



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

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

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

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>November 19, 2015</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>January 13, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 3722 Commercial Ave.
Project Title (if any): Kriete Truck Center New Signage to Incorporate Name Change

2. This is an application for (Check all that apply to this UDC application):
 New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

B. Signage:

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

Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Kelli Lax
Street Address: 505 Lawrence Drive, De Pere WI 54115
Telephone: (920) 676-7757 Fax: ()

Company: Creative Sign Company
City/State: De Pere WI Zip: 54115
Email: Kelli@greenbaysigns.com

Project Contact Person: Kelli Lax
Street Address: 505 Lawrence Drive, De Pere WI 54115
Telephone: (920) 676.7757 Fax: ()

Company: Creative Sign Company
City/State: De Pere WI Zip: 54115
Email: kelli@greenbaysigns.com

Project Owner (if not applicant): Kriete Truck Center
Street Address: 2090 Mid Valley Drive, De Pere WI
Telephone: (920) 338-8401 Fax: ()

City/State: De Pere WI Zip: 54115
Email: dschill@kgtruck.com

A pre-application meeting with staff is required prior to filing any Urban Design Application. Please contact UDC staff at (608) 266-4635 to schedule a pre-application meeting.

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Matth Tucker on 11/18/15.
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Kelli Lax Relationship to Property Sign Consultant

Authorized Signature *Kelli Lax* Date November 19, 2015



Creative Sign Co.
505 Lawrence Dr.
De Pere, WI 5411
920.336.8900
www.greenbaysigns.com

November 18, 2015

Mr. Al Martin
Urban Design Commission
City of Madison
215 Martin Luther King Jr. Blvd.
Room LL-100
Madison WI 53701.2985

Re: Sign Variance Request - Kriete Truck Center - 3722 Commercial Ave., Madison WI

Dear Mr. Martin:

On behalf of Kriete Truck Center, due to a recent name change, we would like to request a variance to increase the allowed square footage for wall signage.

In an effort to maintain their corporate specifications as well as identify the brands they sell, it is imperative that the signs be visible as well as have some separation between the Kriete logo/name and branding of what they offer. With the dual branding Kriete is required to display the Mack logo on the left and the Volvo to the right, with Kriete Truck Center being in the middle as shown.

If the identities are moved closer together, it will blur the images and they won't stand apart, which is very important, as Mack is competing with Volvo. Also, there would be a lot of white "dead space" on the façade and not very aesthetically pleasing. That being said, the layout we are presenting is very balanced and aesthetically pleasing.

The other hardship is the area where the signage historically was placed is very limited, the building is set off the road, and with the concrete barricades/borders along Hwy 30 it makes it very difficult to see the signage, so size is very important. Currently the overall square footage we are requesting is 132.13 SF, 94.4 SF is what is allowed based on the ordinance.

However, again, because of the unique building structure, it only allows 30% of the façade of 5'-4" x 59'. Making it very difficult comply and have the sign be visible. The signage we are proposing would still be less than the variance regulation of 50% greater net area per Sec. 33.24(4)(e)3. Also, the 55 mph Speed Limit of adjacent roadway makes the signs difficult to see. As well as, the sign face is about 200' from westbound centerline of road and 260' from the eastbound centerline of road.

On a side note, in the most recent major renovation, Kriete Truck Center removed a large billboard as well.

The signage will be externally illuminated just as the previous signage was. We are confident the new signage will be well proportioned for the size of building and best represent Kriete Truck Center and the product they offer.

Thank you in advance for your time and consideration, it is greatly appreciated!

Sincerely,

Kelli Lax
Senior Sign Consultant

7:00 AM

RECEIVED

NOV 20 2015

CITY OF MADISON
BUILDING INSPECTION

RECEIVED

NOV 20 2015

CITY OF MADISON
BUILDING INSPECTION



CLIENT: KRIETE TRUCK CENTER

LOCATION: 3722 COMMERCIAL AVE, MADISON, WI

DRAWN BY: BILL V

SALESPERSON: KELLI LAX

DATE: 09/22/15

DESIGN #: D9404

PAGE: 1

REVISION LOG: INTL DATE DESCRIPTION

BV 09/29/2015 LOGO PANELS/LOCATION

FLATCUT LETTERS

QUANTITY: 1 SET

MATERIAL: 2" HDU

LIGHTING: NON-ILLUMINATED

MOUNTING: STUD MOUNTED FLUSH TO WALL

INSTRUCTION: CREATIVE SIGN COMPANY TO
PRODUCE AND INSTALL

ESTIMATING SIZING:

