

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 _____ Initial Submittal
Paid _____ Revised Submittal

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): _____

Title: _____

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)

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 _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Project contact person _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Property owner (if not applicant) _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

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 _____ on _____.
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 _____ Relationship to property _____

Authorizing signature of property owner Date 6/23/23

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

June 26, 2023(2)

Urban Design Commission
City of Madison

RE: 2301 W Beltline HWY Sign Plan Amendment – Kayser Ford Lincoln – Comprehensive Design Review of a CC Commercial Center District Site

Dear Commission,

Attached is the proposed sign plan for the Commercial Site, Zoned CC, located at 2301 W Beltline HWY.

This application requests an amendment to the Kayser Ford Lincoln signage plan approved by the Commission in 2013. The request includes removal of some existing ground signage, removal of some existing wall signage, new wall signage on the recently constructed Lincoln showroom building, and new ground signage for effective identification of this extensive site. This 11.5+ acre site includes operations of a Ford dealership, a Ford Commercial Vehicle Center (heavy trucks), and a Lincoln dealership.

Included in this application is an aerial map pictorially showing signage which exists at the start of the Lincoln showroom construction project as well as the entire proposed signage plan to effectively identify the property and operations within. Existing signage was identified with numbers 1 through 22 on the pictorial aerial map; below is a summary of the changes to the existing signage:

- Sign 2 (ground directional sign near an entrance on the western side of the property) will be eliminated.
- Sign 3 (Ford Quality Checked Used Cars pylon sign on the eastern side of the property near the new constructed Lincoln showroom) will be removed and replaced with a Lincoln ground sign. This Lincoln ground sign will be 13' in height, which is consistent with ground sign height regulations in the Sign Ordinance. This sign is internally-illuminated and is compliant with section 31.04(5)(k)5 so that when illuminated, the sign appears to have light-color copy on a dark or non-illuminated background.
- Sign 7 (Quick Lane informational wall sign) will be eliminated.
- Sign 8 (Quick Lane parking sign mounted on a light pole) will be eliminated.
- Sign 10 (wall sign advising caution) will be eliminated.
- Sign 13 (Lincoln wall sign near the western side of the property) will be eliminated. (The new Lincoln showroom is on the eastern side of the property and wall signage for the showroom is discussed later in this application.)
- Sign 14 (Lincoln pylon sign on the western side of the property) will be removed and replaced with a Ford Commercial Vehicle Center (CVC) pole sign. This CVC pole sign will be 22' in height, which is consistent with pole sign height regulations in the Sign Ordinance. This sign is internally-illuminated and is compliant with section 31.04(5)(k)5 so that when illuminated, the sign appears to have light-color copy on a dark or non-illuminated background.
- Sign 15 (ground directional sign near the western most entrance to the property) will be eliminated.

- Sign 21 (Kayser Commercial Trucks ground sign in the southwestern corner of the property) will be eliminated.
- Sign 22 (Kayser Budget Used pylon sign near the eastern most entrance to the property) will be eliminated (*this sign has already been removed in conjunction with the Lincoln showroom construction*).

For the new Lincoln showroom building, the proposed signage is as follows:

- LINCOLN letters on the north elevation facing the street. These are below canopy mounted letters with a 10' underclearance to the building floor below; the building floor is several feet above grade at this location, resulting in an underclearance to grade of approximately 14' (grade in this area consists of a landscaping bed).
- SERVICE letters on the north elevation facing the street. These are below canopy mounted letters with a 11'-2" underclearance to grade below. This is to identify where visitors enter for vehicle service. The overhead door behind the area where the site is located has a shorter height than the 11'-2" underclearance to grade, and no vehicles exceeding this height are expected to pass into the building.
- A Lincoln logo on the north elevation facing the street; this is compliant with section 31.07 of the Sign Ordinance.
- KAYSER dealer name letters on a free-standing wall immediately in front of the showroom building that, between the steps and the accessibility ramp to reach the building entrance; this is considered a ground sign from a Zoning perspective, and is consistent with ground sign height regulations in the Sign Ordinance.
- A non-illuminated Lincoln logo on the windows on the west elevation facing the parking lot. As a window sign, this is per the Sign Ordinance without the need a permit per section 31.10(1), as its area is 12.67 sq ft (2'-0" x 6'-4") and the window bank it is installed on is 197.22 sq ft (16'-8" x 11'-10"), for total coverage of 6.4%. This window-mounted logo is desired over a typical wall sign on this elevation as it is a unique dimensional element that can be seen from outside or inside the showroom; that is, one element of the sign will be adhered on the outside of the glass and a matching element will be adhered on the inside of the glass, giving an appearance the logo is 'passing through' the window glass.
- The illuminated signage for the showroom building is compliant with section 31.04(5)(k)5 so that when illuminated, the sign appears to have light-color copy on a dark or non-illuminated background.

Per the Madison Sign Control Ordinance, section 31.043(4)(b) Comprehensive Design Review Criteria, below are the seven items required to be addressed. Indented under each item is information to support how we believe each item is satisfied.

1. *The Sign Plan 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 proposed sign plan indeed creates visual harmony between the signs, buildings and site and appears to result in signs of appropriate scale and character. Development of the proposed sign plan included removal of signs that were deemed not to be in visual harmony with the overall site.

2. *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; ...*

The proposed sign plan is intended to effectively identify this extensive property for visitors and the public.

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

The proposed sign plan is not intended to violate any stated purposes of ordinances, and it does not appear to do so.

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

The proposed signage meets minimum construction requirements of the Chapter 31 Sign Control Ordinance.

5. *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 proposed signage is on-premise of the owner's property and does not go beyond the restrictions of Advertising or Off-Premise Directional Signs in the Chapter 31 Sign Control Ordinance.

6. *The Sign Plan 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.*

The proposed sign plan is not intended to present hazards, obstruct views, obstruct visibility of lawful signs, or negatively impact visual quality, and it does not appear to do so.

7. *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.*

The proposed signage is on the owner's private property.

Following this letter of intent is the Locator Map, pictorial summary showing existing signage at the start of the Lincoln showroom construction project as well as the entire proposed signage plan, sheets showing the proposed signage for the newly constructed showroom building, and design sheets of the remainder of the signs in the amended sign plan.

In summary, the proposed sign plan is intended to optimize property identification and effectively inform the public of the various operations on this extensive site. As such, we are seeking approval of this amendment to the signage plan.

Thank you for your consideration.



Dan Pietrzykowski
DP Industries LLC d/b/a **Grant Signs**



W. BELTLINE HWY

TODD DR.

COHO ST.

