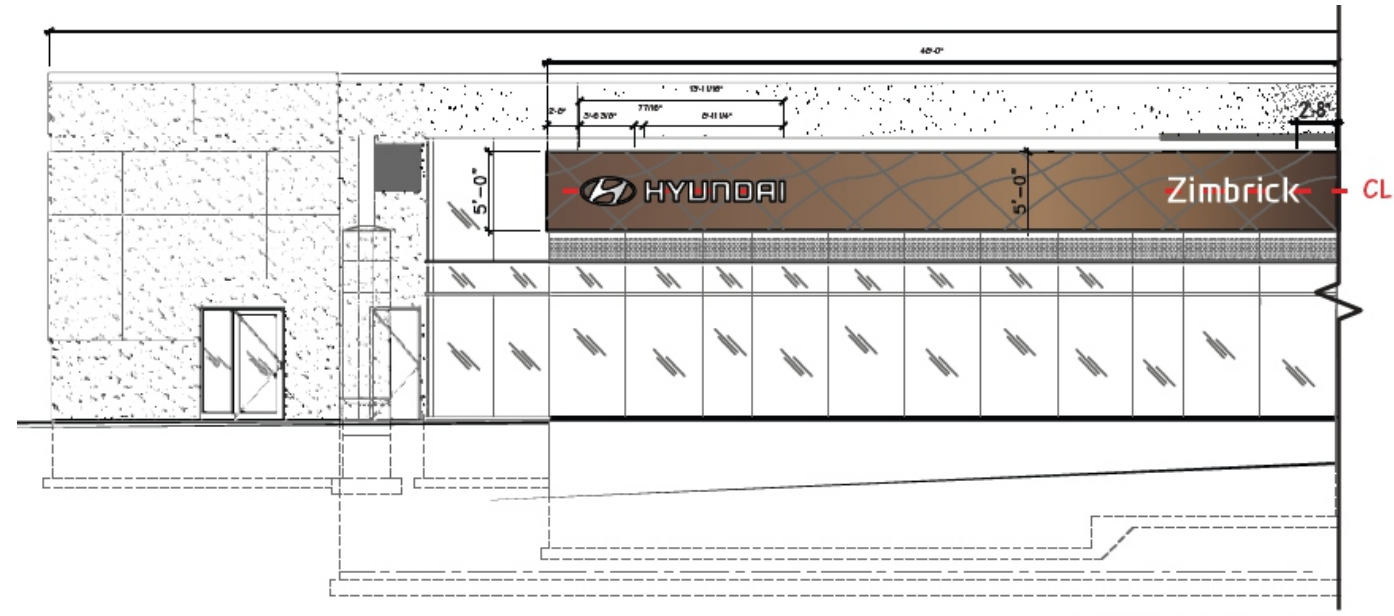


 Photo Location



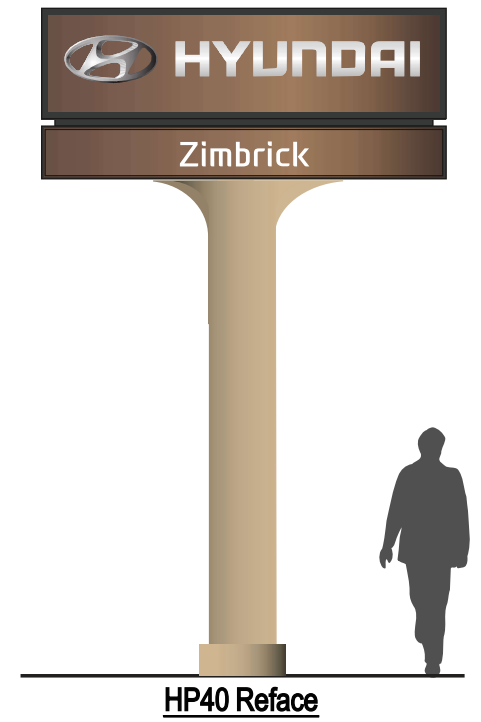
ZIMBRICK HYUNDAI
5433 WAYNE TERRACE
MADISON, WI 53718

Night View Sample Photo



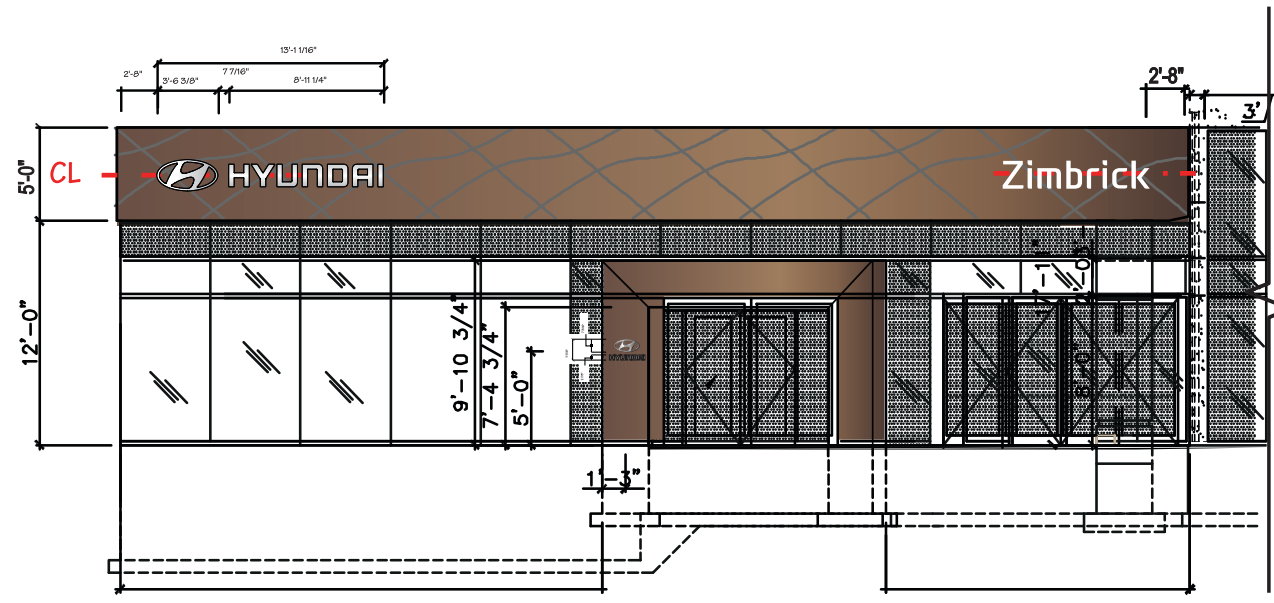
HCS-22F HCL-16F
23.87 sq.ft.