AREA: 42 SQ FT

COLORS:

■ P-1 MATCH PMS P113-13C BLUE

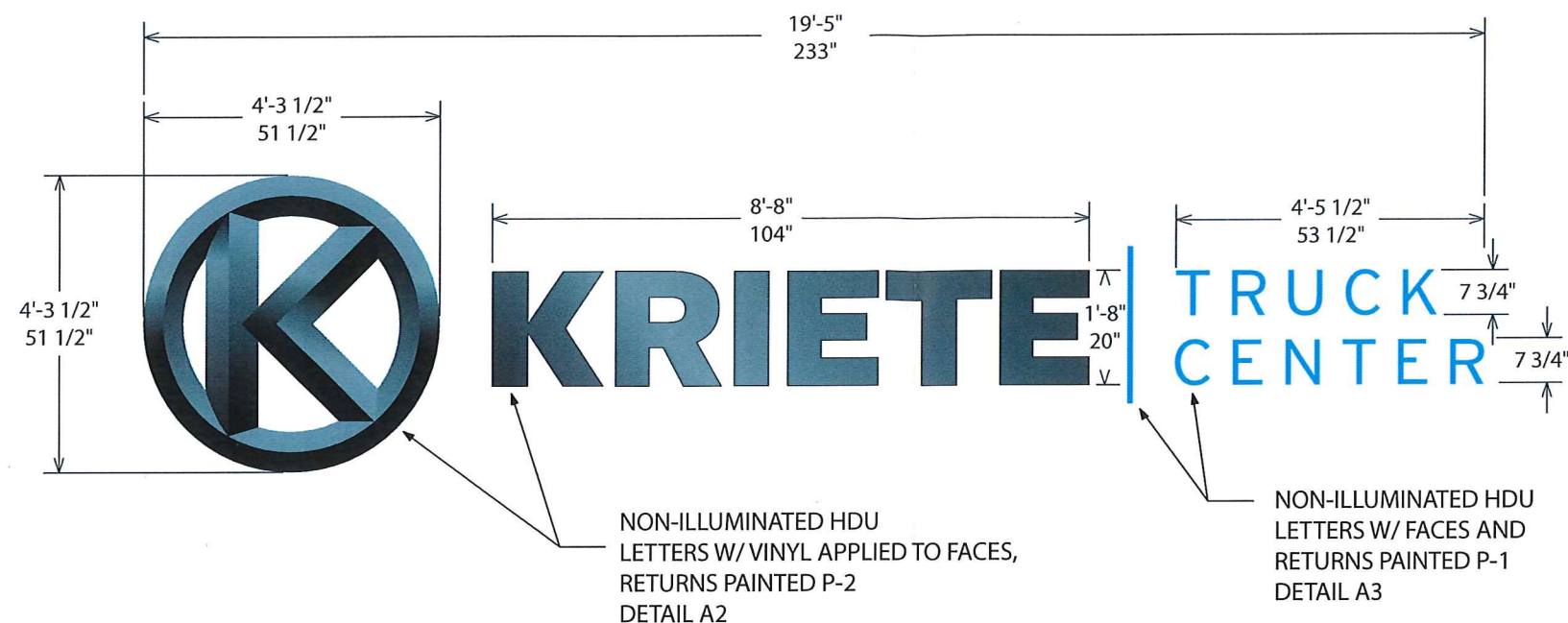
■ P-2 BLACK

■ V-1 DIGITAL PRINT

CUSTOMER SIGNATURE FOR DESIGN APPROVAL:

DATE

A
1 **DIMENSIONAL LETTERS**
SCALE: 3/8" = 1"