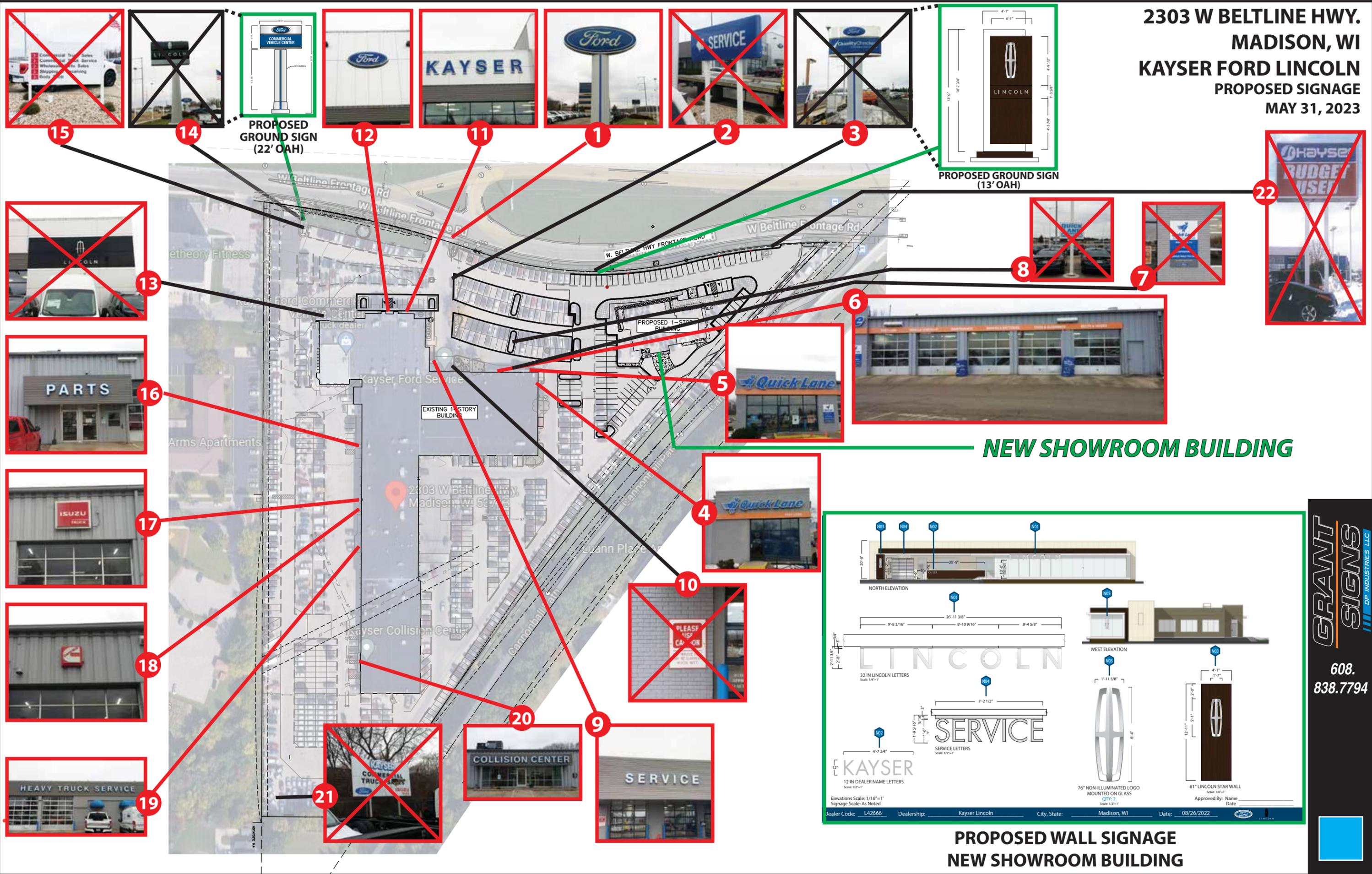
FILE NAME: *KAYSER MAP* DATE: *06.26.23* SCALE: *NTS*
 FILE TYPE: OUT PROD OTHER _____
 JOB NAME: *KAYSER FORD LINCOLN*
 LOCATION: *2301 W. BELTLINE HWY. MADISON, WI*
 DRAWN BY: *CS* SALESMAN: *DAN PIETRZYKOWSKI*

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____

UNLESS OTHERWISE SPECIFIED:
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.
 THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM



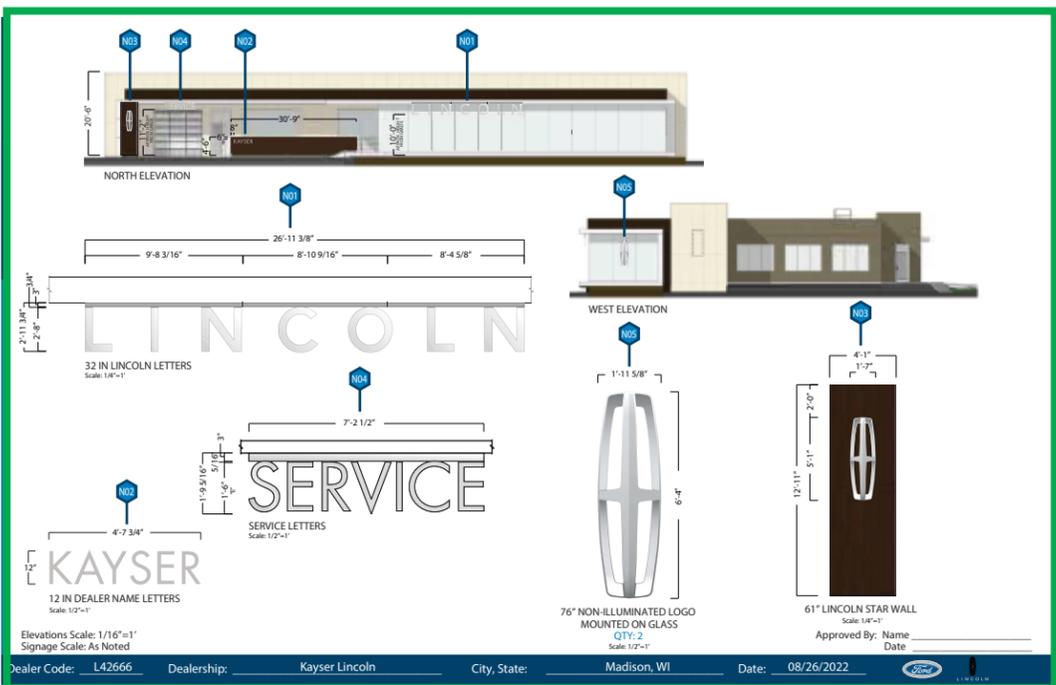
**2303 W BELTLINE HWY.
MADISON, WI
KAYSER FORD LINCOLN
PROPOSED SIGNAGE
MAY 31, 2023**



PROPOSED GROUND SIGN (22' OAH)

PROPOSED GROUND SIGN (13' OAH)

NEW SHOWROOM BUILDING



**PROPOSED WALL SIGNAGE
NEW SHOWROOM BUILDING**

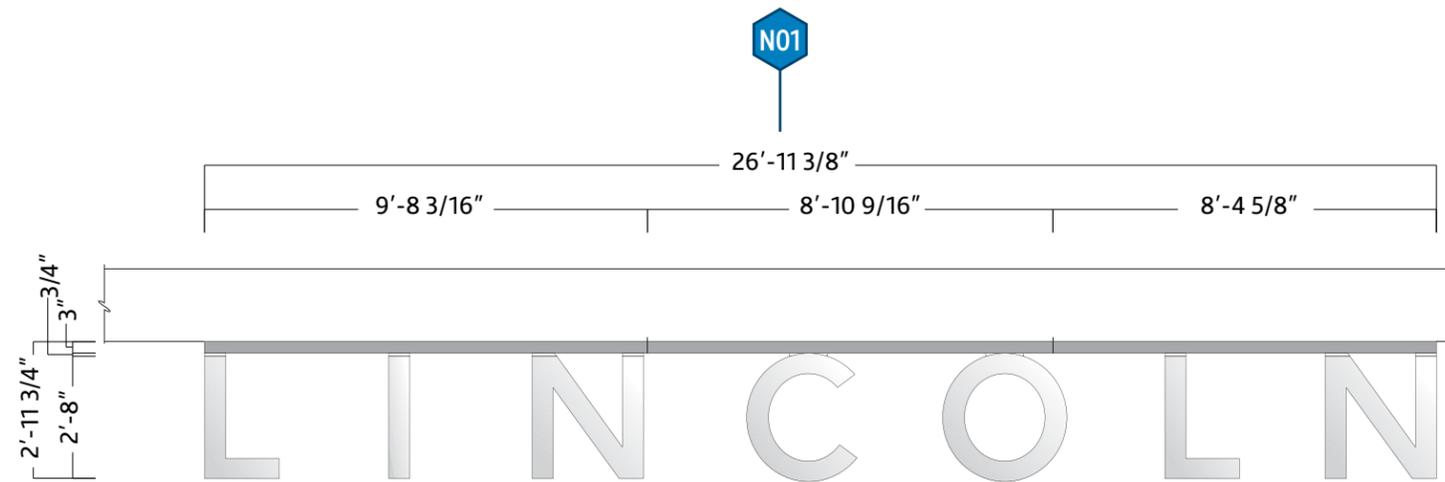
GRANT SIGNS
DP INDUSTRIES, LLC

608.838.7794

Dealer Code: L42666 Dealership: Kayser Lincoln City, State: Madison, WI Date: 08/26/2022