DNW-18F
9.95 sq.ft.



ZIMBRICK HYUNDAI
5433 WAYNE TERRACE
MADISON, WI 53718

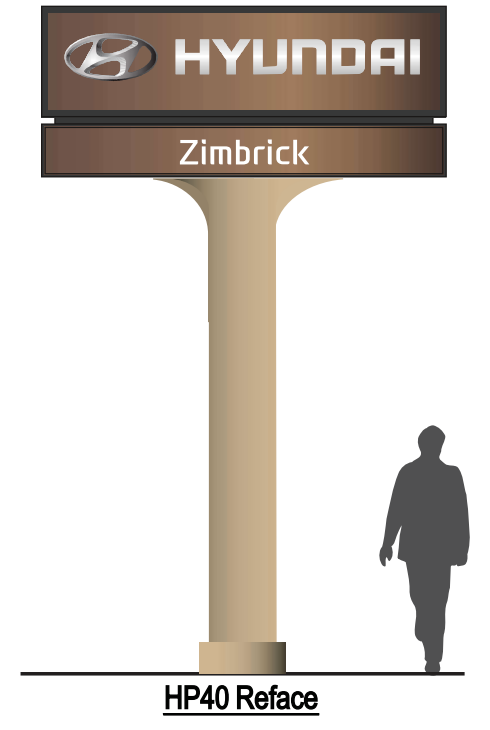
Night View Sample Photo



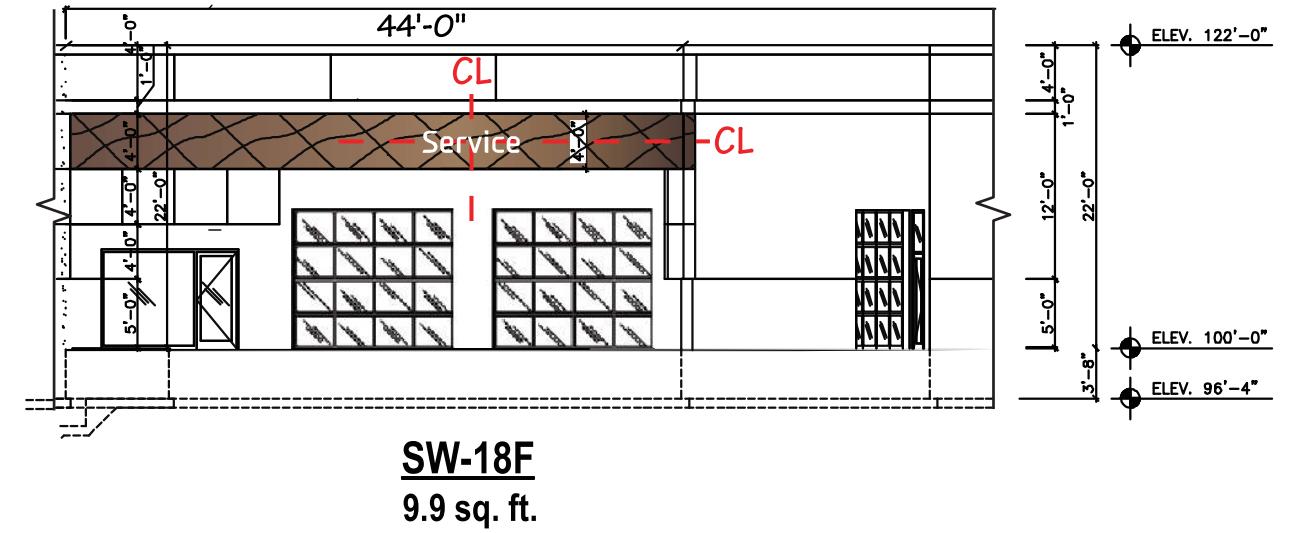
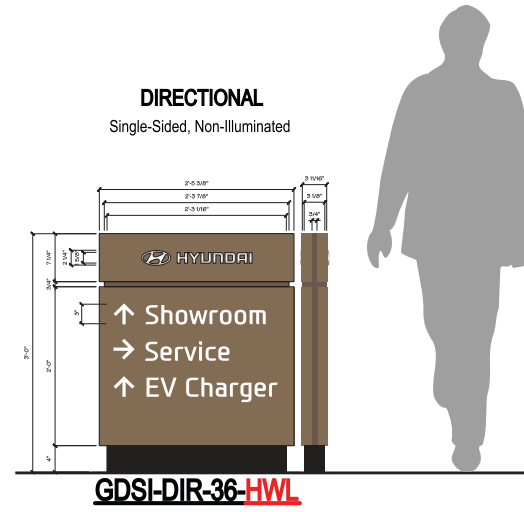
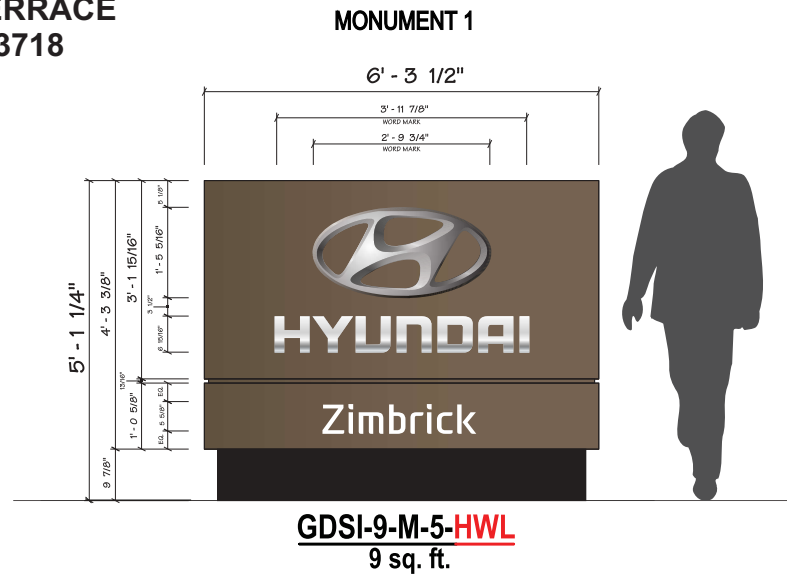
HCS-22F HCL-16F
23.87 sq.ft.

