

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_  
**Legistar #** 94053

DATE SUBMITTED: <u>4-17-13</u>	<b>Action Requested</b>
<i>PLEASE CALL →</i>	<input type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>5-8, 2013</u>	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

**PLEASE PRINT!**

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PROJECT ADDRESS: 5739 TOKAY BLVD  
 ALDERMANIC DISTRICT: 19  
 OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
DON MILLER GROUP JIM TRIATIK  
- DAVE MILER SULLIVAN DESIGN BUILD  
5802 ODANA RD. MADISON 53719  
 CONTACT PERSON: JIM TRIATIK - SULLIVAN DESIGN BUILD  
 Address: 1314 EMIL ST  
MADISON WI 53713  
 Phone: 297-2289  
 Fax: 297-2906  
 E-mail address: Jim@KFSULLIVAN.COM

- CITY OF MADISON**
- APR 17 2013  
12:55 PM  
Planning & Community  
& Economic Development
- 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)

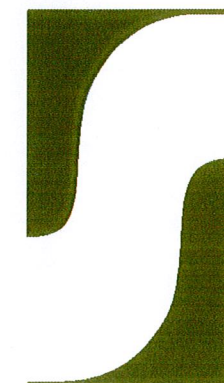
Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



**SUBMITTAL TO:**  
CITY OF MADISON  
URBAN DESIGN COMMISSION  
FINAL PRESENTATION

**TYPE OF PROJECT:**  
FIAT SIGNAGE  
5739 TOKAY BLVD.

**SUBMITTED:**  
4/17/2012



**Sullivan**  
designBUILD

TEL: 608.257.2289



April 17, 2013

**Letter of Intent for a new Don Miller – Fiat – signage package  
5739 Tokay Blvd.**

Dear Urban Design Commission Members,

The Don Miller automotive group would like approval for signage of the recently approved Fiat Dealership on their lot on Tokay Boulevard. This is the same lot as their new body shop, completed in the summer of 2012. This lot is also across the street from their existing Odana Road facilities, which comprises of three separate buildings for Subaru, Mazda, and Chrysler. The lot was zoned C3L, abutting other C3L lots. It is in Urban Design District 03.

Our Project team includes:

Architect: Tom Knoop / Jim Triatik of Sullivan Design Build  
General Contractor: Sullivan Design Build  
Landscape Architect: Bruce Company  
Storm Water Management: Quam Engineering, L.L.C.

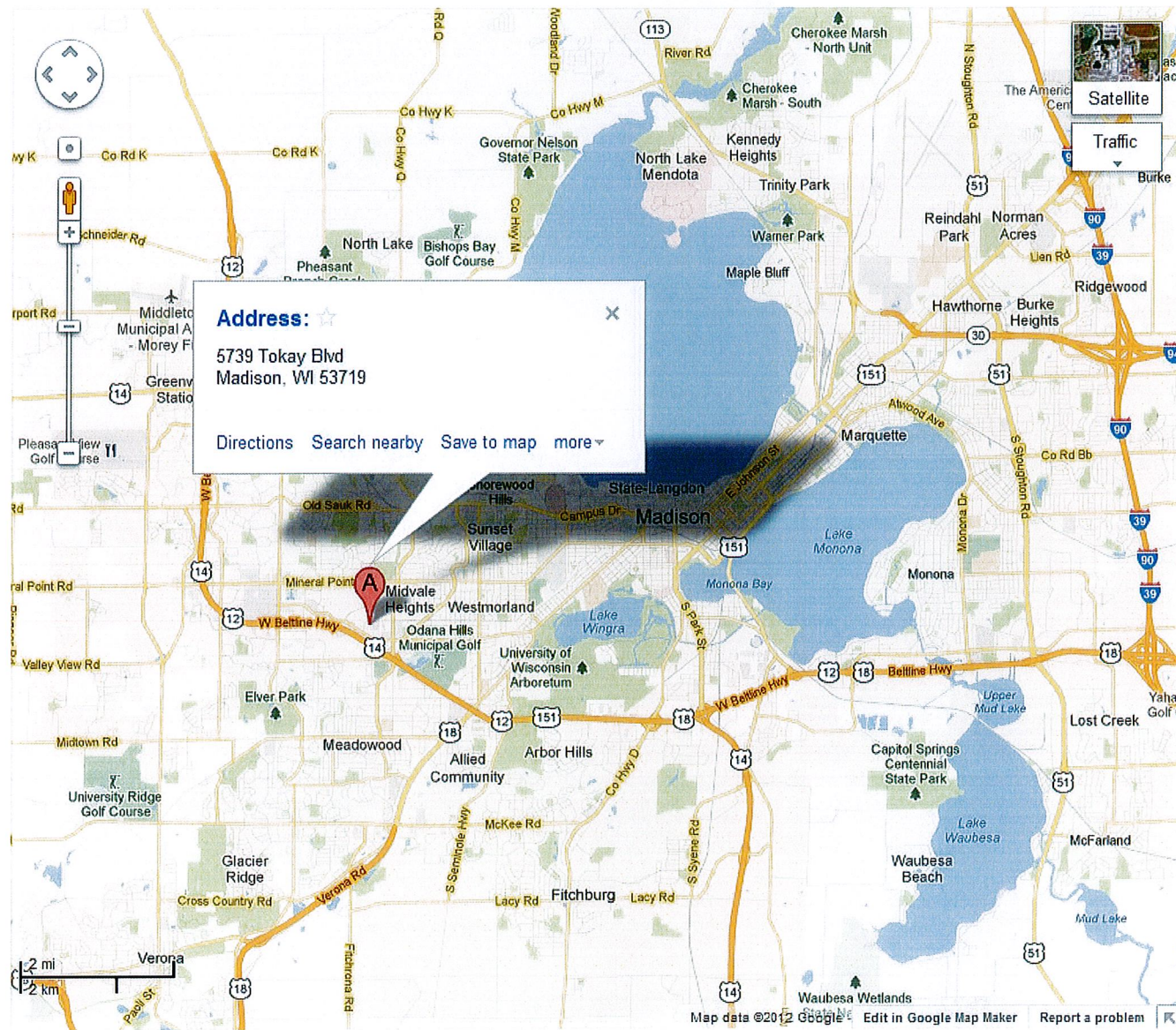
The timeline for the project will be approximately six months, with completion of construction in the summer of 2013.

