

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

| | |
|------------------------------------|---|
| DATE SUBMITTED: <u>6/12/2013</u> | <input type="checkbox"/> Action Requested |
| UDC MEETING DATE: <u>7/10/2013</u> | <input type="checkbox"/> Informational Presentation |
| | <input type="checkbox"/> Initial Approval and/or Recommendation |
| | <input type="checkbox"/> Final Approval and/or Recommendation |

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 5802 ODANA ROAD

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

DON MILLER TIM ASCHER

DAVE MILLER STATE PERMITS INC

5802 ODANA RD MADISON WI

CONTACT PERSON: TIM ASCHER - STATE PERMITS

Address: 319 ELAINES COURT

DODGEVILLE WI 53533

Phone: (608) 319-2096 x110

Fax: (608) 319-2011

E-mail address: time@permits.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.

DON MILLER MAZDA 5802 ODANA ROAD

On April 7th 2010 an application was made to the UDC for a comprehensive design review for approval of the current sign package at this location. We would like to make an alteration to the approved package with the addition of 1 ground sign (Sign C).

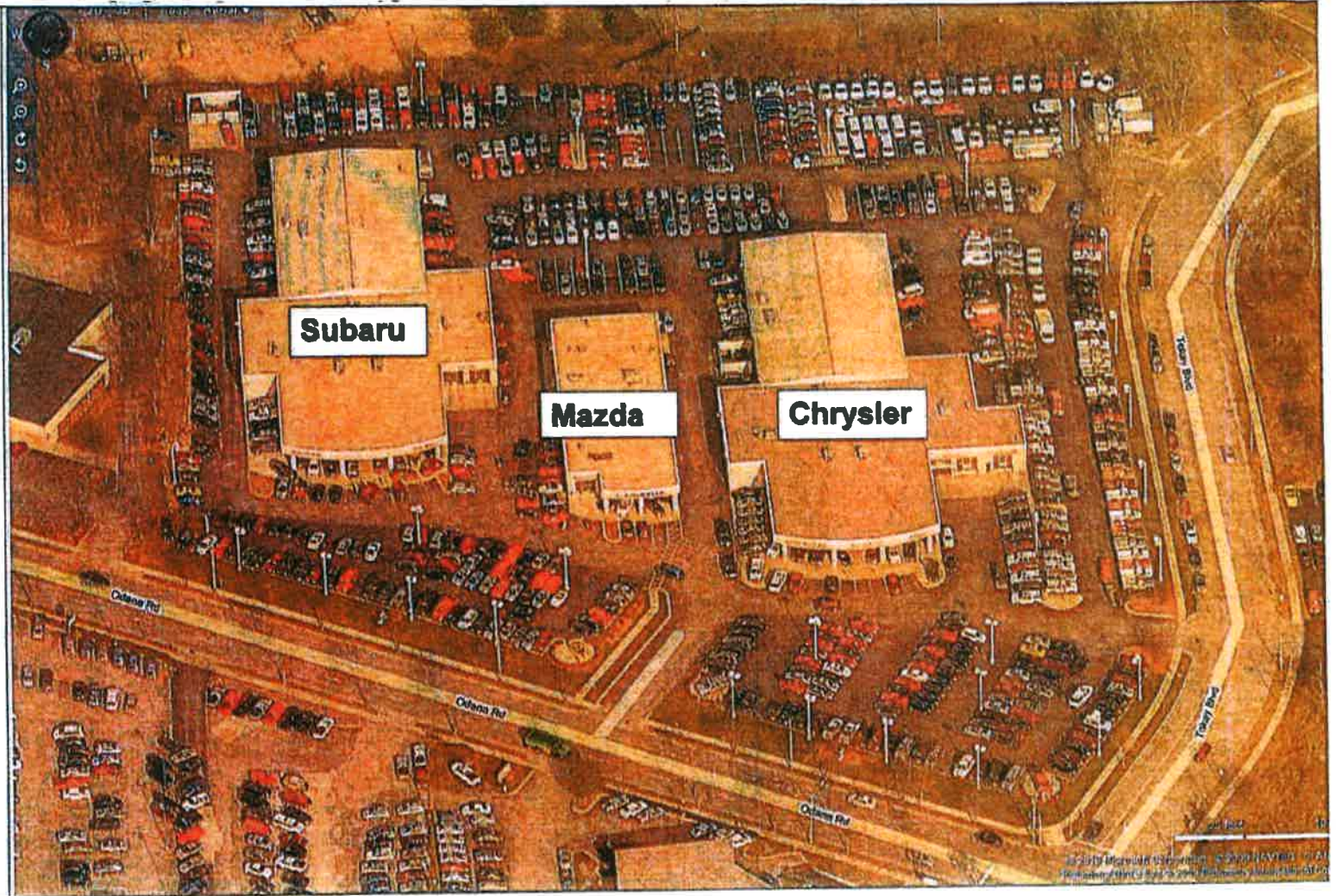
Enclosed is a packet showing the approved sign package with the addition of sign C. This ground sign is consistent with district size requirements of 40sq ft. We would like to request an exception to the number of allowed ground signs from 2 to 3. We would also like to request a setback exception in order for the newly proposed ground sign to be consistent with the existing ground signage.

