

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # 29741

DATE SUBMITTED: <u>4-3-13</u>	<input type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>5-8-13</u>	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 1430 N STOUGHTON RD

ALDERMANIC DISTRICT: 15

OWNER/DEVELOPER (Partners and/or Principals) <u>ZIMBRICK VW</u>	ARCHITECT/DESIGNER/OR AGENT: <u>GRIES ARCHITECTURAL GROUP, INC.</u>
<u>1430 N STOUGHTON RD</u>	<u>500 N. COMMERCIAL ST</u>
<u>MADISON, WI 53714</u>	<u>NEENAH, WI 54956</u>

CONTACT PERSON: STEPHEN GRIES

Address: GRIES ARCH. GROUP, INC.
SEE ABOVE

Phone: (920) 722-2445

Fax: (920) 722-6605

E-mail address: sgries@griesarchitectural.com

- TYPE OF PROJECT:
(See Section A for:)
- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
 - Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
 - Planned Residential Development (PRD)
 - New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
 - School, Public Building or Space (Fee may be required)
 - New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
 - Planned Commercial Site

(See Section B for:)
 New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)
 R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

CITY OF MADISON

APR 3 2013

Planning & Community
& Economic Development



Gries
Architectural Group Inc.

April 2, 2013

Planning & Community Economic Development
Urban Design Committee
Madison Municipal Bldg
215 Martin Luther King Jr Blvd, Suite LL-100
Madison, WI 53703

Attn: Al Martin

RE: Request for Street Graphics Variance

Dear Committee:

Gries Architectural Group, Inc. (GAGI) is submitting this letter to explain the variance being requested and the comparison to the Sign Code allowance. We are submitting this on behalf of the ownership at Zimbrick Volkswagen.

The existing Zimbrick Volkswagen dealership is planning a new showroom addition to their existing facility to enhance the customer experience and bring the facility in line with the current Volkswagen facilities prototype design. The showroom addition will displace the current pylon sign that exists on the site. The sign ordinance for that specific zoning limits the height of a pylon ground mounted sign to 11'. The current sign is 14' high as indicated on the original sign permit issued in 1993. The intent was to relocate the existing sign, however it our understanding that moving and relocation of a non-compliant sign is not allowed by the ordinance without variance approval from the UDC. Section 31.04 of the general ordinance provides for the UDC to approve a street graphic up to 25% higher than the otherwise allowed height. This would provide for a sign that is 13'-9" tall. The Volkswagen Corporation provides several specific pylon signs that must be used by the dealership. Size #2 Pylon Sign is 12'-3 1/2" tall, and Size #3 is 14'-9" tall.