If you should require additional information, please contact me at 257-2289.

Sincerely,  
**Sullivan designBUILD**

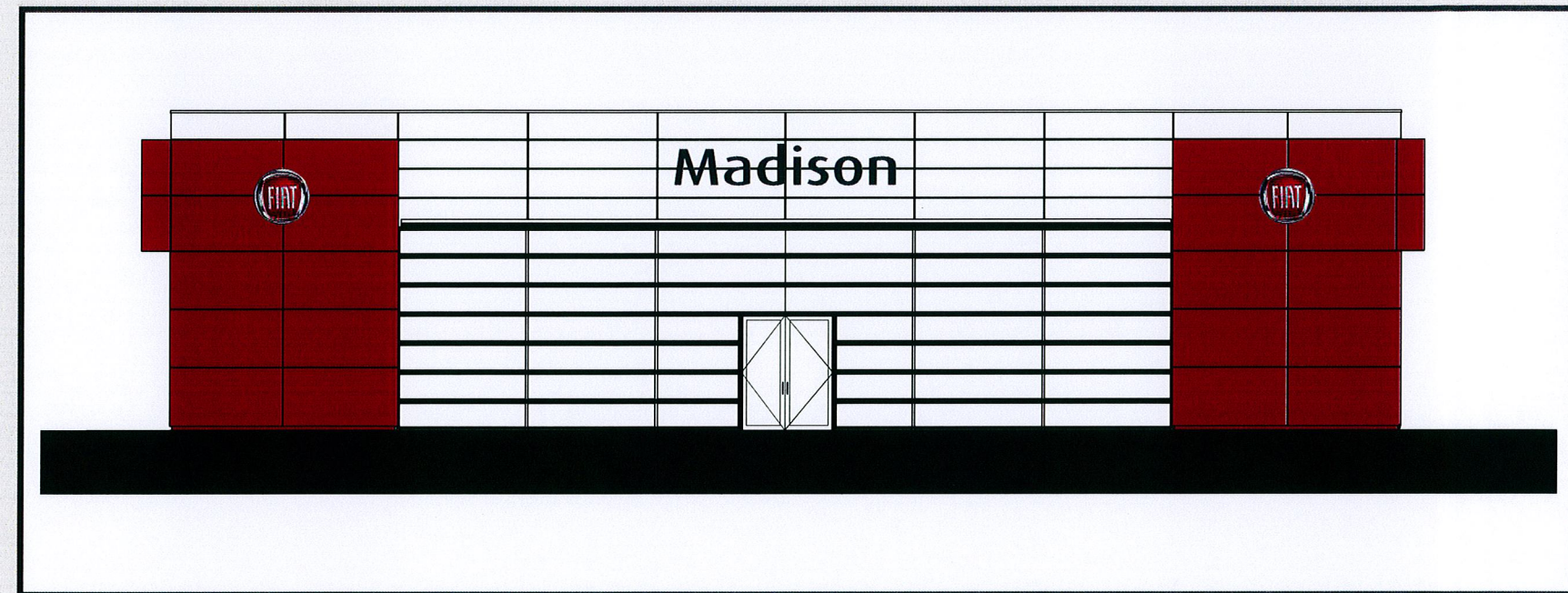
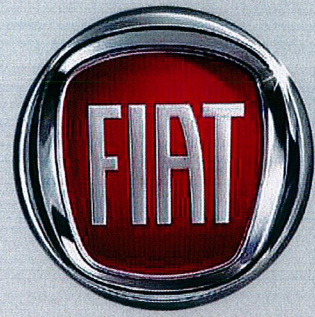
James M. Triatik, A.I.A.  
Vice President / Project Architect