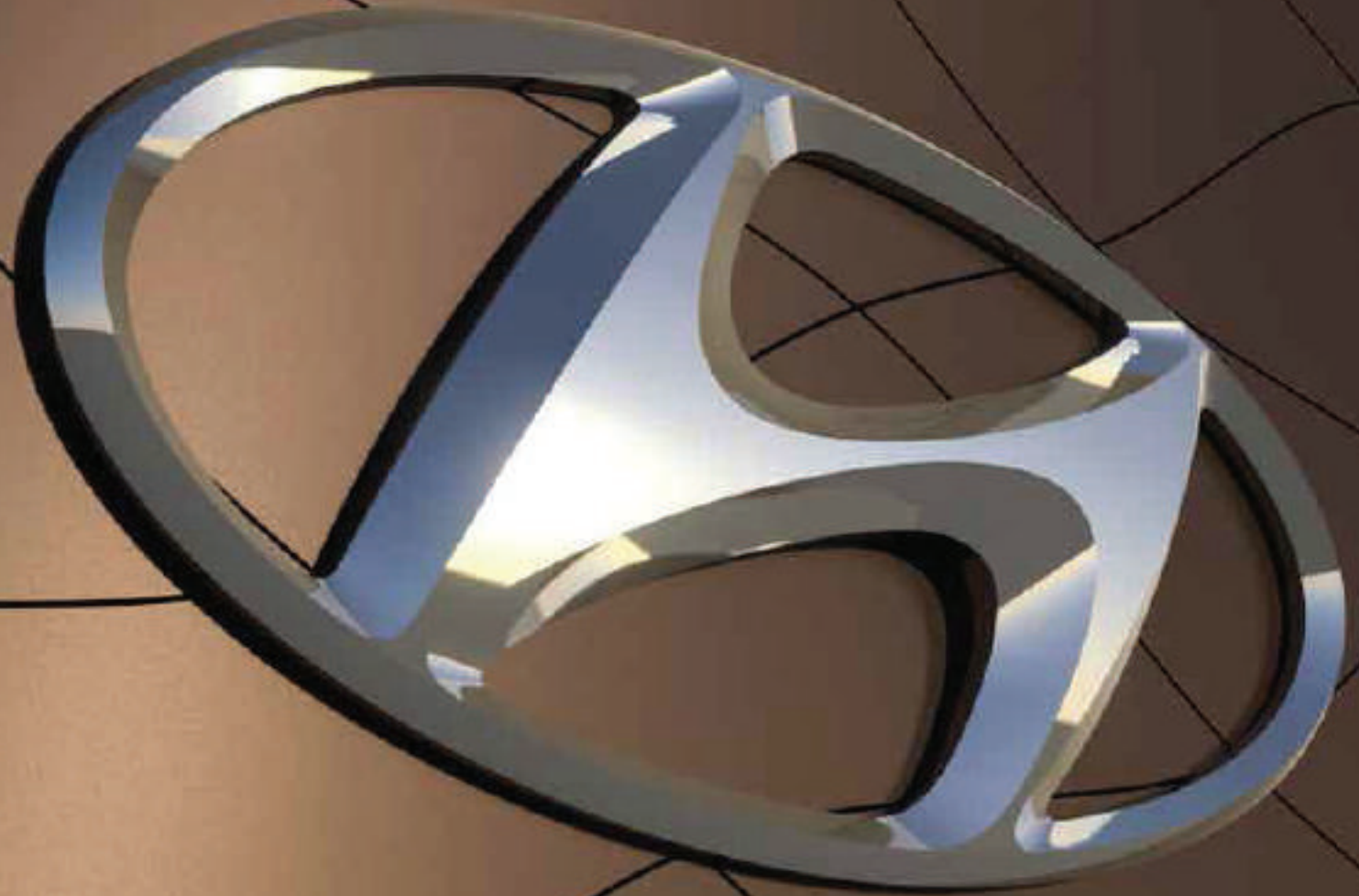
HEG-11 Entry Element
featuring 1.60 sq. ft.
Symbol & Logo

DNW-18F
9.95 sq. ft.



ZIMBRICK HYUNDAI
5433 WAYNE TERRACE
MADISON, WI 53718





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.

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.