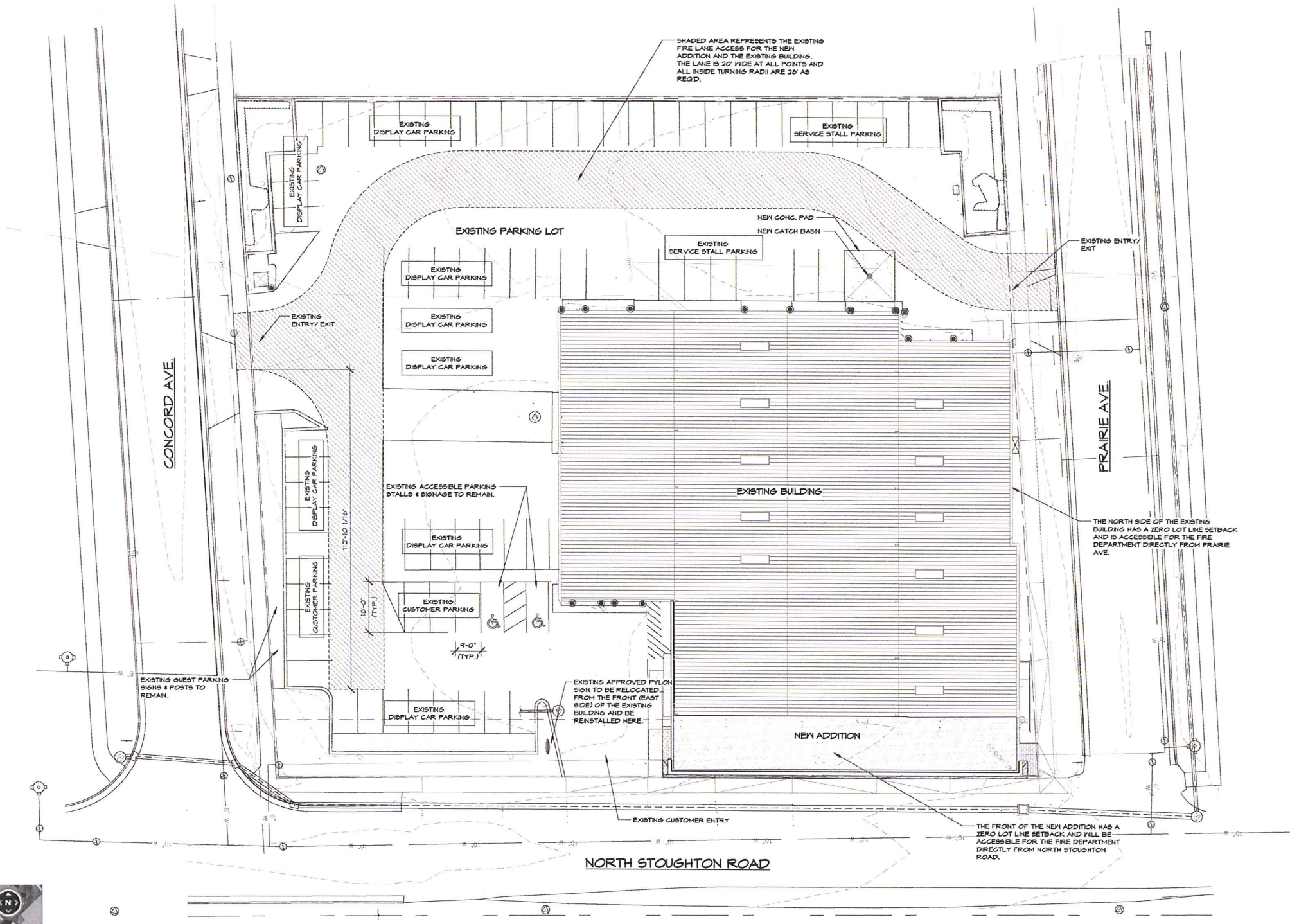
On behalf of the owner, we are asking two questions of the UDC. The first is whether the UDC would consider approving a variance to utilize the existing ground sign which is 27% higher than the ordinance but is certainly within appropriate scale for the size of the building and its proximity to the highway. If that is deemed unfeasible by the UDC, we would then request a variance to approve a street graphic that is 25% higher than the ordinance, as allowed by section 31.04. This would allow the owner to utilize Sign #2 from Volkswagen's prototype sign vendor package, which is nearly 2' shorter than their current ground sign.

Respectfully submitted,

Stephen Gries
Gries Architectural Group, Inc.