FLAT CUT SIGNAGE,
SEE PAGE 2

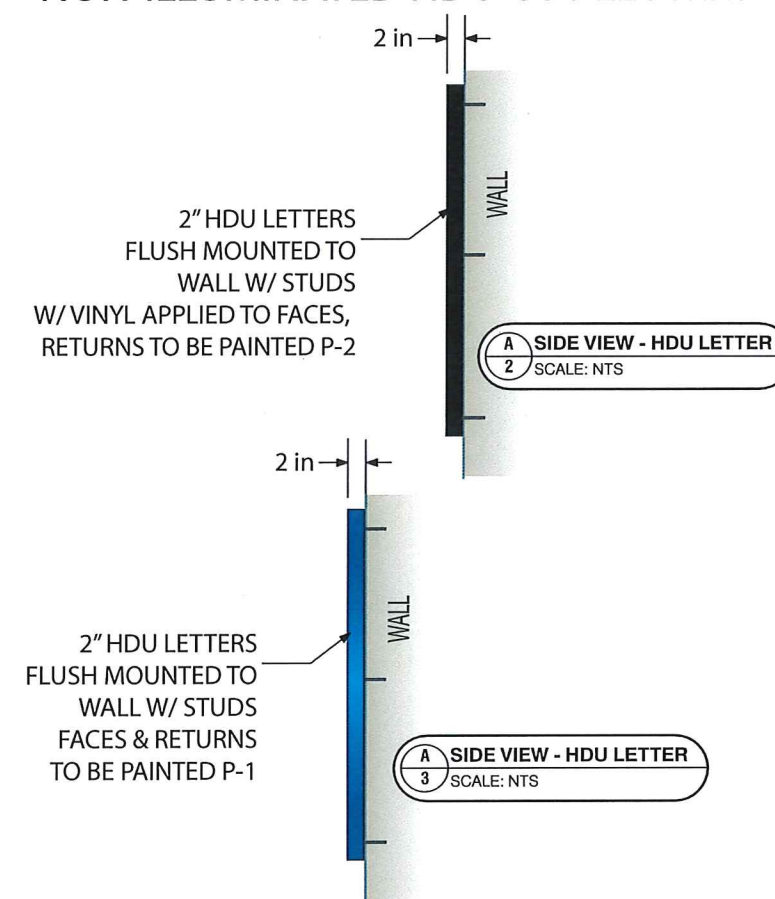
A
4 **PROPOSED VIEW**
SCALE: 3/32 = 1"



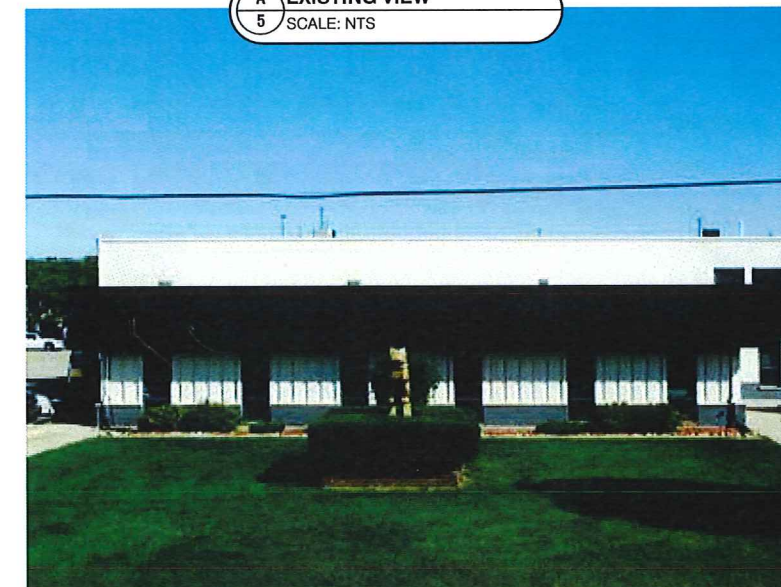
CONCEPTUAL DRAWING ONLY - NOT FOR FABRICATION PURPOSES (SIZES ARE APROX)

LOGO SIGNAGE: OPT 1

NON-ILLUMINATED HDU CUT LETTERS



A
5 **EXISTING VIEW**
SCALE: NTS



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CLIENT: KRIETE TRUCK CENTER

LOCATION: 3722 COMMERCIAL AVE, MADISON, WI

DRAWN BY: BILL V

SALESPERSON: KELLI LAX

DATE: 09/29/15

DESIGN #: D9404

PAGE: 2

REVISION LOG: INTL DATE DESCRIPTION

BV 11/02/2015 OVERALL HEIGHT

FLATCUT LETTERS

QUANTITY: 2 (1 EACH)

MATERIAL: .125" DIBOND

LIGHTING: NON-ILLUMINATED

GRAPHICS: CUT VINYL (MACK)

DIGITAL PRINT 1ST SURFACE (VOLVO)

VINYL: PREMIUM WITH LAM

FONT: LOGOS

MOUNTING: FLUSH TO WALL (BLOCK WALL)

INSTRUCTION: CSC TO PRODUCE AND INSTALL.