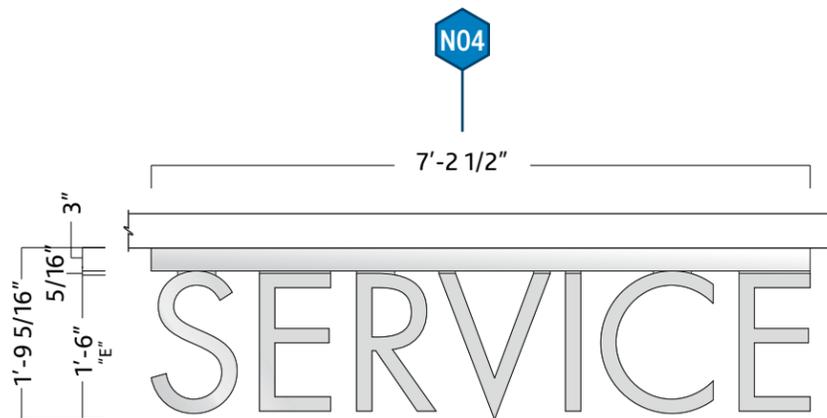
NORTH ELEVATION



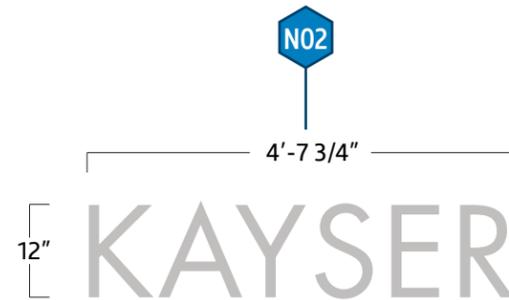
32 IN LINCOLN LETTERS
Scale: 1/4"=1'



WEST ELEVATION



SERVICE LETTERS
Scale: 1/2"=1'

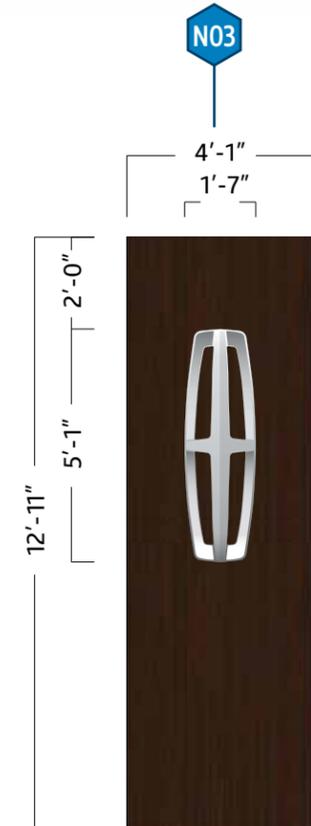


12 IN DEALER NAME LETTERS
Scale: 1/2"=1'



76" NON-ILLUMINATED LOGO
MOUNTED ON GLASS

QTY: 2
Scale: 1/2"=1'



61" LINCOLN STAR WALL
Scale: 1/4"=1'

Elevations Scale: 1/16"=1'
Signage Scale: As Noted

Approved By: Name _____
Date _____

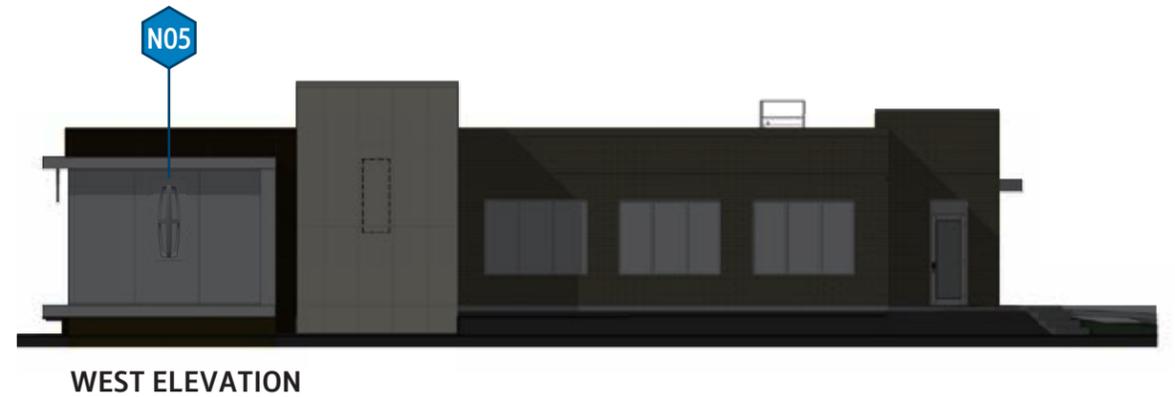
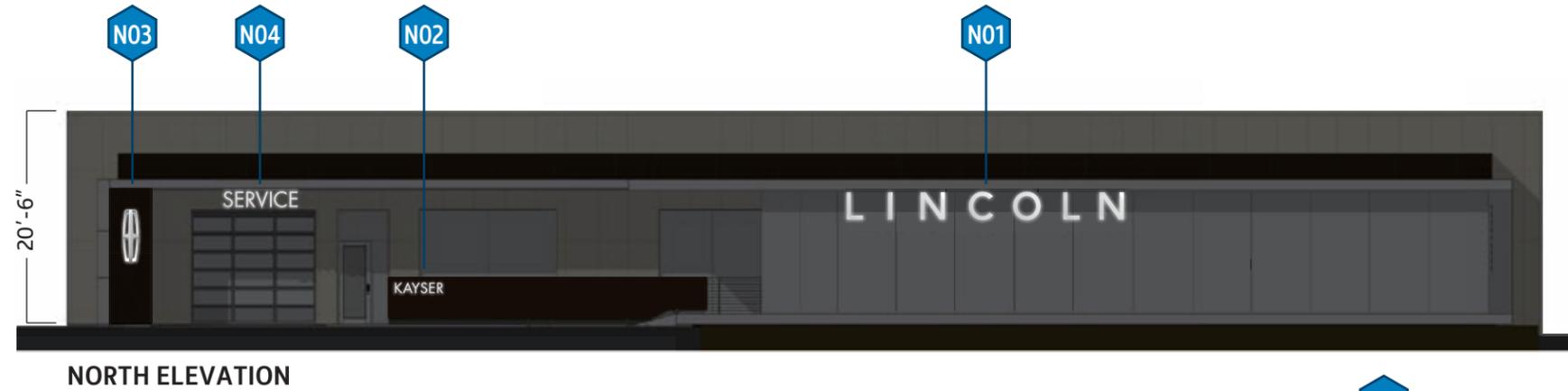
Dealer Code: L42666