**Locator Map for a new Don Miller - Fiat  
5739 Tokay Blvd.**



**Locator Map for a new Don Miller - Fiat  
5739 Tokay Blvd.**

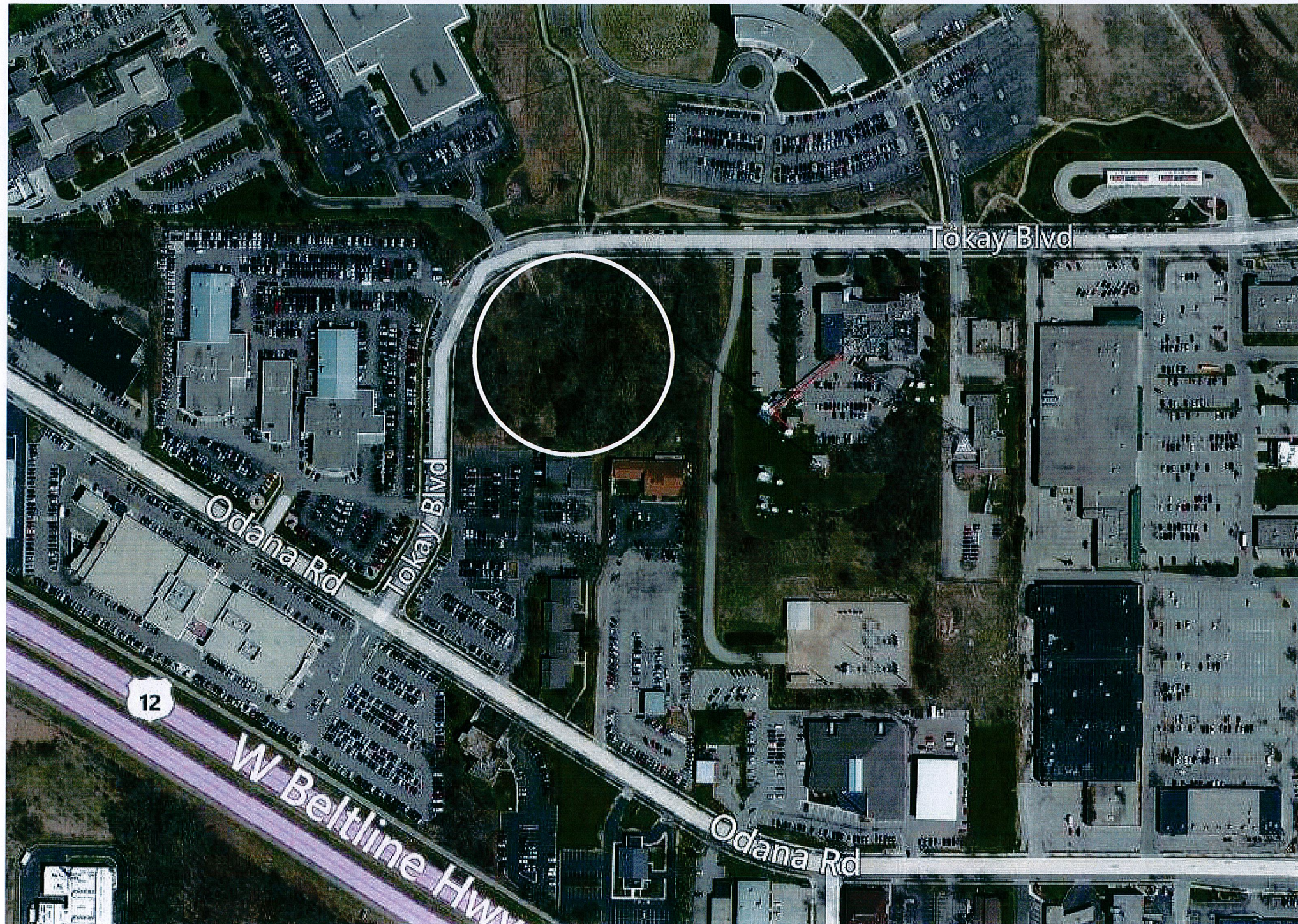




principle 

FIAT of Madison  
5751 Tokay Blvd.  
Madison, WI 53719

April 8, 2013



*\*See site plan for sign placement.*



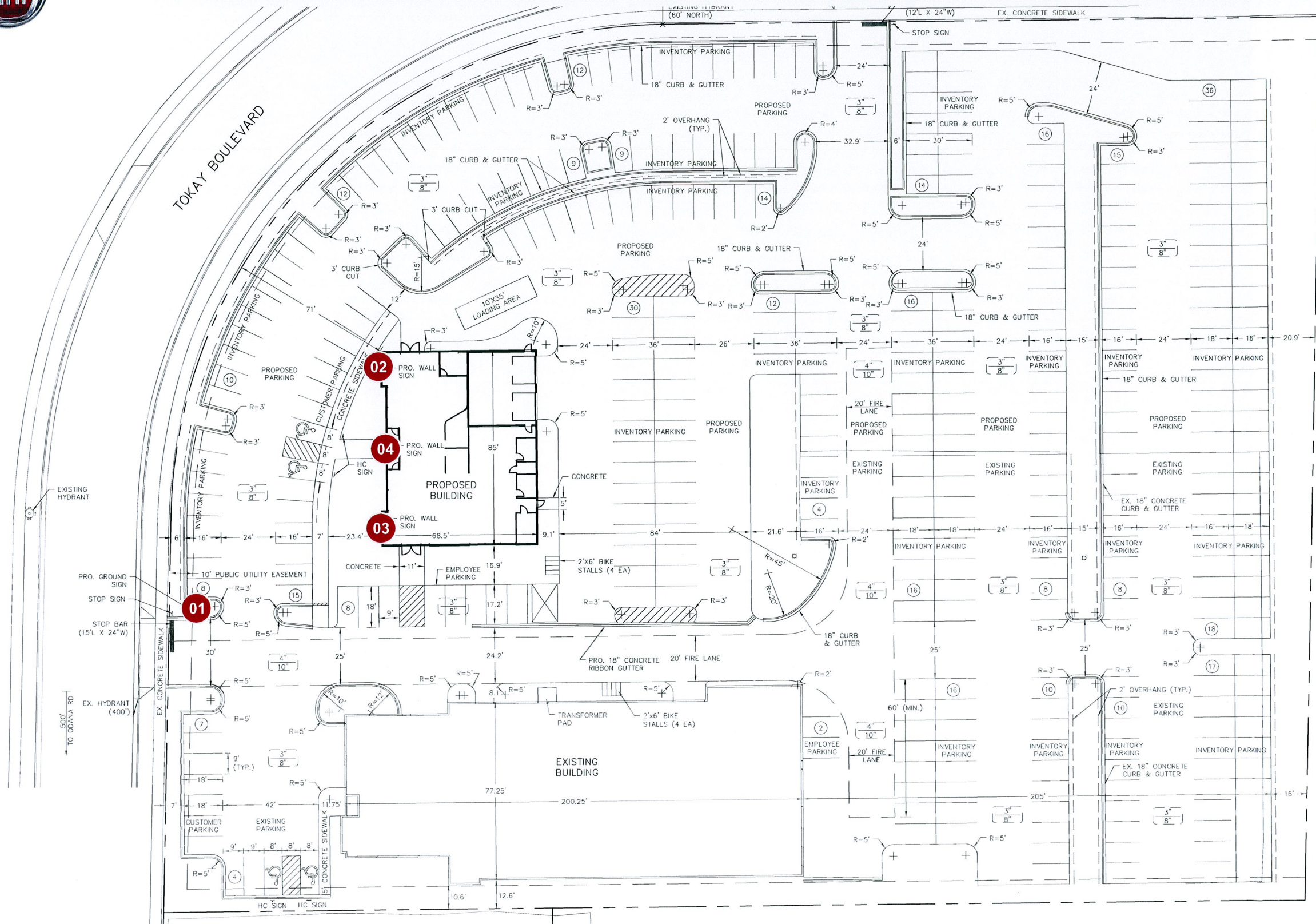
Site Information	
Date Completed:	March 28th, 2013
Site Address:	5751 Tokay Blvd
City, State Zip:	Madison, WI 53719
Contact Name:	Patrick
Contact Number:	608-266-4560
Jurisdiction:	City of Madison
Zoning:	C3L
Permitting	
Application Fee	\$1.75/sq.ft, \$50 minimum.
Time Frame	1-2 weeks.
Drawings Required	3 sets of site plan, elevations, sign details and SED's
Owner Authorization	Yes
Licenses	Contractors
Obtained in Person	No
Permit for Refacing	Yes, \$1.50/sq.ft, \$25 minimum.
Variance Process	UDC Board meets on the 1st & 4th Wednesdays of each month.
Time Frame	1-3 months. Must apply at least 20 days prior.
Attached Signs	
Square Footage Allowed	The greater of 40% of the façade or 2sq.ft per linear foot of frontage
Method of Measurement	Smallest rectangle, windows do not count for wall area.
Sq Ft Transferable	Yes
Street Frontage Required	Yes or a parking area.
Total # Wall Signs	1 per façade.
Maximum Height	Not to exceed the height of the roofline.
Illumination Allowed	Yes
Raceways Required	No