Comprehensive Design Review Criteria.

- 1.) The revised sign plans will continue to create visual harmony between the signs located on the property. The newly proposed sign C is of the same size and design as the exiting freestanding signs.
- 2.) The newly revised sign plan with the addition of sign C is found necessary in order for customer's to be aware of the sale of the Mazda brand from the right of way without referring to the building signage.
- 3.) The sign plan does not violate the purposes described in sec 31.02 (1) and 33.24(2). The newly proposed sign C directly addresses (a) of sec 31.02 of chapter 31 of the sign control ordinance. The newly proposed sign C will enable the public to locate goods ie the sale of the Mazda brand without difficulty or confusion.
- 4.) The newly proposed sign C meets the minimum construction standards of 31.05(5)
- 5.) The newly proposed sign C meets the general regulations for advertising under section 31.11
- 6.) Each element of the revised sign plan meets the below criteria.
 - a. A. The newly proposed sign C does not present a hazard to vehicular or pedestrian traffic.
 - b. The newly proposed sign will not obstruct views of ingress and egress.
 - c. The newly proposed sign will not obstruct the visibility of existing signage.
 - d. The newly proposed sign does not negatively impact the visual quality of public or private open space
- 7.) The sign plan only encompasses signs on private property of the zoning lot and building in question.

Additional notes:

We are requesting to exceed the number of ground signs stated in sec 31.08(2) (a) from 2 to 3. The reason for this request is the customer is required to reference the building wall signage in order to be aware that the Mazda brand is available at this lot. Due to the nature of the request of 1 additional ground sign we would also like to request a size increase to table 3 of sec 31.15 in order to allow the newly proposed sign C.



Overall site – aerial view

P4

TOKAY ST BOULEVARD ST

CHRYSLER
JEEP
DODGE
RAM

MAZDA

SUBARU

"SERVICE" & "QUICK LUBE"
SIGNS TO REMAIN

SIGN K
SIGN H
SIGN I
SIGN J
SIGN G

NO CHANGES

CHANGE "SERVICE" FROM
RED TO BLUE LETTERS

SIGN F
SIGN E
SIGN D

GROUND SIGN B

GROUND SIGN C
(NEWLY PROPOSED)

GROUND SIGN A

ROAD

ODANA

SITE PLAN

1" = 30'



25

Don Miller
5802 Odana Road

Ground signs

3 signs proposed:

Maximum number of ground signs per sign ordinance: 2
Maximum number of ground signs per UDD #3: 2

Maximum height of ground signs per sign ordinance: 18'
Maximum height of ground signs per UDD #3: 10'

| |
|---|
| Misc. info: 5802 Odana - UDD #3 30 mph posted speed limit 4 lanes of traffic |
|---|