Dealership: Kaysers Lincoln

City, State: Madison, WI

Date: 08/26/2022





Elevations Scale: 1/16"=1'
Signage Scale: As Noted

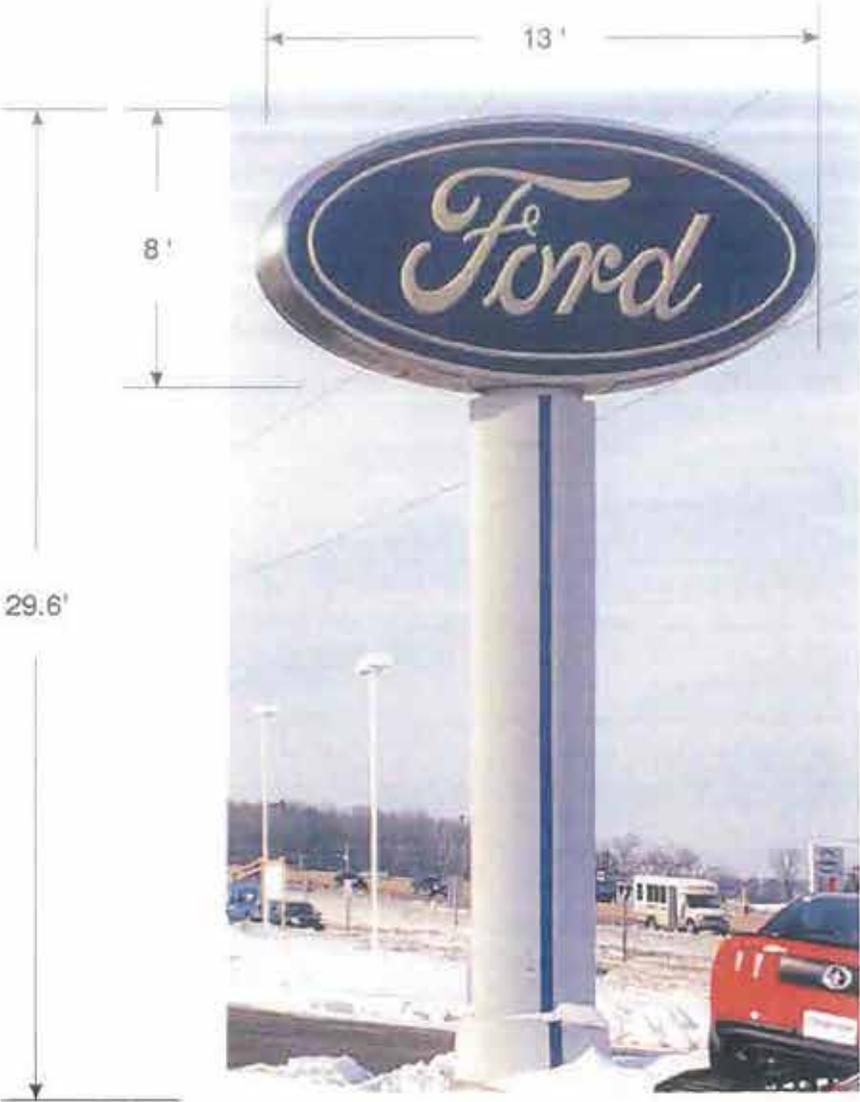
ARTISTIC REPRESENTATION ONLY. ACCURACY IS NOT GUARANTEED.

Approved By: Name _____
Date _____

Dealer Code: L42666 Dealership: Kaysers Lincoln City, State: Madison, WI Date: 08/26/2022



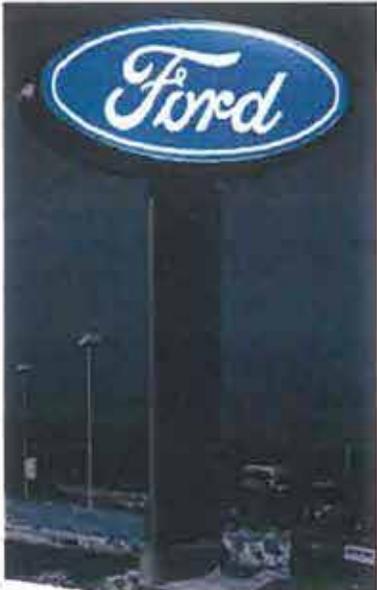
SIGN 1
(2023 CDR AMENDMENT)



The sign base cover at its widest point is 4-3" wide. Sign cabinet is 13' wide. Therefore, the base cover is 32.7% the width of the sign cabinet (less than 1/3).

Info clarified 7/20/2023

Existing - Illuminated Pylon Sign



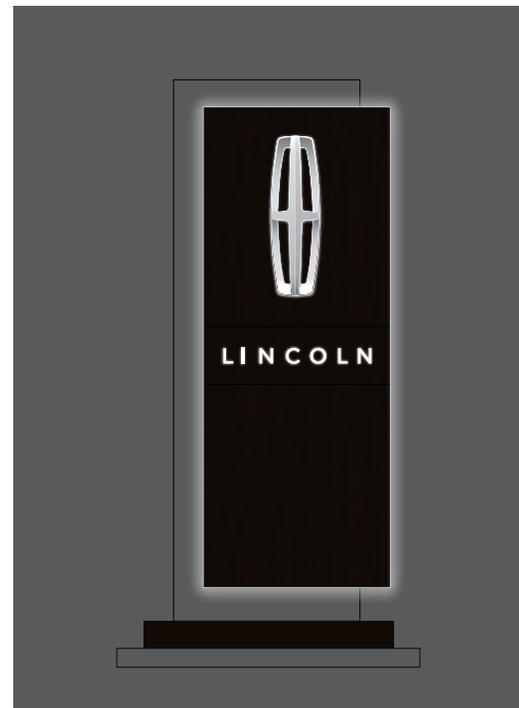
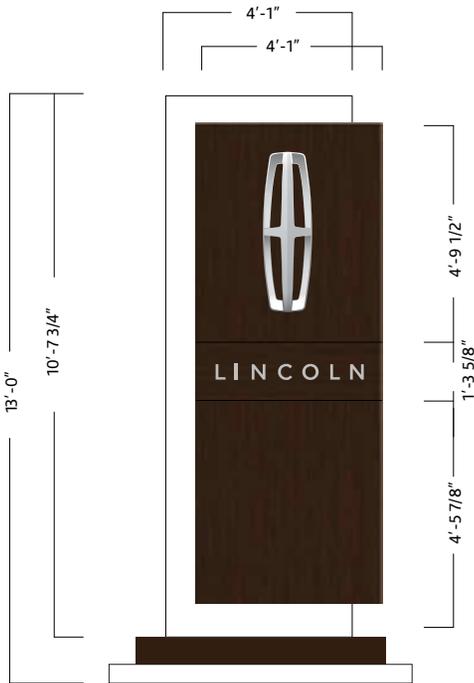
Pylon Sign Illuminated at Night

<input type="checkbox"/> Brushed Aluminum - Pole Cover	<input checked="" type="checkbox"/> Translucent Ford Blue
<input type="checkbox"/> White Polycarbonate	
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal Fluorescent Lamps Meets Maximum Guidelines of City of Madison
	Construction: Fabricated Aluminum Pole Cover & Cabinet With Polycarbonate Face & Flourescent Lamp Illumination

Ryan Signs, Inc. 3907 Perry Street • Madison, WI 53713 • Tel: 608.221.7573 • Fax: 608.271.3333	SCALE: 1/4" = 1'-0" DATE: 2/4/13 REVISED: DRAWN BY: JCV	APPROVED: 2013 Ryan Signs, Inc.
KAYSER FORD - 2303 W. BELTLINE HWY.		5298R

N07

13' LINCOLN VITRINE PYLON



NIGHT RENDERING
 ARTISTIC REPRESENTATION ONLY
 ACCURACY IS NOT GUARANTEED

SIGN 3
 (2023 CDR AMENDMENT)

Scale: 3/8"=1'

THIS DRAWING IS AN ARTISTIC REPRESENTATION TO BE USED FOR PERMIT AND ESTIMATING PURPOSES ONLY. TRUE DIMENSIONS MUST BE PROVIDED BY ENGINEERING PRIOR TO PRODUCTION.