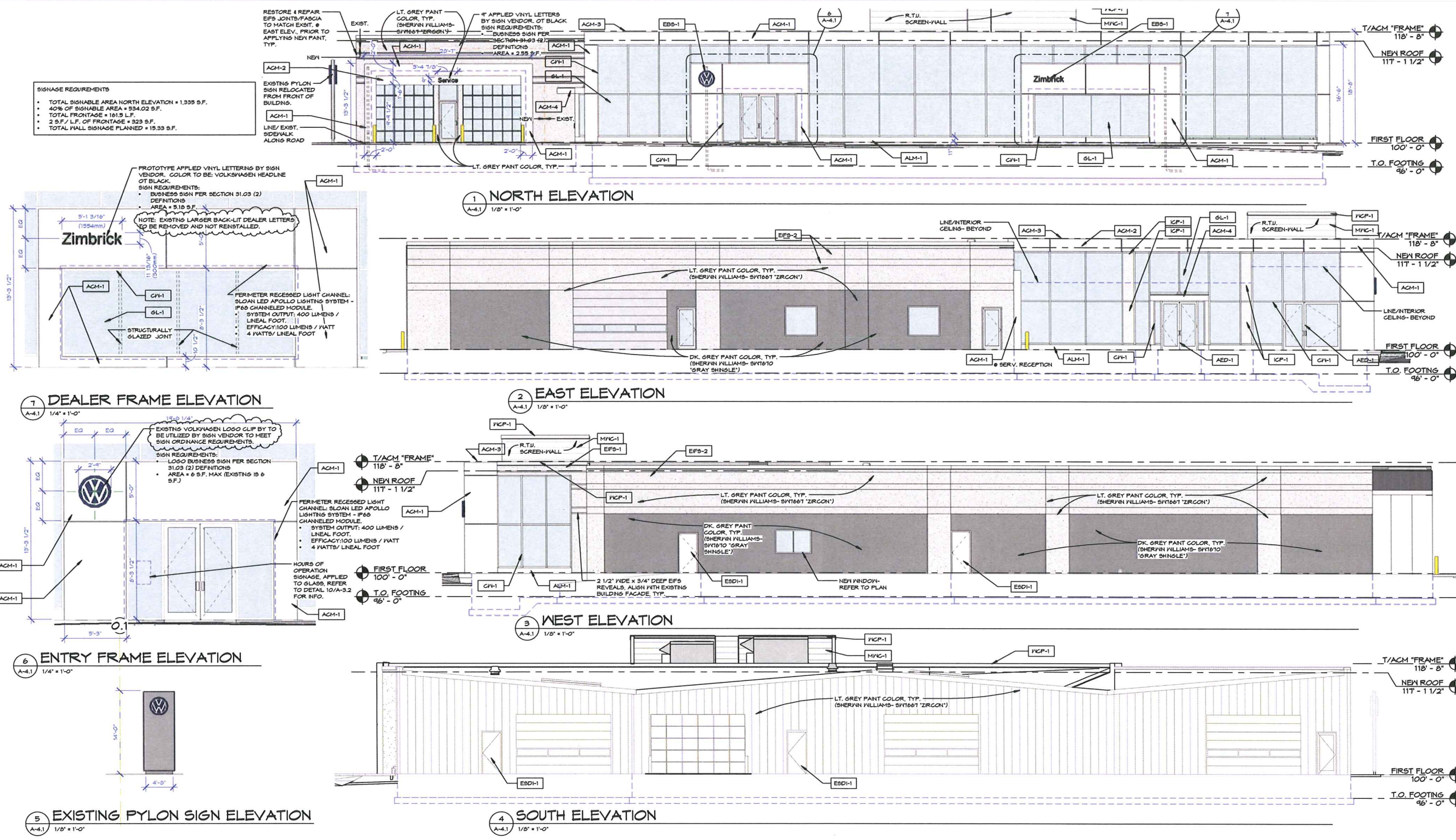


1 SITE PLAN
A-0.1 1" = 20'-0"



A BUILDING ADDITION & RENOVATION FOR:
ZIMBRICK VOLKSWAGEN
MADISON, WISCONSIN

date:	11/16/12
job:	12-085
d. by:	SJT
rev.:	-



- SIGNAGE REQUIREMENTS**
- TOTAL SIGNABLE AREA NORTH ELEVATION = 1,339 S.F.
 - 40% OF SIGNABLE AREA = 534.02 S.F.
 - TOTAL FRONTAGE = 161.9 L.F.
 - 2 S.F./L.F. OF FRONTAGE = 323 S.F.
 - TOTAL WALL SIGNAGE PLANNED = 19.93 S.F.

PROTOTYPE APPLIED VINYL LETTERS BY SIGN VENDOR. COLOR TO BE VOLKSWAGEN HEADLINE OR BLACK. SIGN REQUIREMENTS: BUSINESS SIGN PER SECTION 31.03 (2) DEFINITIONS: AREA = 5.10 S.F. NOTE: EXISTING LARGER BACK-LIT DEALER LETTERS TO BE REMOVED AND NOT REINSTALLED.