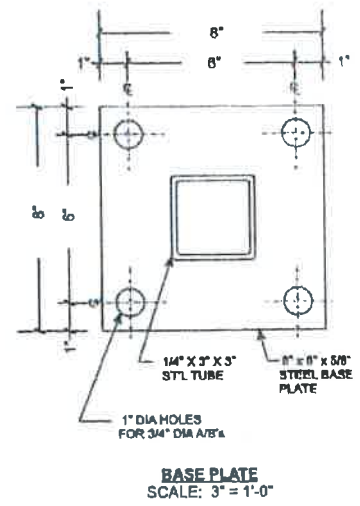
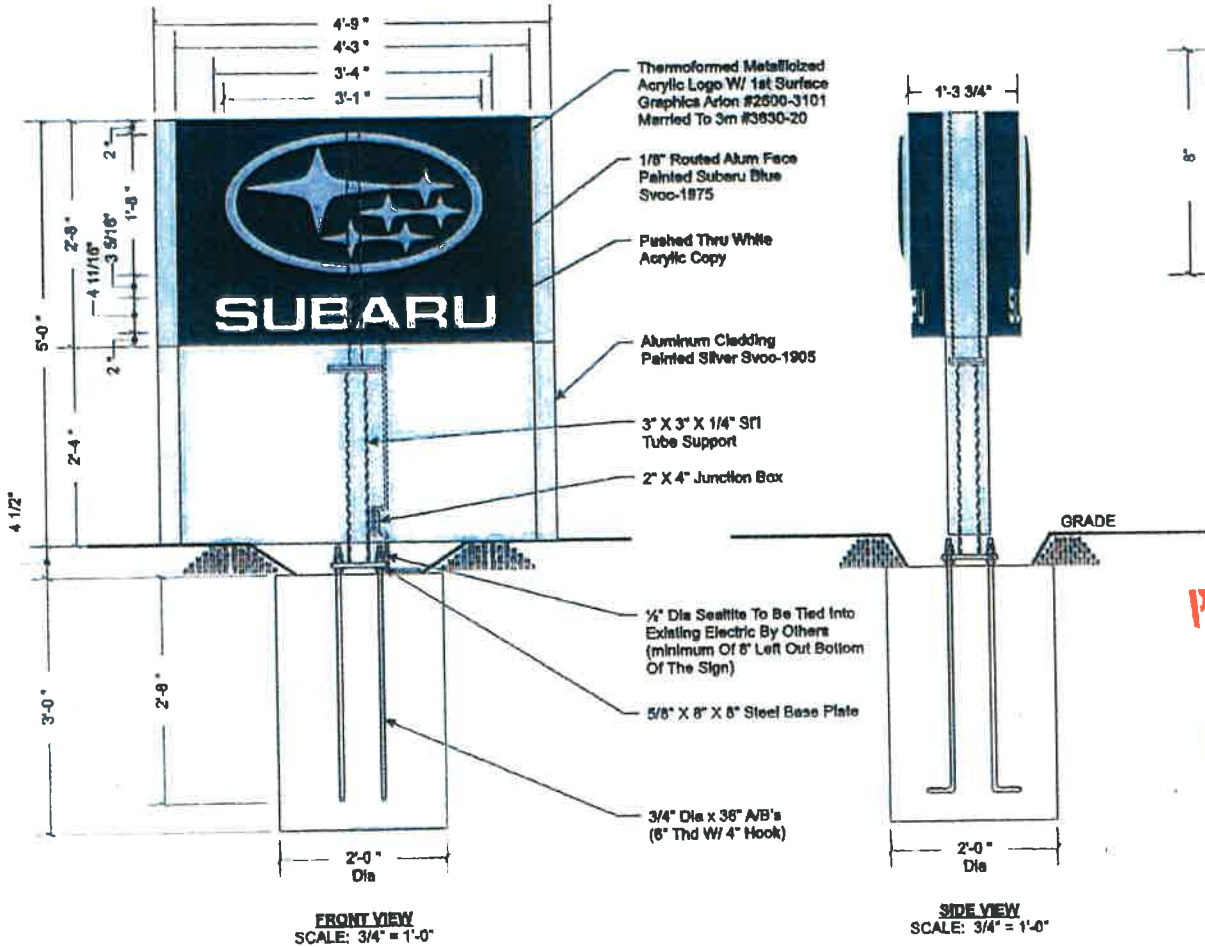
| Sign # | Description | Area proposed | Area allowed - sign ordinance | Area allowed - UDD #3 | Setback proposed | Setback allowed - sign ordinance | Setback required - UDD #3 |
|--------|---------------------|--------------------|-----------------------------------|-----------------------|------------------------|----------------------------------|---------------------------|
| | | total - both sides | | | | | |
| A | Subaru ground sign | 107 47.6 | | | existing base at 9'-0" | 0 | 20' |
| B | Chrysler/Jeep/Dodge | 38.25 38.25 | | | existing base at 8'-1" | 0 | 20' |
| C | MAZDA | 78 39 | | | 11'-3" FROM SIDEWALK | 0 | 20' |
| | total area | | 80 sq. ft. total for 2 side signs | 40 sq. ft. | | | |
| | | 223.25 / 111.625 | | | | | |