Dealer Code: L42666 Dealership: Kaysers Lincoln City, State: Madison, WI Date: 08/26/2022



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Existing - Internally Illuminated Letters

SIGN 4
(2023 CDR AMENDMENT)

White Ptex	Translucent Vinyl to Match 3M 3630-167 Bright Blue
Wind Load Compliance Statement: Withstand up to 75 MPH Winds.	Illumination Compliance Statement: Internal White Neon Meets Maximum Guidelines of City of Madison
	Construction: Fabricated Aluminum Channel Letters & Graphic Internally Lit w/ White Neon Through White Plexiglas Faces & Translucent Vinyl

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7859		SCALE: 1/4" = 1'-0"	APPROVED:
KAYSER FORD - 2303 W. BELTLINE HWY.		DATE: 2/1/13	2013
Issue plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are loaned to you on your company for the sole purpose of your consultation of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or substitution of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited in the event that such use, distribution or substitution occurs. You acknowledge and agree to pay to Ryan Signs, Inc. the sum of 25% of net purchase price as stipulated to you. Your payment of purchase price shall constitute your compensation for the time, effort and talent devoted in the preparation of the plans.		DESIGNED BY: KW	client signature
		5298Q	



Existing - Internally Illuminated Letters

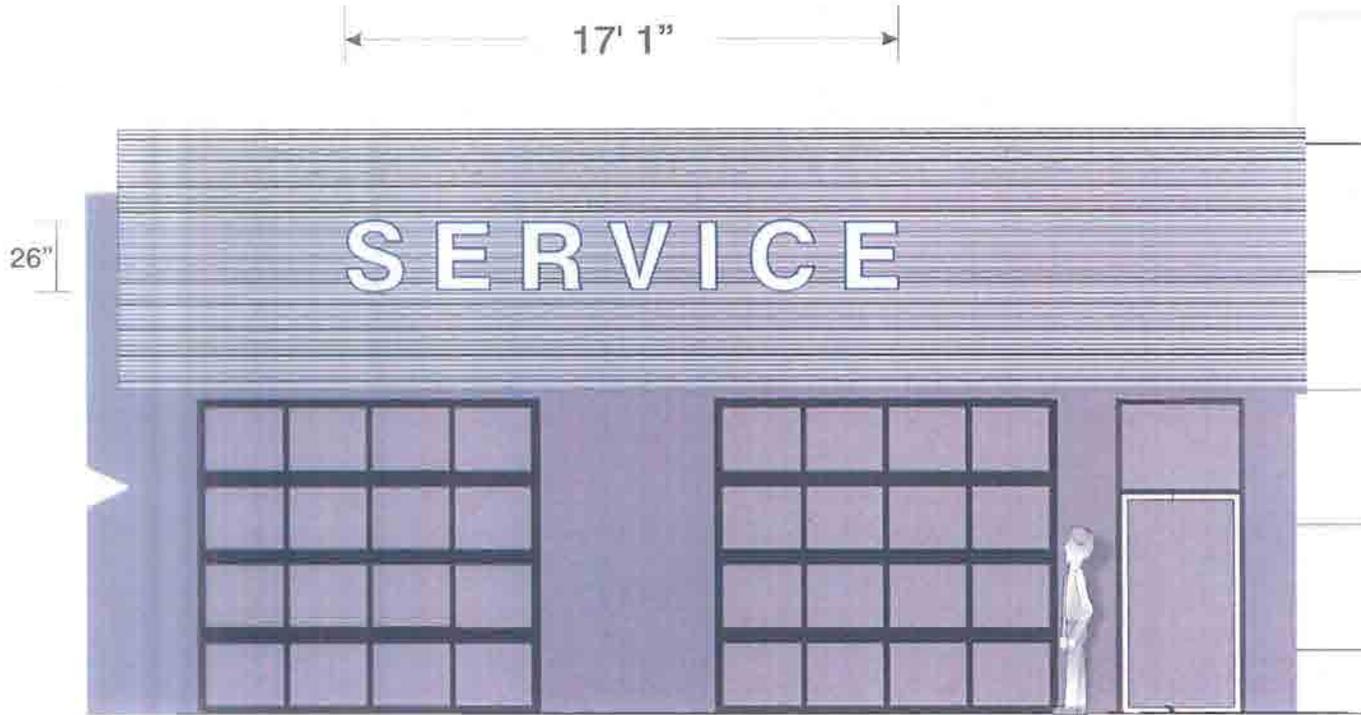
SIGN 5
(2023 CDR AMENDMENT)

<input type="checkbox"/> White Plex	<input checked="" type="checkbox"/> Translucent Vinyl to Match 3M 3630-167 Bright Blue
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White Neon Meets Maximum Guidelines of City of Madison
	Construction: Fabricated Aluminum Channel Letters & Graphic Internally Lit w/ White Neon Through White Plexiglas Faces & Translucent Vinyl

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53718 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 1/4" = 1'-0" DATE: 2/1/13 REVISED: DRAWN BY: KW	APPROVED: Copyright © 2013 Ryan Signs, Inc.
KAYSER FORD - 2303 W. BELTLINE HWY.		QUANTITY NUMBER: 5298P
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of Ryan Signs, Inc. They are submitted to you as your property for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. All other work, design, drawings, or sign materials manufactured according to these plans, distributed for exhibition of these plans to anyone other than employees of your company or those of Ryan Signs, Inc. for the purpose of a sign contract, is the sole responsibility of the user. Ryan Signs, Inc. is not responsible for any errors or omissions in these plans. The user agrees to pay to Ryan Signs, Inc. the sum of 25% of the purchase price as provided to you. The amount of payment is non-refundable for any reason. The user, shall not direct or seek to direct the production of the sign, without the written consent of Ryan Signs, Inc.</small>		



SIGN 6
(2023 CDR
AMENDMENT)