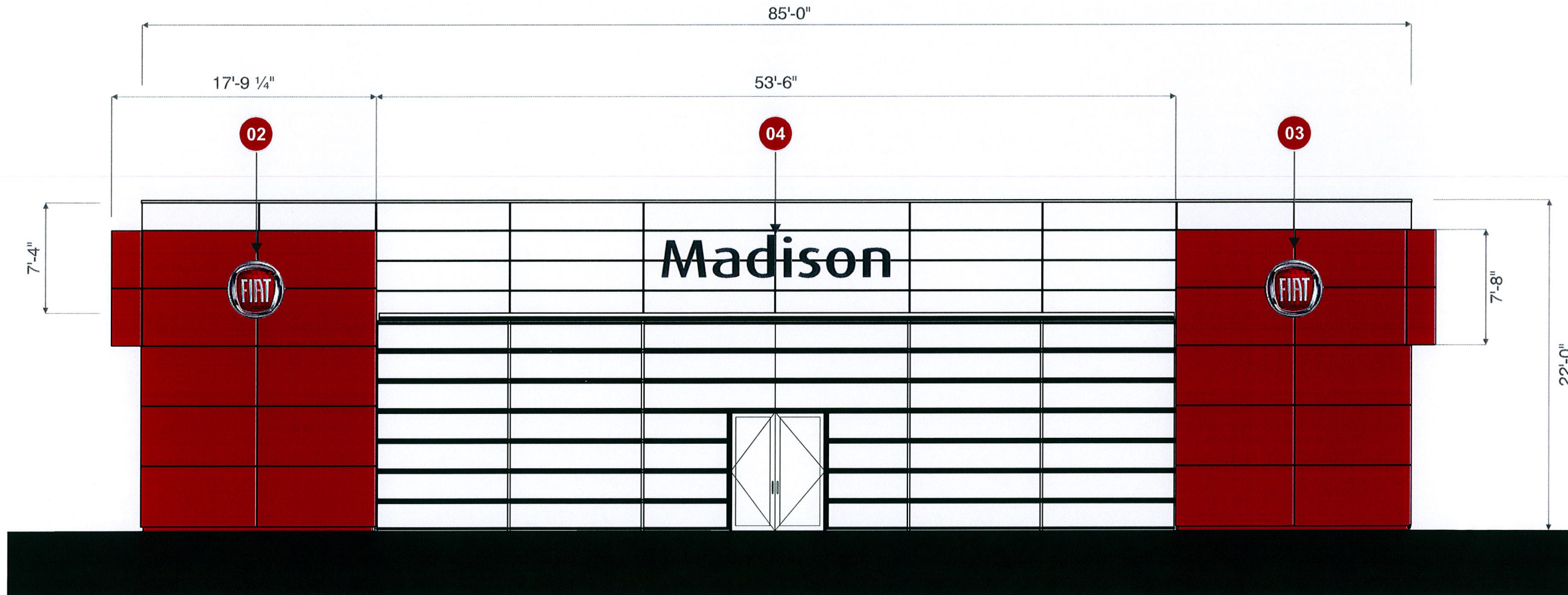
Freestanding Sign	
Square Footage Allowed	See notes.
Number Allowed	1 per street frontage, 2 maximum.
Maximum Height	16' OAH for pole sign and 10' OAH for a monument sign.
Illumination Allowed	Yes
Distance Between	N/A
Wind Load	90mph.
Setback	3' from the property line and the height of the sign from the ROW.
Material Restrictions	N/A
Directionals	
Square Footage Allowed	3sq.ft.
Number Allowed	2 per street.
Maximum Height	10' OAH.
Illumination Allowed	Yes
Count Towards Aggregate	No
Logo Allowed	Yes
Permit Required	No
Notes	
Ground and wall signs require different applications.	
<b>Ground sign Area:</b> Road speed limit is under 35mph then the sign may be 32sq.ft per face, if the speed limit is 35-44mph then the sign may be 50sq.ft, and if the speed limit is over 45mph then the size may be 72sq.ft per sign face.	
All comprehensive sign plans require UDC review and approval.	