✎ REVISIONS IN BLUE ✎

16

NO CHANGE

ENGINEERING SHOP
VINYL / LAYOUT
ROUTING / KNIFE



PERMITS ONLY

ELECTRICAL LOAD
(1.5) Amps @ 120 Volts
ELECTRICAL REQMT'S
(1) 20 Amp/120 Volt Circuits

- STANDARD MONUMENT NOTES:**
1. Sufficient Primary Circuit in Vicinity Of Sign By Others.
 2. Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
 3. Sign Shall Be U.L. Listed.
 4. Soil Assumed To Be Medium Clay, Or Better, With Minimum Soil Bearing Capacity Of 2,500 PSF.
 5. Concrete 2,500 PSI @ 28 Days.
 6. Reinforcing Steel Shall Be ASTM A615 GR-40.
 7. Structural Steel Shall Be ASTM A36.
 8. All Welds Shall Conform To A.W.S Standards.
 9. This Sign has been Designed with the Criteria as set forth in the IBC 2009. The Design Meets or Exceeds those Requirements for the Geographical Location in Which It is to be Erected.

Philadelphia Sign COMPANY
 707 West Spring Garden Street
 Halmyna, New Jersey 08065
 Phone 910 219 1100
 Fax 910 219 1349
 Email us at phil@philsign.com

CUSTOMER:
SUBARU

JOB NUMBER:
SUB14777

SIGN TYPE:
M13 Monument

LOCATION:
230 Auto Center Court
Modesto, CA 95356

DATE:
09/21/09

DRAWN BY:
JLTH

REVISION:
 Number: 1 Date: 08/30/09 By: JLTH

SHEET: SHG DEPT
1 OF 1

DWG NUMBER:
B-35628

ENGINEER SEAL:

MAX DESIGN WIND SPEED 80 MPH
 MAX DESIGN WIND LOAD 30 LB/SQ. FT.
 EXPOSURE C

THIS IS AN UNCONTROLLED DOCUMENT
 CREATED BY PHSC. IT IS SUBMITTED FOR YOUR
 PERSONAL USE IN CONNECTION WITH A PROJECT
 BEING PLANNED FOR YOU BY PHSC. IT IS NOT TO
 BE SHOWN TO ANYONE OUTSIDE YOUR
 ORGANIZATION NOR IS IT TO BE USED, COPIED,
 REPRODUCED, OR EXHIBITED IN ANY MANNER

Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

PL

2

GROUND SIGN (B)

51-44991 | Don Miller CJD | 5822 Odana Rd. | Madison, WI 53719



SIGN DETAIL

**CHRYSLER-JEEP-DODGE
CUSTOM FACE**
W/ FIVE STAR PANEL GRAPHICS

Square Footage

19.1 ft²

Sign Cabinet & Retainer

Construction: Aluminum
Colors: Black

Cladding

Construction: Aluminum
Color: Black
Reveal Color: Black

Sign Face

Construction: Panned Formed Polycarbonate Plastic
w/Screened Decoration
Color: Opaque

Appendage

Color: Black
Five Star graphics for Certified NAFTA Dealers only

Chrysler Badge

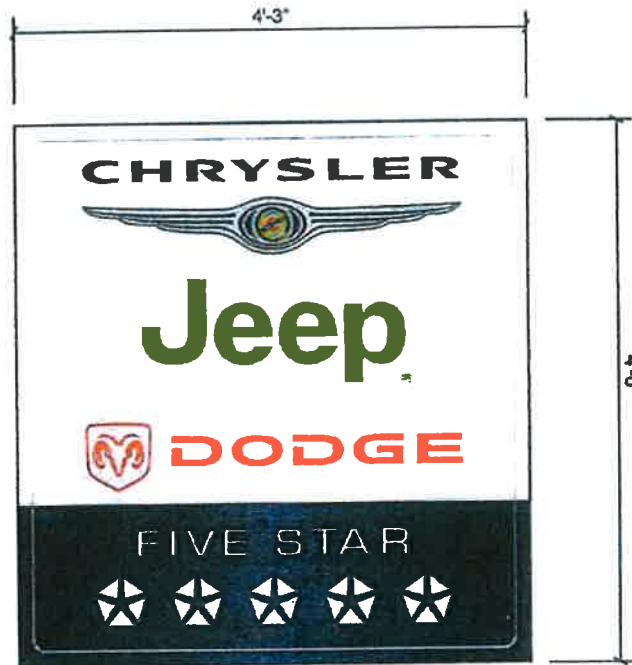
Construction of Letters: Formed Letters
Color of Letters: Black
Construction of Badge: Metalized Formed Badge
Color of Badge: Gold PMS 402
Beige PMS 124
Red PMS 873
Blue PMS 485
PMS 287

Jeep Badge

Construction: Formed Letters
Color: Jeep Translucent Green PMS 371

Dodge Badge

Construction: Formed Letters
Color: Translucent Red PMS 485



Note: Proposed sign to have a non-illuminated background, or an opaque (zero light transmission) background, only the text and logos shall illuminate.