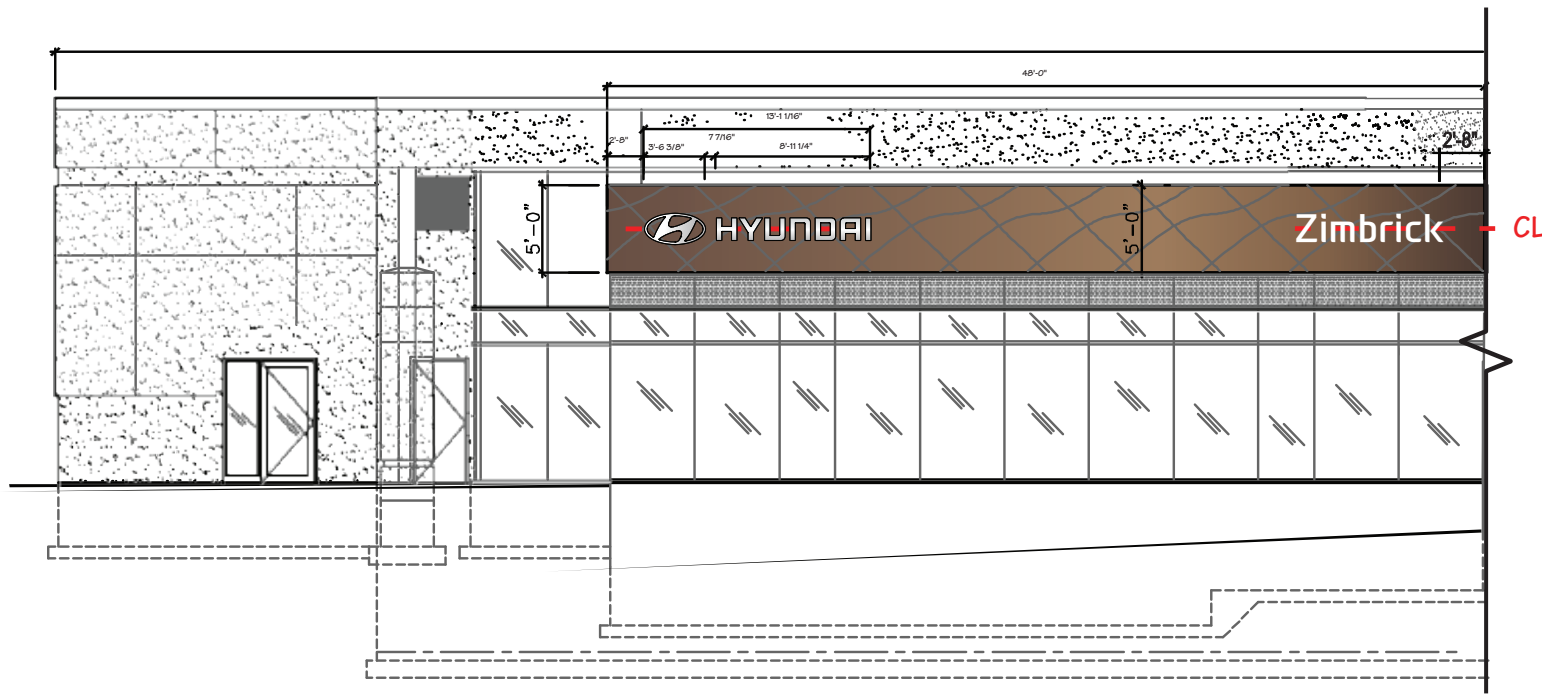
Please refer to AGI's Architectural Imaging's ACM proposal for details on that separate scope of work.

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 received 08/23/2021, and 100% drawings received 03/31/2023. Dealer is responsible for verifying that this brandbook matches final architectural plans.



HCS-22F HCL-16F
23.87 sq.ft.

DNW-18F
9.95 sq.ft.

EAST (FRONT) SHOWROOM ELEVATION

PARTIAL ELEVATION



WI026 Zimbrick Hyundai,
5433 Wayne Terrace,
Madison, WI 53718

CAM: F. Scamardo

AGI Rep: NSA / I Risteska

Drawn By: RWD

Scale: 1/8" = 1'-0"

Date: 11/30/2023



Wall Signs

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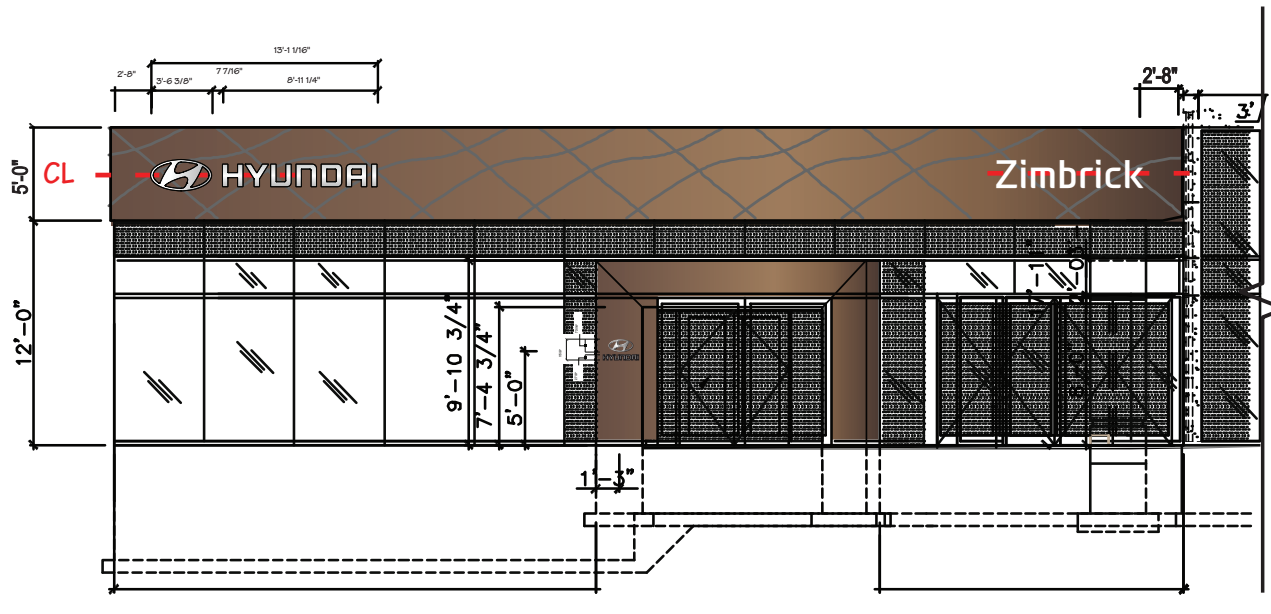
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HCS-22F HCL-16F

23.87 sq.ft.