ESTIMATING SIZING:

PERIMETER: 00 INCHES

AREA: 00 INCHES SQ

COLORS:

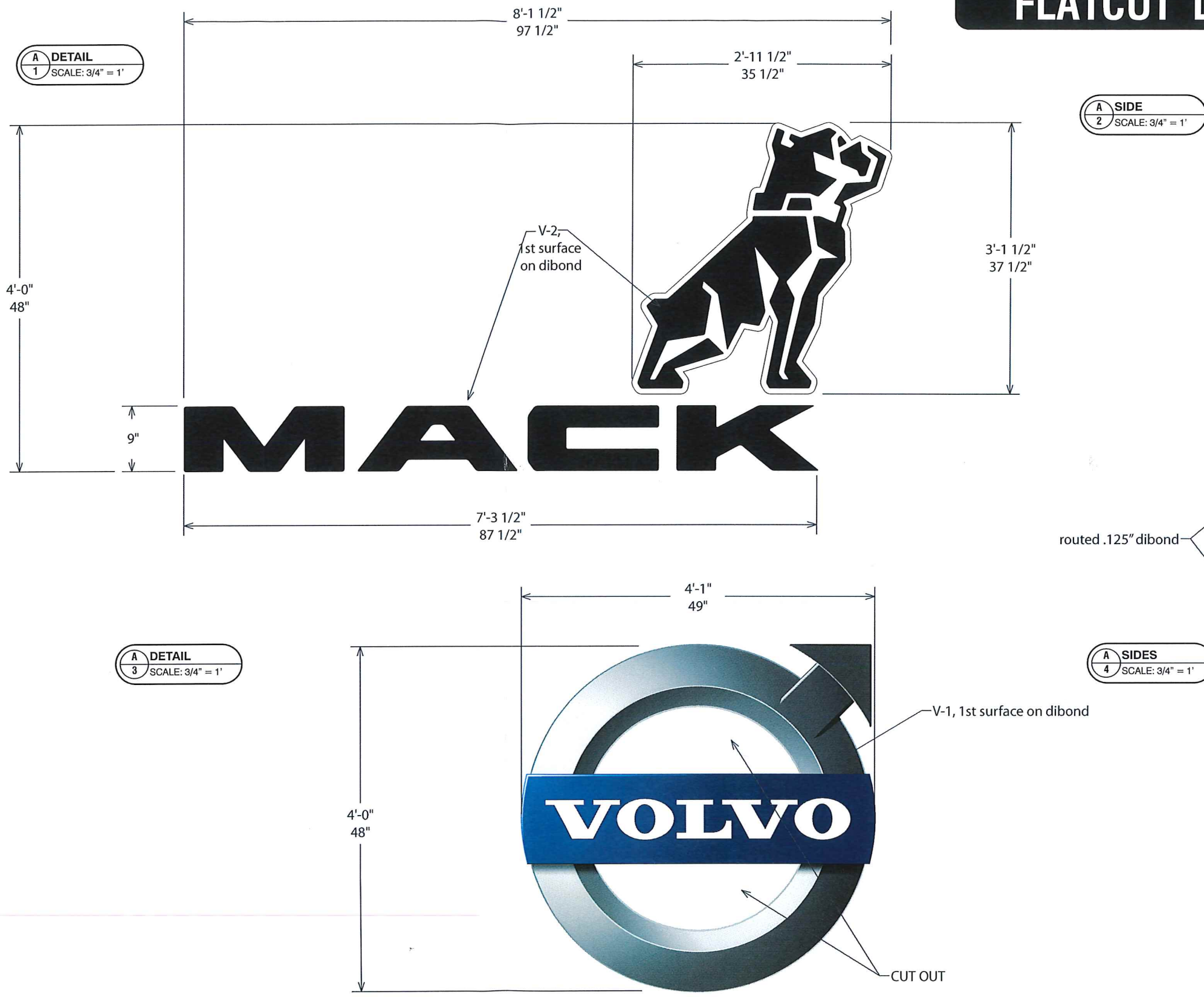
V-1 DIGITAL PRINT

V-2 951-070 OR SIMILAR

CUSTOMER SIGNATURE FOR DESIGN APPROVAL:

DATE

FLATCUT LOGOS: OPT 1



CONCEPTUAL DRAWING ONLY - NOT FOR FABRICATION PURPOSES (SIZES ARE APPROX)

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