Internally Illuminated Letters



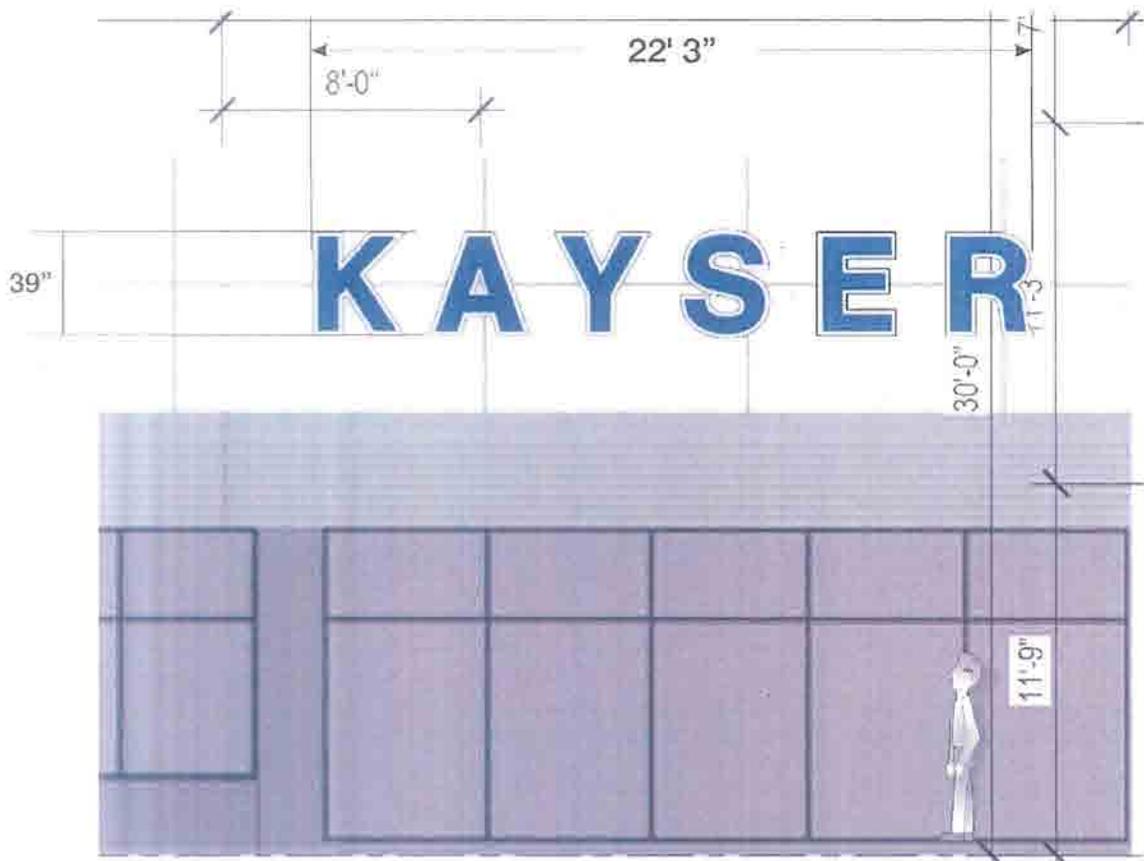
Example of Letters Illuminated at Night

Not to Scale

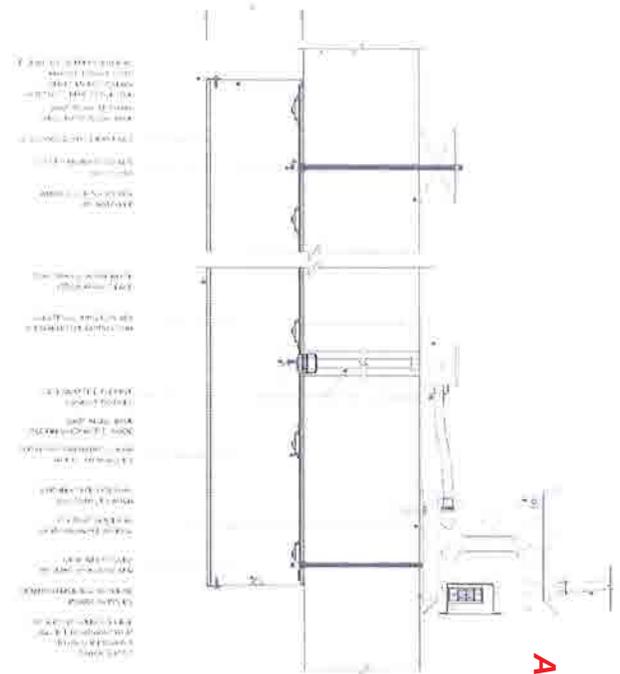
SIGN 9
(2023 CDR
AMENDMENT)

<input type="checkbox"/> White Plex	<input checked="" type="checkbox"/> Translucent Vinyl to Match 3M Ford Blue
Wind Load Compliance Statement: Willstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison
	Construction: Fabricated Aluminum Channel Letters & Graphic Internally Lit w/ White LEDs Through White Plexiglas Faces & Translucent Vinyl!

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7653	SCALE: 3/16" = 1'-0" DATE: 11/12/12 REVISION: 2/1/13 DRAWN BY: KW	APPROVED: Copyright © 2012 Ryan Signs, Inc.
KAYSER FORD - 2303 W. BELTLINE HWY.		DRAWING NUMBER: 5298F
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are loaned to you for your company for the sole purpose of your construction of what is outlined here. Ryan Signs, Inc. retains all rights in these plans. Distribution or exhibition of these plans to anyone other than the contractor of your company at any time shall constitute a sign transfer to the contractor and is strictly prohibited. In the event that such sign, and bottom or whatever varies, the contractor agrees to pay to Ryan Signs, Inc. the total of 20% of net proceeds, plus an option to you. Ryan Signs, Inc. reserves the right to be compensated for the time, effort and labor devoted to the preparation of the plans.</small>		
client signature		

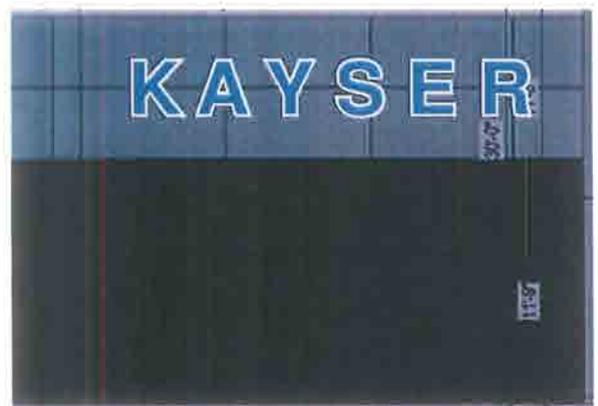


Internally Illuminated Letters



Not to Scale

SIGN 11
(2023 CDR
AMENDMENT)

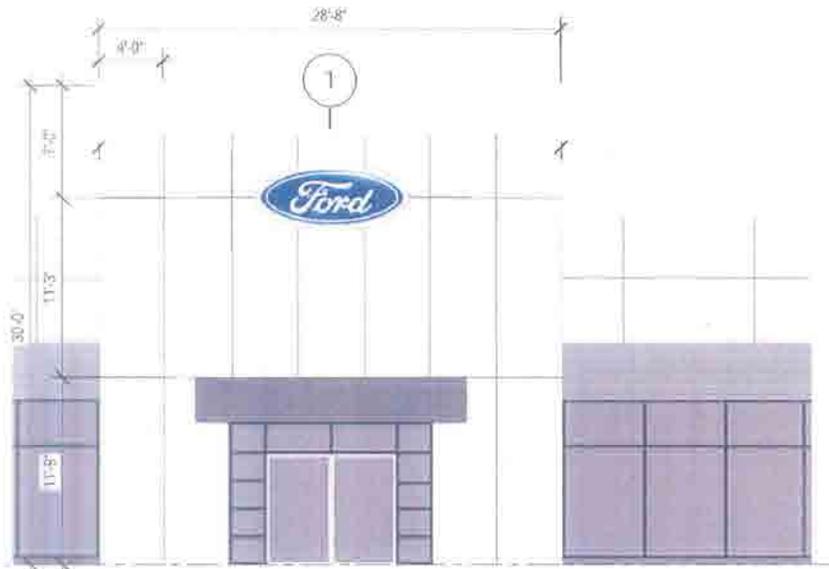


Example of Letters Illuminated at Night

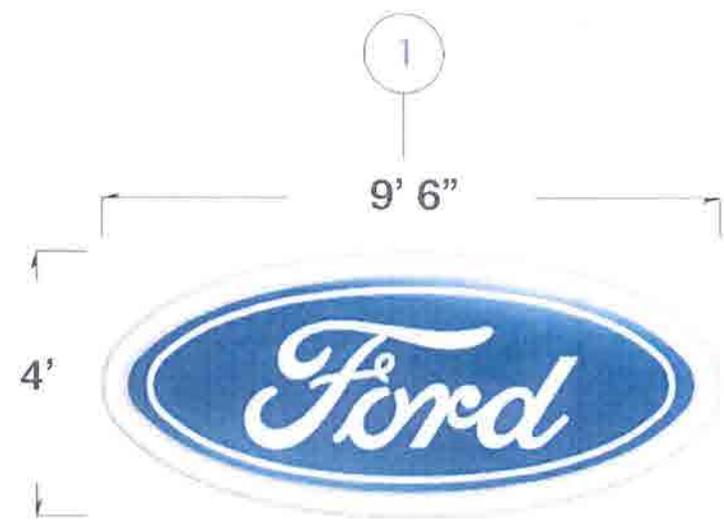
<input type="checkbox"/> White Plex	<input checked="" type="checkbox"/> Translucent Vinyl to Match 3M Ford Blue	
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison	Construction Fabricated Aluminum Channel Letters & Graphic Internally Lit w/ White LEDs Through White Plexiglas Faces & Translucent Vinyl