HEG-11 Entry Element

featuring 1.60 sq. ft.
Symbol & Logo

DNW-18F

9.95 sq. ft.

NORTH (SIDE) SHOWROOM ELEVATION

PARTIAL ELEVATION



WI026 Zimbrick Hyundai,
5433 Wayne Terrace,
Madison, WI 53718

CAM: F. Scamardo

AGI Rep: NSA / I Risteska

Drawn By: RWD

Scale: 1/8" = 1'- 0"

Date: 11/30/2023



Wall Signs

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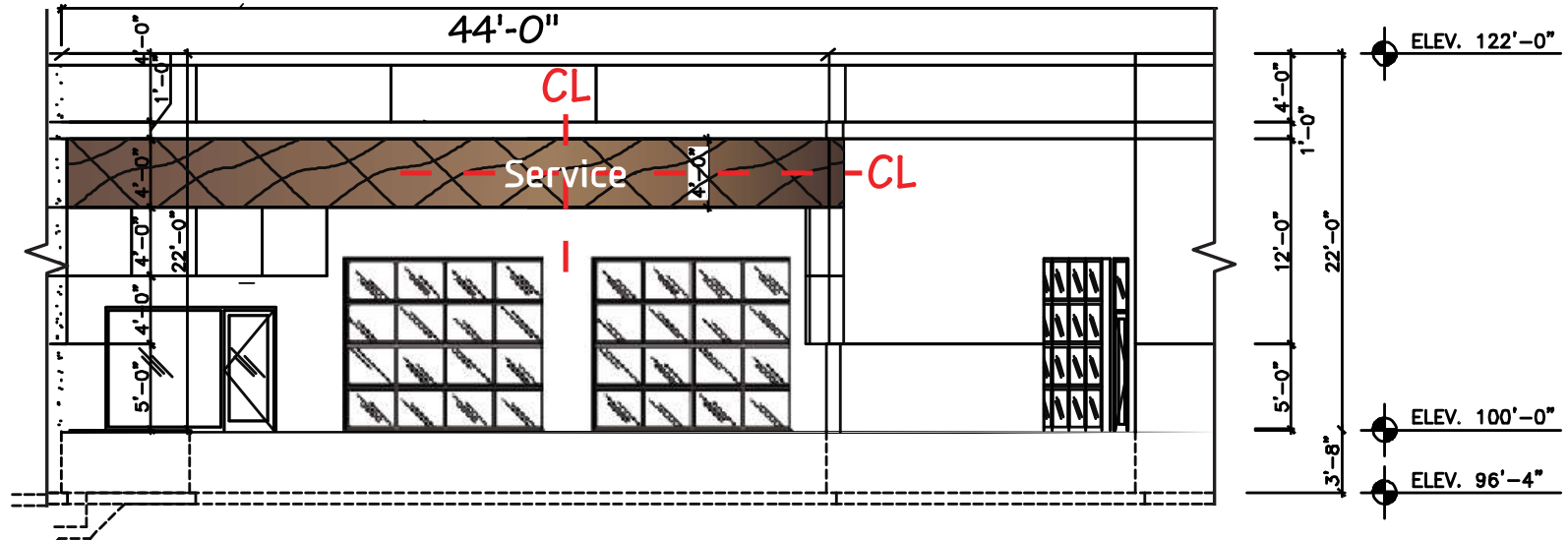
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Copy on and placement of signs to be verified by Dealer.

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SW-18F

9.9 sq. ft.