PERMETER RECESSED LIGHT CHANNEL: SLOAN LED APOLLO LIGHTING SYSTEM - IP68 CHANNELLED MODULE. SYSTEM OUTPUT: 400 LUMENS / LINEAL FOOT. EFFICACY: 100 LUMENS / WATT. 4 WATTS / LINEAL FOOT.

EXISTING VOLKSWAGEN LOGO CLIP BY TO BE UTILIZED BY SIGN VENDOR TO MEET SIGN ORDINANCE REQUIREMENTS. SIGN REQUIREMENTS: LOGO BUSINESS SIGN PER SECTION 31.03 (2) DEFINITIONS: AREA = 6 S.F. MAX (EXISTING IS 6 S.F.)

HOURS OF OPERATION SIGNAGE, APPLIED TO GLASS, REFER TO DETAIL 10/A-3.2 FOR INFO.

EXTERIOR FINISH KEY NOTES		EXTERIOR FINISH KEY NOTES		EXTERIOR FINISH KEY NOTES		EXTERIOR FINISH KEY NOTES	
KEY NOTE	MATERIAL SUMMARY	KEY NOTE	MATERIAL SUMMARY	KEY NOTE	MATERIAL SUMMARY	KEY NOTE	MATERIAL SUMMARY
ACM-1	ACM PANEL (ALUMINUM COMPOSITE METAL): MANUFACTURER: SOBOTEC COLOR: DAS WHITE, FINISH: 80% GLOSS LOCATION: SHOWROOM FACADE- BUILDING FRAME, ENTRY FRAME, DEALER FRAME, SERVICE FRAME NOTE: OWNER TO DIRECT PURCHASE FRAME FROM SOBOTEC, CONTRACTOR TO HANDLE ALL COORDINATION & DELIVERY, SOBOTEC RESPONSIBLE FOR COMPLETE INSTALLATION.	ACM-4	ACM PANEL (ALUMINUM COMPOSITE METAL): MANUFACTURER: APOLUC OR EQUAL THICKNESS: 4MM COLOR: METALLIC, 5MX SILVER LOCATION: SHOWROOM FACADE- BUILDING FRAME, ENTRY FRAME, DEALER FRAME, SERVICE FRAME	AED-1	ALUMINUM ENTRY DOOR SYSTEM: MANUFACTURER: KAVNEER OR EQUAL COLOR: CLEAR ANODIZED ALUMINUM LOCATION: SHOWROOM FACADES & VESTIBULE	EPS-2	EXISTING EPS-PAINTED: MANUFACTURER: SHERVIN WILLIAMS OR EQUAL COLOR: DARK GREY & LIGHT GREY, AS SELECTED FROM MFR. COLORS LOCATION: EXTERIOR, REFER TO PLANS & ELEVATIONS
ACM-2	ACM PANEL (ALUMINUM COMPOSITE METAL): MANUFACTURER: SOBOTEC COLOR: DAS WHITE, FINISH: 80% GLOSS LOCATION: SHOWROOM FACADE NOTE: OWNER TO DIRECT PURCHASE FRAME FROM SOBOTEC, CONTRACTOR TO HANDLE ALL COORDINATION & DELIVERY, SOBOTEC RESPONSIBLE FOR COMPLETE INSTALLATION.	SL-1	EXTERIOR INSULATED GLAZING: MANUFACTURER: PPG, OR EQUAL STYLE/COLOR: 1" DOUBLE GLAZED (INSUL. UNIT), TEMPERED, CLEAR, LOW-E GLASS (PPG SOLARBAN 60, CLEAR), TYP. LOCATION: ALL NEW EXTERIOR GLAZINGS, REFER TO EXT. ELEV., PLANS, & DOOR SCHED. FOR LOCATIONS & INFO.	ESD-1	EXISTING STEEL DOOR INSUL.-PAINTED: MANUFACTURER: SHERVIN WILLIAMS OR EQUAL COLOR: MATCH ADJACENT BUILDING EXTERIOR COLOR LOCATION: EXTERIOR, REFER TO PLANS & ELEVATIONS. NOTE: TYPICAL AT ALL EXISTING HOLLOW METAL DOORS.	EPS-3	EXTERIOR BUILDING SIGNAGE: MANUFACTURER: PATTON SIGN GROUP ELECTRICAL: INSTALL AS REQUIRED LOCATION: EXTERIOR, REFER TO PLANS & ELEVATIONS
ACM-3	ACM PANEL (ALUMINUM COMPOSITE METAL)- COPING: MANUFACTURER: SOBOTEC COLOR: DAS WHITE, FINISH: 80% GLOSS LOCATION: SHOWROOM FACADE- COPINGS NOTE: OWNER TO DIRECT PURCHASE FRAME FROM SOBOTEC, CONTRACTOR TO HANDLE ALL COORDINATION & DELIVERY, SOBOTEC RESPONSIBLE FOR COMPLETE INSTALLATION.	GN-1	ALUMINUM CURTAINWALL SYSTEM: MANUFACTURER: KAVNEER OR EQUAL (BASIS OF DESIGN KAVNEER 1600-1, WITH REIN. MULLIONS) COLOR: CLEAR ANODIZED ALUMINUM LOCATION: SHOWROOM FACADES	EPS-1	NEW EPS (EXTERIOR INSULATION FINISH SYSTEM): MANUFACTURER: STO TYPE/FINISH STYLE: STO-LIT LOTUSAN 1.5 COLOR: WHITE LOCATION: EXTERIOR, REFER TO PLANS & ELEVATIONS	ALM-1	HEAVY GAUGE ALUMINUM BREAK HTL. TRIM/FLASHING: MANUFACTURER: KAVNEER OR EQUAL COLOR: CLEAR ANODIZED (MATCH CURTAINWALL FRAMES) LOCATION: EXTERIOR, REFER TO PLANS & ELEVATIONS NOTE: ALL JOINTS SHALL BE BUTTED, SET IN SEALANT, WITH BACKER.
						MVC-1	METAL WALL GLAZING- PREFINISHED: MANUFACTURER: UNA-GLAD, BY FIRESTONE BUILDING PRODUCTS STYLE: UC-500, FLUSH PANEL, 12" WIDE, HORIZONTAL INSTALLATION COLOR: BONE WHITE LOCATION: EXTERIOR, REFER TO PLANS, ELEVATIONS, & SECTIONS