Ryan Signs, Inc. 3097 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7863		SCALE: 3/16" = 1'-0" DATE: 11/12/12 REVISED: 2/17/13 DRAWN BY: KW	APPROVED: _____ Copyright 2012 Ryan Signs, Inc.
KAYSER FORD - 2303 W. BELTLINE HWY.		(509) 5298E	5298E

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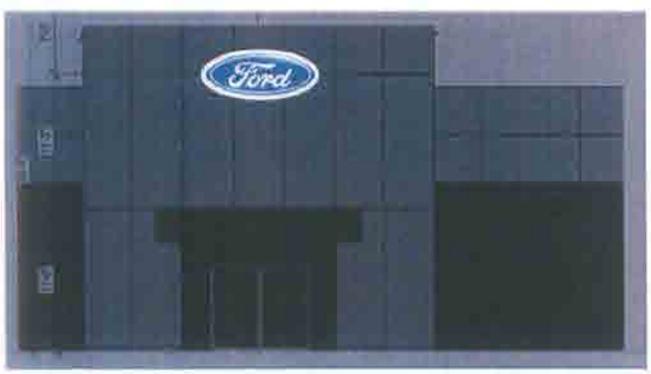


Internally Illuminated Sign Cabinet 3/32"=1'.0"



F 31sf oval

3/8"=1'.0"



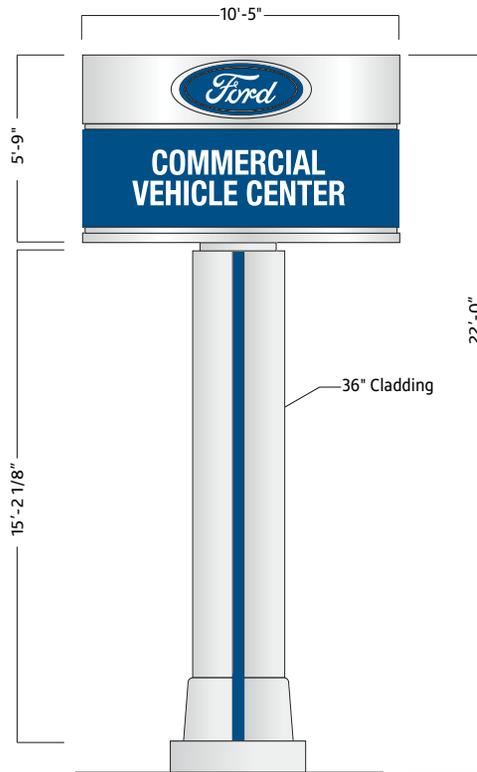
Example of Sign Illuminated at Night



SIGN 12
(2023 CDR
AMENDMENT)

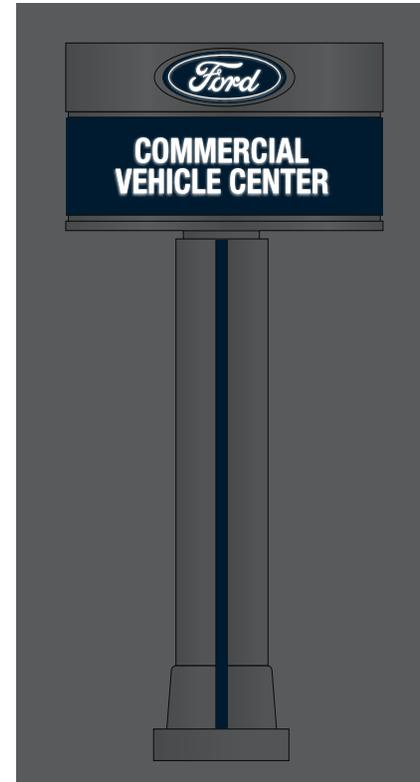
<input type="checkbox"/> White Polycarbonate	<input checked="" type="checkbox"/> Translucent Ford Blue
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal Fluorescent Lamps Meets Maximum Guidelines of City of Madison
	Construction: Fabricated Aluminum Cabinet With Polycarbonate Face & Fluorescent Lamp Illumination

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7653	SCALE: VARIES DATE: 2/1/13	APPROVED:
KAYSER FORD - 2303 W. BELTLINE HWY.	DESIGNED BY: KW	Copyright 2012 by Ryan Signs, Inc.
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original thought work of its employees. They are loaned to you as your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or substitution of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one described herein is expressly prohibited. In the event that such use, distribution or substitution occurs, the undersigned hereby agrees to pay to Ryan Signs, Inc. the sum of 20% of our purchase price as liquidated damages. This provision of payment is non-negotiable for an amendment to the same effort and shall be void in the presence of this plan.</small>	CLIENT SIGNATURE:	DRAWING NUMBER: 5298N



The sign base cover at its widest point is 3'-5" wide. Sign cabinet is 10'-5" wide. Therefore, the base cover is 32.8% the width of the sign cabinet (less than 1/3).

Dimensions clarified 7/20/2023



NIGHT RENDERING
ARTISTIC REPRESENTATION ONLY
ACCURACY IS NOT GUARANTEED

SIGN 14
(2023 CDR
AMENDMENT)

Scale: 1/4"=1'

THIS DRAWING IS AN ARTISTIC REPRESENTATION TO BE USED FOR PERMIT AND ESTIMATING PURPOSES ONLY. TRUE DIMENSIONS MUST BE PROVIDED BY ENGINEERING PRIOR TO PRODUCTION.

Dealer Code: L42666 Dealership: Kayser Lincoln City, State: Madison, WI Date: 08/26/2022



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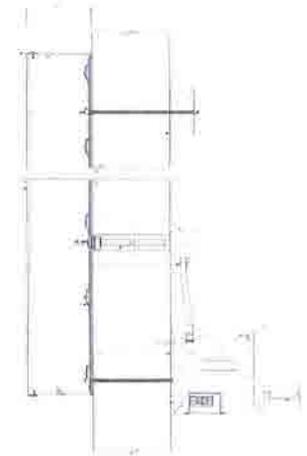
12' 7"

26"

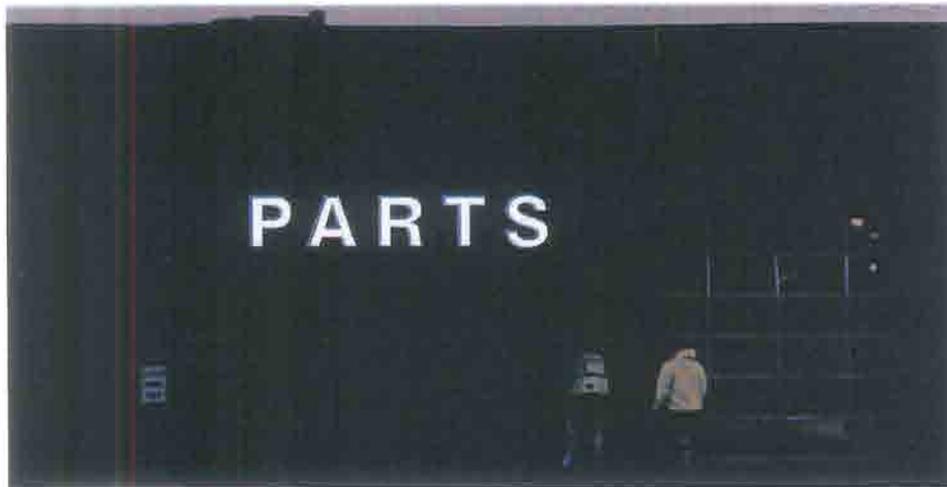


Internally Illuminated Letters

1. 3/4" ALUMINUM CHANNEL
 2. 1/2" LED STRIP LIGHTING
 3. 1/2" LED STRIP LIGHTING
 4. 1/2" LED STRIP LIGHTING
 5. 1/2" LED STRIP LIGHTING
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 97. 1/2" LED STRIP LIGHTING
 98. 1/2" LED STRIP LIGHTING
 99. 1/2" LED STRIP LIGHTING
 100. 1/2" LED STRIP LIGHTING