# Site Plan



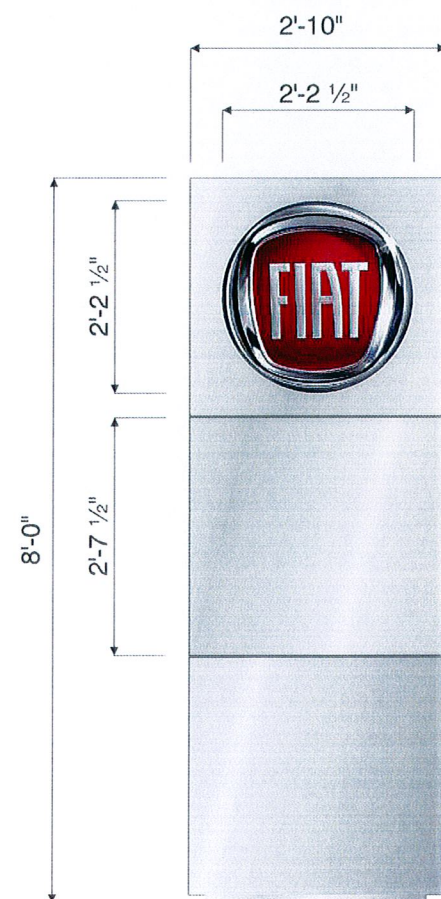


\*Architectural elements to be provided by others.  
 \*May require variance.

Scale: 3/32" = 1'



01



- Logo to be .118" formed face with screen printed vinyl on first surface.
- Panels to be .125" curved aluminum cladding
- Base to have .125" aluminum reveal
- Sign illuminated with two (2) F30/T12/DL/HO fluorescent lamps

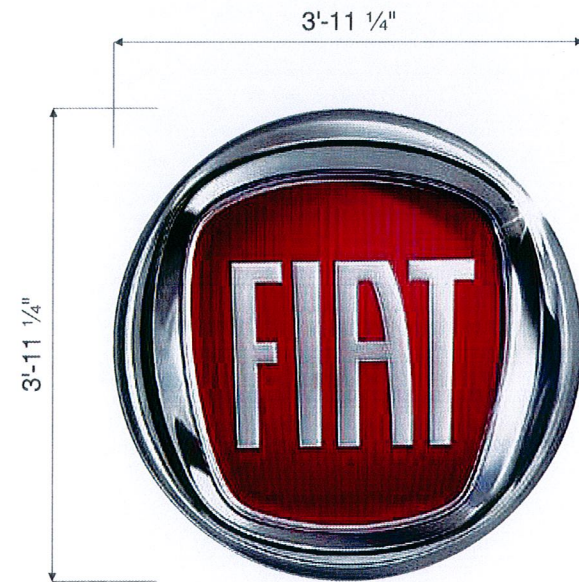
PMS 7427
  Aluminum

Fiat 8' Totem  
 22.67 Square Feet  
 Scale: 3/8" = 1'



02

03



Fiat S12 Logo  
15.5 Square Feet  
Scale: 1/2"=1'

- Logo to be .118" formed face with screen printed vinyl on first surface.
- Sign to be internally illuminated with LEDs



PMS 7427



Aluminum



04



38.38 Square Feet  
Scale: 1/4" = 1'

- Wording will appear black during the day and white at night.
- Font height to remain consistent regardless of the length of the dealer name.
- Dealer name letters to be written in the institutional font of Dax Medium Extended 120%.