(P8)

NO CHANGE



City of Madison

Legislative File ID 17567

display
original
version

print

email

Type: **Miscellaneous** Status: **Final**
 Enactment Date: Enactment No.:
 Title: **5802 Odana Road - Comprehensive Design Review/Street Graphics Variance and Minor Facade Renovations in UDD No. 3, 19th Ald. Dist.**

Controlling Body: **URBAN DESIGN COMMISSION**
 Introduced: **2/23/2010** Version: **1**
 Final Action: **4/7/2010** Contact: **jcleveland@cityofmadison.com**
 Name:
 Extra Date 1:
 Requester:
 Sponsors:

Attachments: Legislative File Text
 5802OdanaPlans031710.pdf
 5802OdanaPlans040710.pdf
 5802OdanaReport031710.pdf
 5802OdanaReport040710.pdf

Legislative History

| Date | Acting Body | Action Taken | Motion |
|--|-------------------------|---|--------|
| 3/17/2010 | URBAN DESIGN COMMISSION | A motion was made by Barnett, seconded by Rummel, to Refer to the URBAN DESIGN COMMISSION. The motion passed by voice vote/other. | Pass |
| <p><i>Notes: The motion for referral required address of the following: · The three ground signs should be looked at to be consistent in size and height with an alternative provided for the pylon sign (Don Miller) to show size and extent if conforming to all requirements of Urban Design District No. 3. · The use of alucabond on the Subaru building should wrap around to be on both perpendicular sides fully or at a minimum of 10-15 feet. · Look at spacing and scale of signs on the Chrysler building as well as that of the Subaru and Don Miller wall signage to be consistent with the above stated comments. · Provide landscaping around base of all ground signs and fill wall signage as it appears with the curvature and warp of the existing front façade of both buildings.</i></p> | | | |
| 4/7/2010 | URBAN DESIGN COMMISSION | A motion was made by Rummel, seconded by Smith, to Grant Final Approval. The motion passed by voice vote/other. | Pass |
| <p><i>Notes:</i></p> | | | |

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AGENDA # 5

City of Madison, Wisconsin

| | |
|--|--|
| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: April 7, 2010 |
| TITLE: 5802 Odana Road – Comprehensive Design Review/Street Graphics Variance and Minor Façade Renovations in UDD No. 3. 19 th Ald. Dist. (17567) | REFERRED: REREFERRED: REPORTED BACK: |
| AUTHOR: Alan J. Martin, Secretary | ADOPTED: POF: |
| DATED: April 7, 2010 | ID NUMBER: |

Members present were: Bruce Woods, Richard Slayton, Dawn O’Kroley, Todd Barnett, John Harrington, Jay Ferm, Marsha Rummel, Richard Wagner, Mark Smith and Ron Luskin.

SUMMARY:

At its meeting of April 7, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review/Street Graphics Variance located at 5802 Odana Road. Appearing on behalf of the project were Jim Triatik and David Miller. Triatik and Miller presented elements of the revised plans highlighting the following:

- Elimination of the third ground sign featuring “Don Miller.”
- A reduction in the size of the “Subaru” ground sign to be the same size as the “Chrysler, Jeep and Dodge” ground sign.
- A reduction in the “Subaru” wall sign to match the size and scale of the “Don Miller” wall signage on the same side, as well as the “Subaru” logo.
- The extension of alucabond along both full sides on the upper façade of the building.
- On the “Chrysler” building, a reduction to the size of the wall sign featuring “Don Miller,” as well as a reduction and a graphic redo of each of the accessory signage on the front side (branding) reduced and recentered in relationship to the underlying columns, twenty-nine inches maximum height.

Following the presentation the Commission noted the following:

- Pleased with changes, very appropriate.
- Nice changes, question justification of the wall signage on the façade; as a follow-up it was suggested to be slightly lower where the “Dodge” portion of the wall sign seems quite small.
- Appreciate the level of detail within the application packet relevant to tables and graphics.

ACTION:

On a motion by Rummel, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).