Not to Scale



Example of Letters Illuminated at Night

SIGN 16
 (2023 CDR
 AMENDMENT)

<input type="checkbox"/> White Plex	<input checked="" type="checkbox"/> Translucent Vinyl to Match 3M Ford Blue
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison
	Construction: Fabricated Aluminum Channel Letters & Graphic Internally Lit w/ White LEDs Through White Plexiglas Faces & Translucent Vinyl

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/16" = 1' 0" DATE: 11/12/12 REVISED: 2/1/13 DRAWN BY: KW	APPROVED: Signature 2012 By an Sign, Inc.
KAYSER FORD - 2303 W. BELTLINE HWY.		5298H

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client signature

SIGN 17
(2023 CDR
AMENDMENT)



EXISTING SIGNAGE



SIMULATED NIGHT VIEW

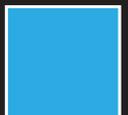
GRANT
SIGNS
DP INDUSTRIES LLC

608.
838.7794

ALL SIZES, SHAPES AND COLORS DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT.

WWW.GRANTSIGNS.NET

2810 SYENE RD - MADISON, WI 53713



SIGN 18
(2023 CDR
AMENDMENT)

GRANT
SIGNS
DP INDUSTRIES LLC

608.
838.7794



EXISTING SIGNAGE



SIMULATED NIGHT VIEW

ALL SIZES, SHAPES AND COLORS DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT.

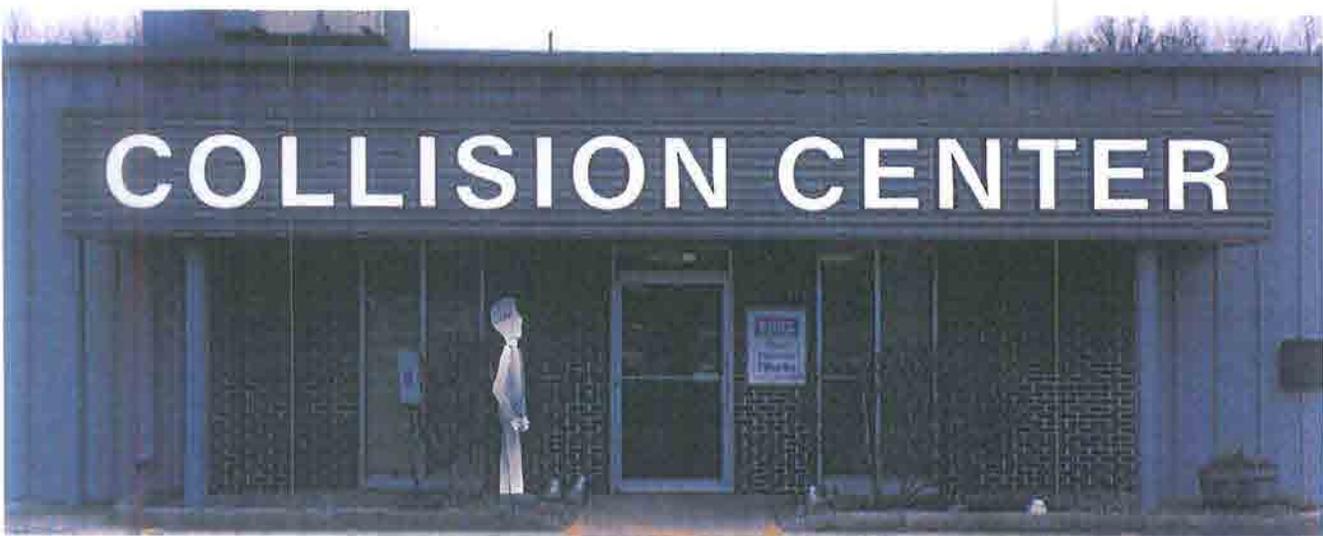
WWW.GRANTSIGNS.NET

2810 SYENE RD - MADISON, WI 53713

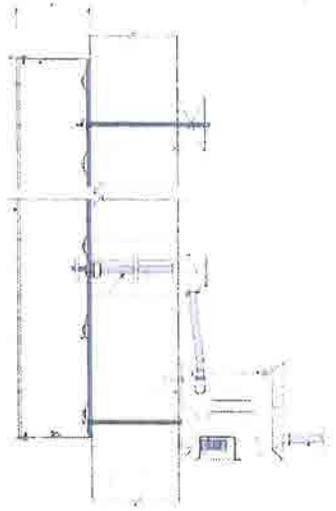


32' 5"

26"

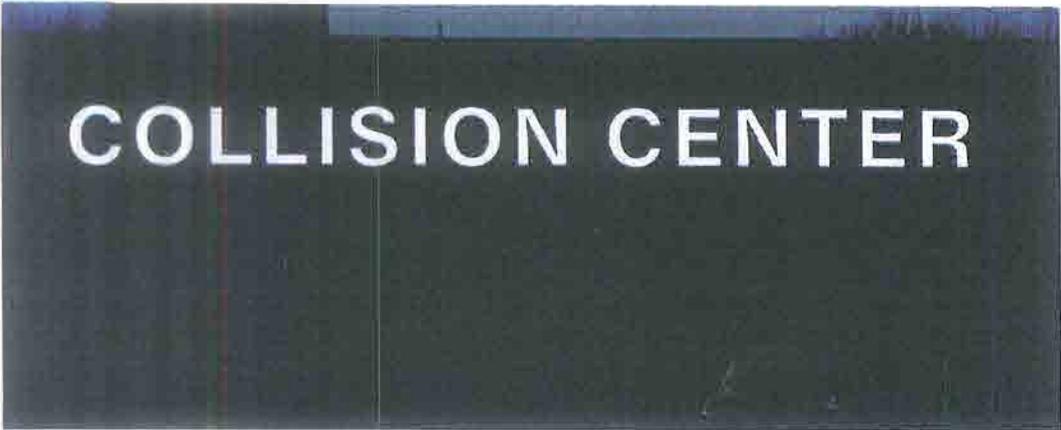


Internally Illuminated Letters



Not to Scale

SIGN 20
(2023 CDR
AMENDMENT)



Example of Letters Illuminated at Night

<input type="checkbox"/> White Plex	<input checked="" type="checkbox"/> Translucent Vinyl to Match 3M Ford Blue
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison
	Construction: Fabricated Aluminum Channel Letters & Graphic Internally Lit w/ White LEDs Through White Plexiglas Faces & Translucent Vinyl

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 3/16" = 1'-0" DATE: 11/12/12 REVISED: 3/20/13 DRAWN BY: KW	APPROVED: © Copyright 2012 by Ryan Signs, Inc.
KAYSER FORD - 2303 W. BELTLINE HWY.		DRAWING NUMBER: 5298L	client signature