NORTH (SIDE) SERVICE ELEVATION

PARTIAL ELEVATION



WI026 Zimbrick Hyundai,
5433 Wayne Terrace,
Madison, WI 53718

CAM: F. Scamardo

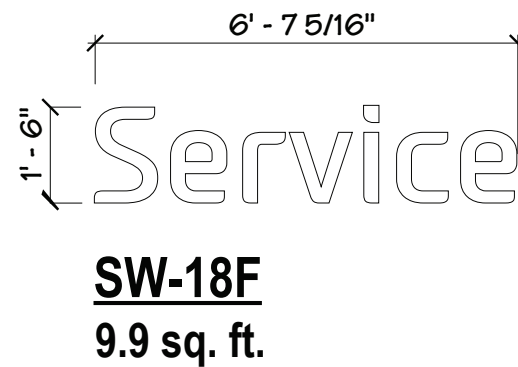
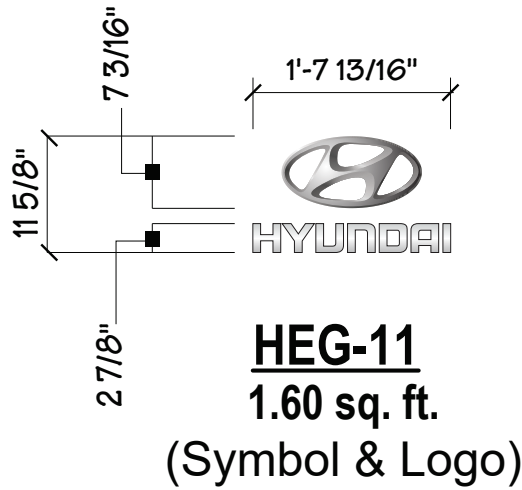
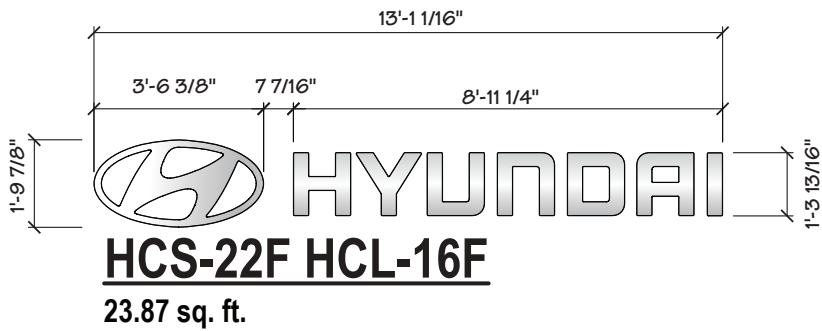
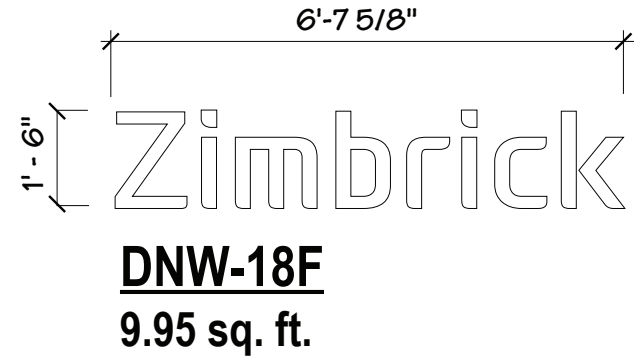
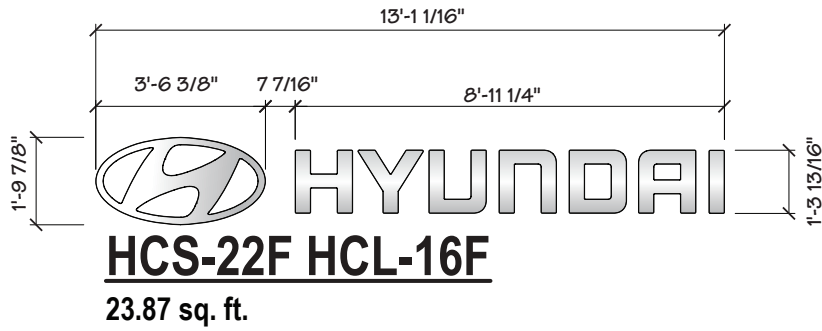
AGI Rep: NSA / I Risteska

Drawn By: RWD

Scale: 1/8" = 1'-0"

Date: 11/30/2023





WI026 Zimbrick Hyundai,
5433 Wayne Terrace,
Madison, WI 53718

CAM: F. Scamardo

AGI Rep: NSA / I Risteska

Drawn By: RWD

Scale: NTS

Date: 11/30/2023



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. Attempt to install ground sign on existing foundation, this requires a survey to confirm adaptability, approval by an engineer(s), and municipality.

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

Hyundai directional signs are NON-illuminated and do not require electrical access.

If an Engineer alters quoted signage a change order will be provided to the Dealer.

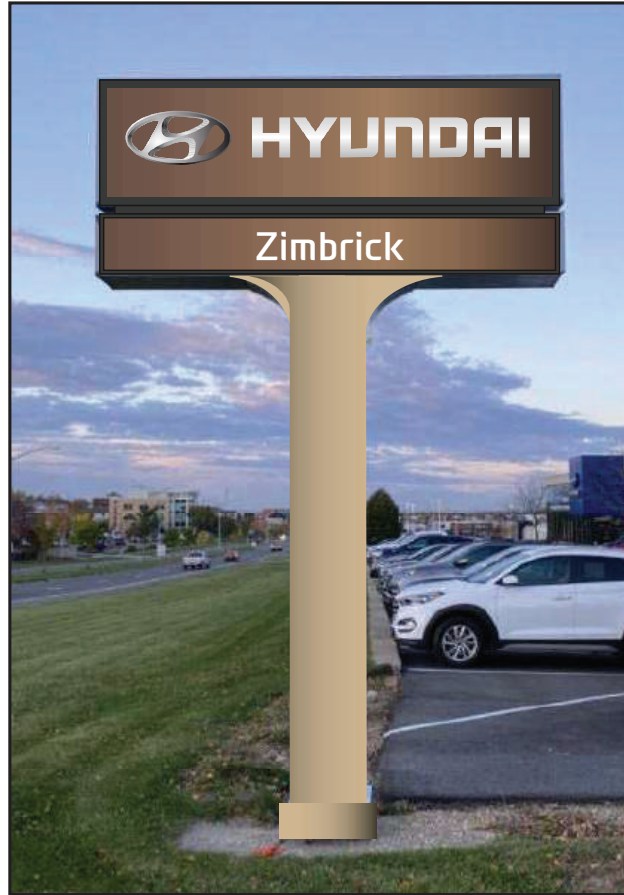
Copy on and placement of any signs, including directional signs, to be verified by Dealer.

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

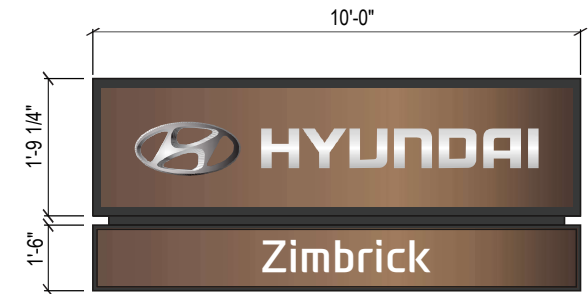
Wind ASCE 7-16 Category II- 107 mph, Miles - 1,054, Zone - 1



EXISTING HP-40 PYLON



PROPOSED HP-40 PYLON (REFACED)



HP40 Reface

Reface of the existing pylon with Bronze ACM and push-through chrome Hyundai graphics. Existing pole to be painted 'Antler Velvet' color.