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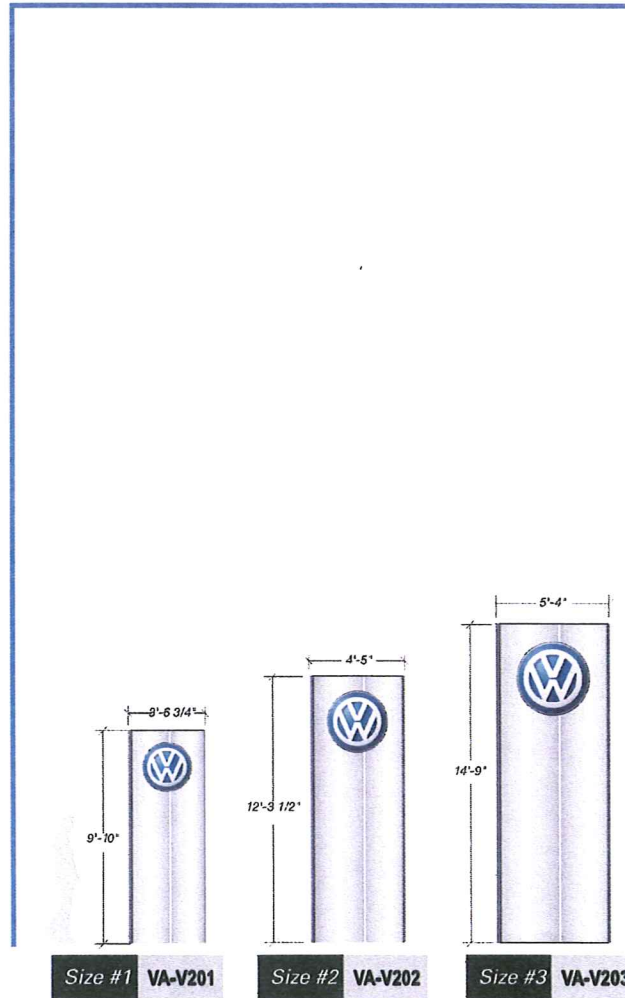
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A BUILDING ADDITION & RENOVATION FOR:
ZIMBRICK VOLKSWAGEN
 MADISON, WISCONSIN