WI026 Zimbrick Hyundai,
5433 Wayne Terrace,
Madison, WI 53718

CAM: F. Scamardo

AGI Rep: NSA / I Risteska

Drawn By: RWD

Scale: NTS

Date: 11/30/2023



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. Attempt to install ground sign on existing foundation, this requires a survey to confirm adaptability, approval by an engineer(s), and municipality.

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

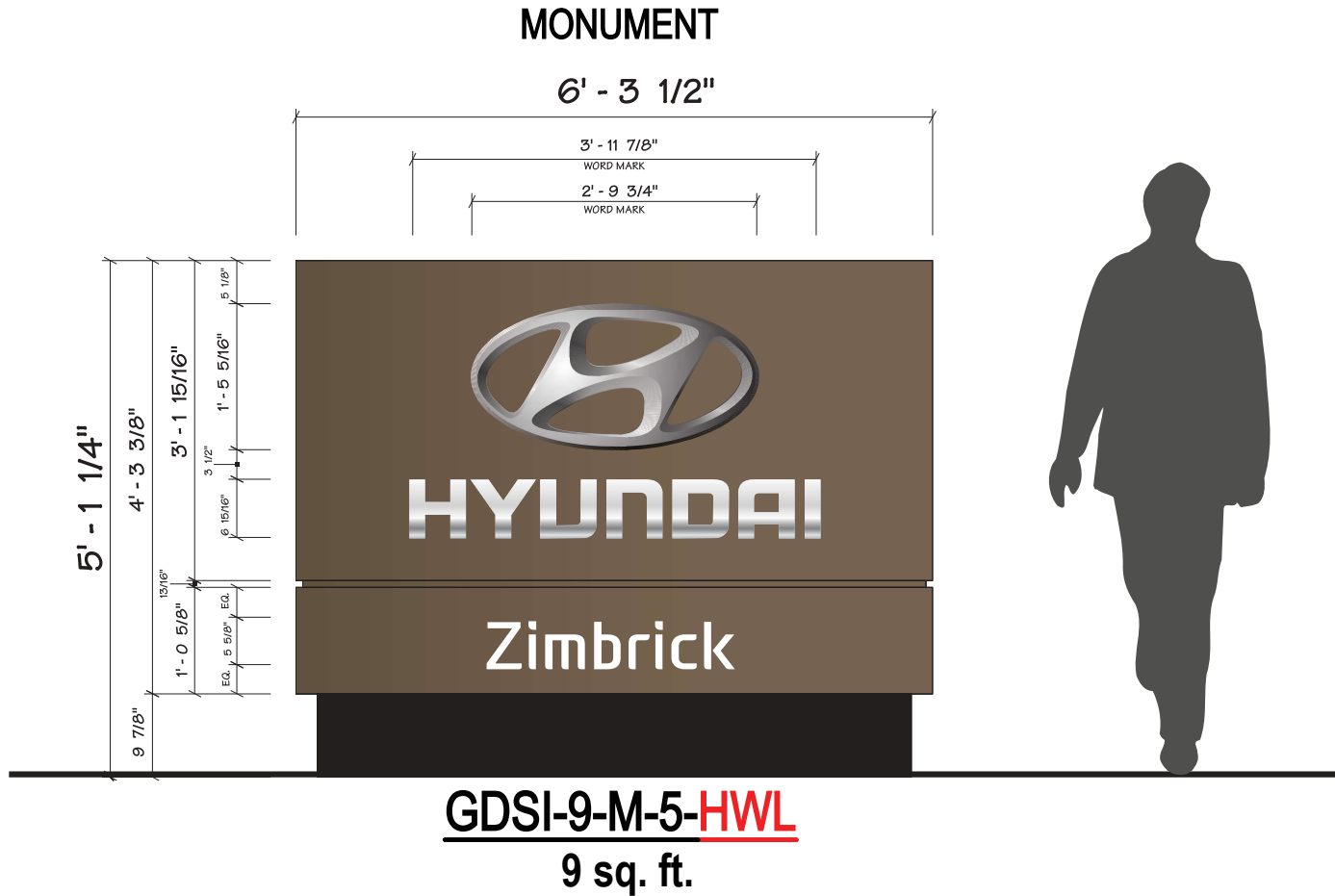
Hyundai directional signs are NON-illuminated and do not require electrical access.

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.

Wind ASCE 7-16 Category II- 107 mph, Miles - 1,054, Zone - 1



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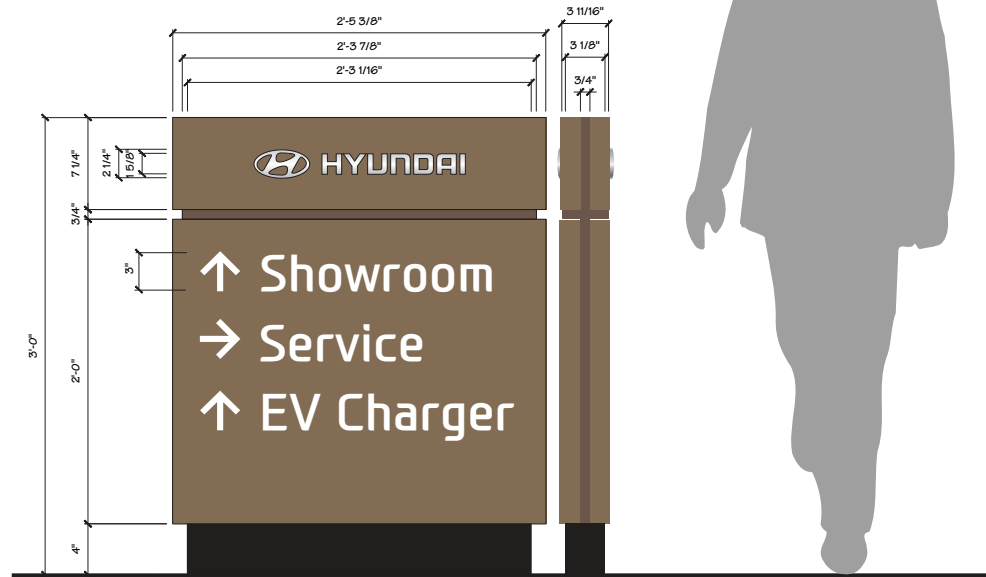
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DIRECTIONAL