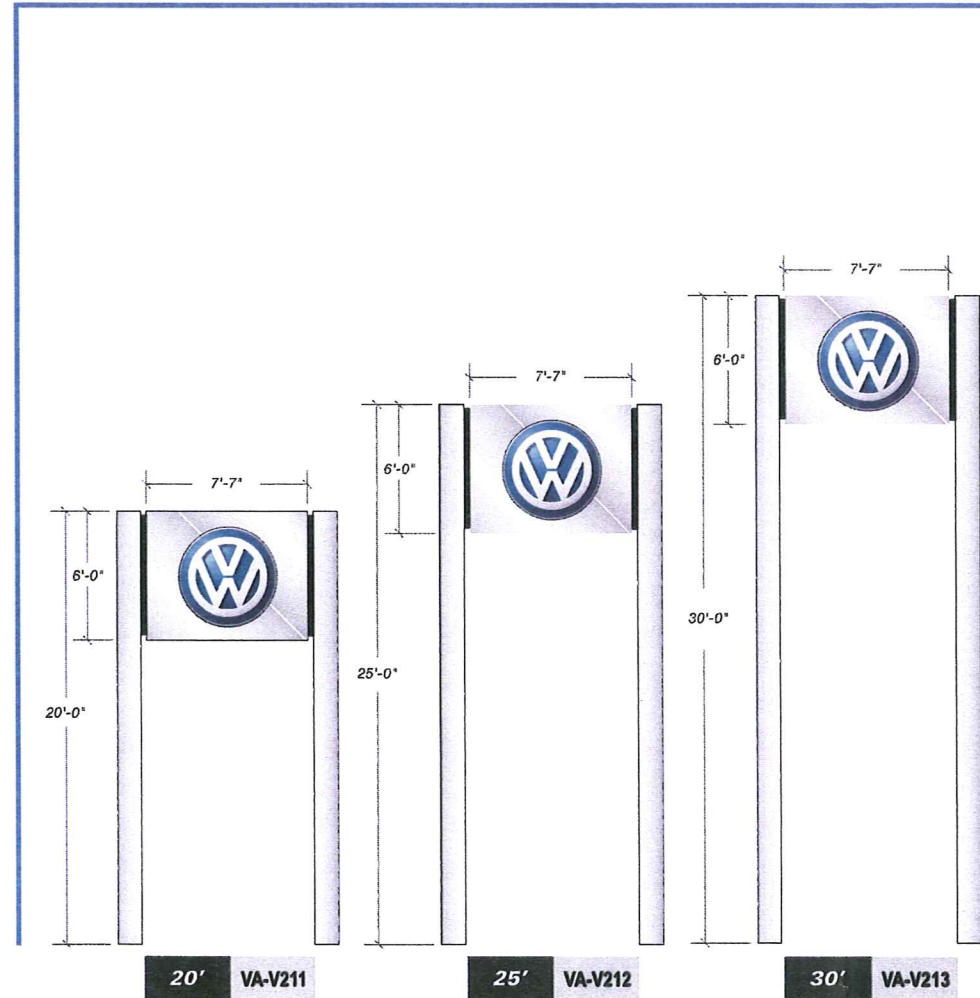
date: 02/01/13
 job: 12-065
 d. by: LCF

rev: --
A-4.1

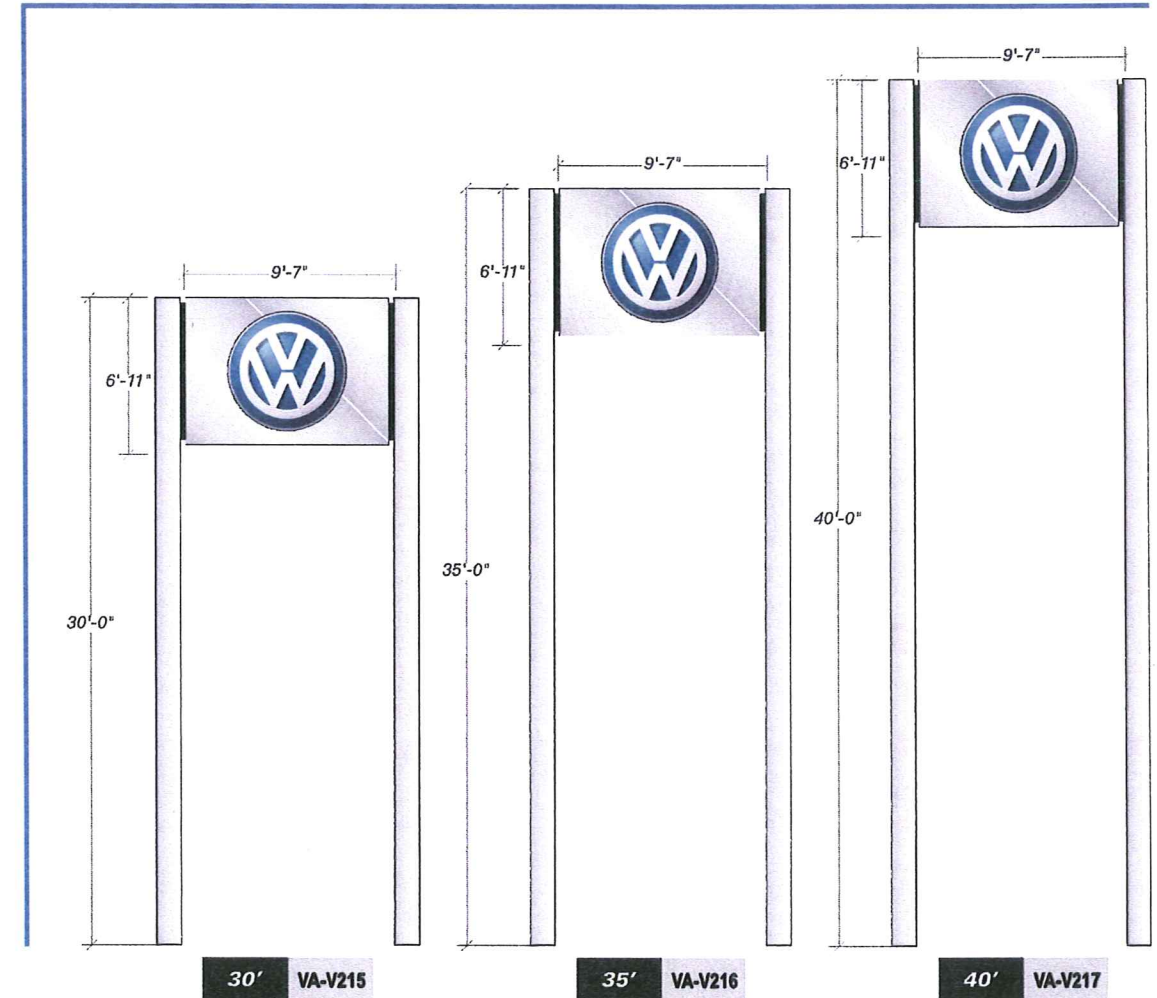
VW Pylon



VW Pylon - Twin Pole - Type B



VW Pylon - Twin Pole - Type C



Prototype Volkswagen

Signage - Pylon Primary - Illuminated

NTS