Single-Sided, Non-Illuminated



GDSI-DIR-36-HWL

7.34 sq.ft.

May require local variance to increase sign area.



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Rendering based on AGI conceptual design drawings received 08/23/2021, and 100% drawings received 03/31/2023. Dealer is responsible for verifying that this brandbook matches final architectural plans

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 without obstructions, on level grade.

Attempt to install ground sign on existing foundation, this requires a survey to confirm adaptability, approval by an engineer(s), and municipality.

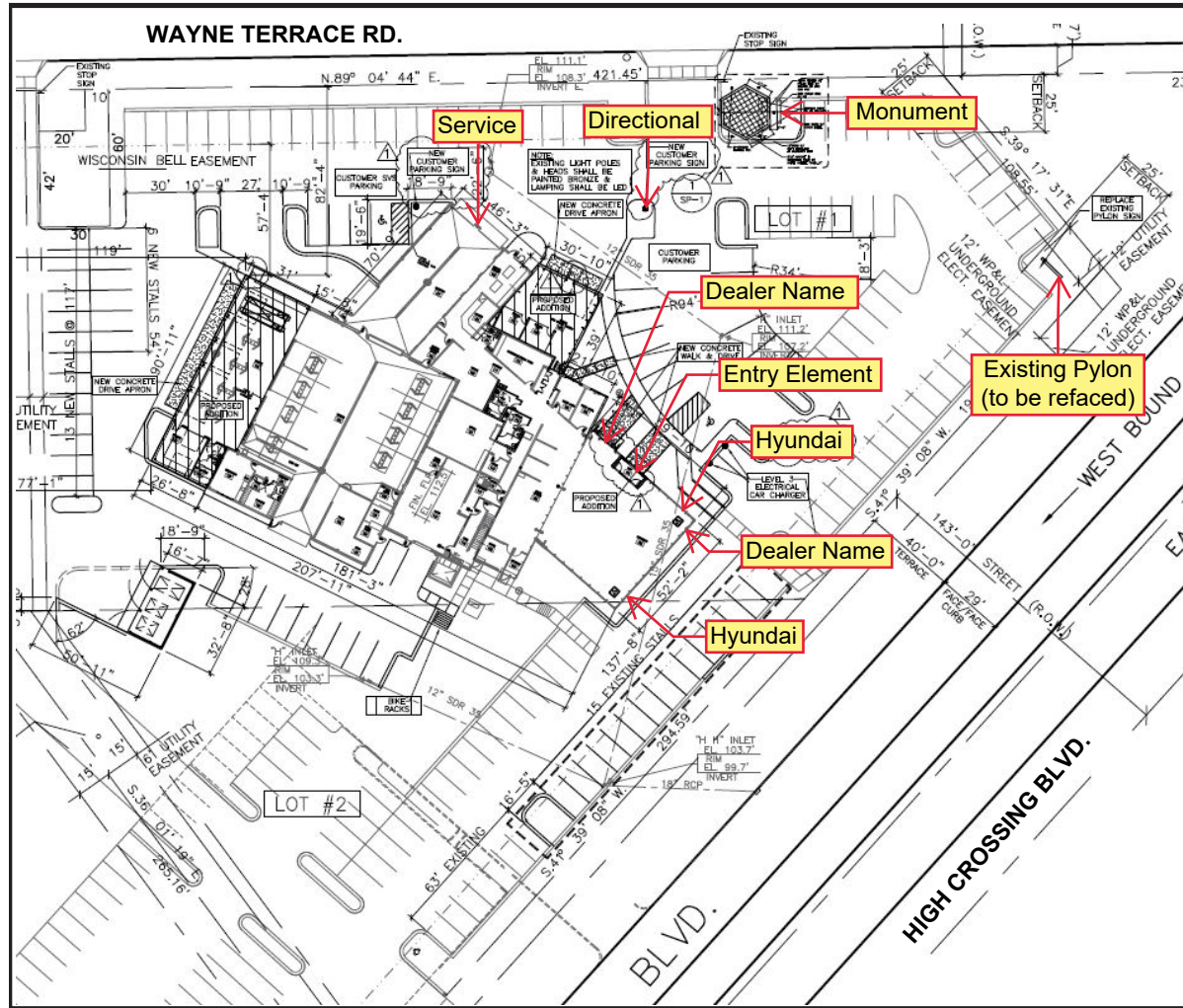
Dealer to provide 120-volt, 20-amp dedicated circuit to signage.

Hyundai directional signs are NON-illuminated and do not require electrical access.

If an Engineer alters quoted signage a change order will be provided to the Dealer.

Copy on and placement of any directional signs to be verified by Dealer.

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



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Removals and Disposal by AGI:

- Remove HEG-12 Gateway
- Remove DB-24 'Zimbrick' Channel Letters
- Remove Service Logo & Letters



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Removals by Dealer or Others:

- Remove Blue Box, and weatherproof the building.



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