

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: _____	<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: 6624 Seybold Rd Madison, WI 53719

ALDERMANIC DISTRICT: 19

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

Ryan Fields - Jaguar -Range Rover Volvo JLR Fields of Madison Bill Hellmann - State Permits Inc

Teresa Kiel - LaCrosse Sign

CONTACT PERSON: Bill Hellmann

Address: 319 Elaines Ct

Dodgeville, WI 53533

Phone: 608-407-9081

Fax: 608-319-2011

E-mail address: Bill@permit.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.

To: The Urban Design Commission

RE: Impact of money withheld from Jaguar Land Volvo Madison for not meeting Jaguar Land Rover facility standards.

The proposal brought before you today reflects signage changes required by Jaguar Land Rover North America. As a franchisee of Jaguar Land Rover North America, Jaguar Land Rover Volvo Madison is subject to factory requirements regarding facility layout and design, including exterior signage. The consequence for not meeting factory facility standards, is to have a significant portion of the funds paid to a dealership each time it sells a car withheld. For Jaguar Land Rover dealers that do not meet standards, this equates to 3% of the base MSRP of each car sold. In addition to putting a non-qualifying dealership at a significant competitive disadvantage with respect to other dealerships, these funds represent the difference between profit and loss for Jaguar Land Rover Volvo Madison and are critical to the business earning a viable return on investment going forward. The dealership has been in violation of facility standards since Oct 2011 and has had funds withheld since this time. Over the last year, the dealership has invested \$56,585.15 in order to meet interior facility standards and now exterior signage is the last step in the process of returning to favorable status in the eyes of Jaguar Land Rover North America. The following illustrates the critical nature of facility funds to the business:

2012 Net profit/loss: -\$399,337

2012 Funds withheld by JLR for not meeting facility standards: \$99,187

2013 (thru Q2) Net profit/Loss: -\$34,158

2013 Funds (thru Q2) withheld by JLR for not meeting facility standards: \$72,368

Having opened in 2006, the dealership has incurred significant losses in every year since. Seeing significant improvement in the last few years, it is just now getting close to profitability, hampered only by the withheld facility funds from Jaguar Land Rover North America. The recent growth and prospects for further improvement has allowed the dealership to increase its number of employees to 33. Regaining favorable facility status with Jaguar Land Rover is critical to that continued success.

Sincerely,

Ryan Fields
General Manager
Jaguar Land Rover Volvo Madison

Fields Jaguar Land Rover Volvo Madison

6624 SEYBOLD ROAD MADISON WI

We are requesting a Comprehensive Design Review for the sign package located at **Fields Jaguar Land Rover Volvo Madison** on 6624 Seybold Road. The intent for the alteration of this current sign package is to conform to required Corporate Franchise standards. Failure to meet Corporate Standards results in a significant reduction in incentives paid to the dealership by the corporate office. The loss of this revenue jeopardizes the dealership's ability to keep its doors open at the current location. (A detailed letter is provided to support the above statements)

The scope of work involved includes: relocating existing signage, Copy change on existing freestanding sign, adding directional signage, and adding 2 new wall signs.

Scope of work:

- Sign A: Reface the existing **"Land Rover"** Dome. (No change to size or location – replacing "Like for Like") 33.51 sq ft
- Sign B: Add **"Range Rover"** Cabinet under Existing **"Land Rover"** Dome to approved Signable area. 21.23 sq ft
- Sign C: New **"Madison"** Wall Sign. (Exception required) 3.17 sq ft
- Sign D: removing and relocating **"Jaguar"** Wall sign to location of current **"Volvo"** Wall sign. 41.25 sq ft (Exception required)
- Sign E: removing and relocating **"Volvo"** Wall sign to location of current **"Jaguar"** wall sign. 38.11 sq ft
- Sign F: New **"Service"** Wall sign in rear elevation (Exception required) 6.3 sq ft
- Sign G: Reface of the existing monument sign to incorporate **"Range Rover"** brand (only copy change requested at this time)
- Sign H: New freestanding directional sign. 6.75 sq ft

Exception #1. 31.07(2) (a) Number of Signable Areas. Involves both **Signs C & D**

Due to the unique nature of our building façade facing the Beltline, we are requesting an exception to allow us to use an additional (2) signable areas to accommodate proposed signs C and D.

a. The purpose for the exception request for Sign D is to clearly identify the portion of the dealership/building that is designated to the Jaguar brand. The sign directs customers to the Jaguar entrance and to the staff that services the brand. This would be an exception to Madison Sign Code 31.07(2) (a). All other aspects of sign D meet current code requirements.

b. The purpose for the exception request for Sign C "Madison" is to balance the signage and the aesthetics of the bldg. The **"Madison"** sign is required by the corporate office as it part of the official dealership name - Placing it below the **"Land Rover"** and **"Range Rover"** signs that are designed to promote brand recognition would confuse customers and reduce the overall look to that facade. Placing it over the center of the Main entrance balances the look and enhances the design of the space. This would be an exception to Madison Sign Code 31.07(2) (a). All other aspects of sign C meet current code requirements.

Code Reference for exception: 31.07(2) (a)

Number of Sign able Areas. There shall be one (1) sign able area, whether on the wall or the roof, for each façade facing a street. There shall be no more than four (4) sign able areas per building, except:

1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building façade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.

Exception #2 - 31.07(5) (d) Wall Signs Adjacent To Off-Street Parking: Involves **Sign F**

We would also like to request an exception to accommodate Sign F. **“Service”**

This sign will **not** be adjacent to an off street parking area of at least 33ft. The purpose of the exception request is to install a sign intended for informational/directional purposes only. We want our customers to keep the area clear from vehicles and to minimize traffic in that area that could block people’s ability to get through the parking lot to the intended entrance area(s). Also, the sign serves as a notice that vehicles could be entering or existing from those doors as a precaution. We are requesting an exception to section 31.07(5) (d).

All other aspects of Sign F meet current code requirements.

Code Reference for exception: 31.07(5) (d)

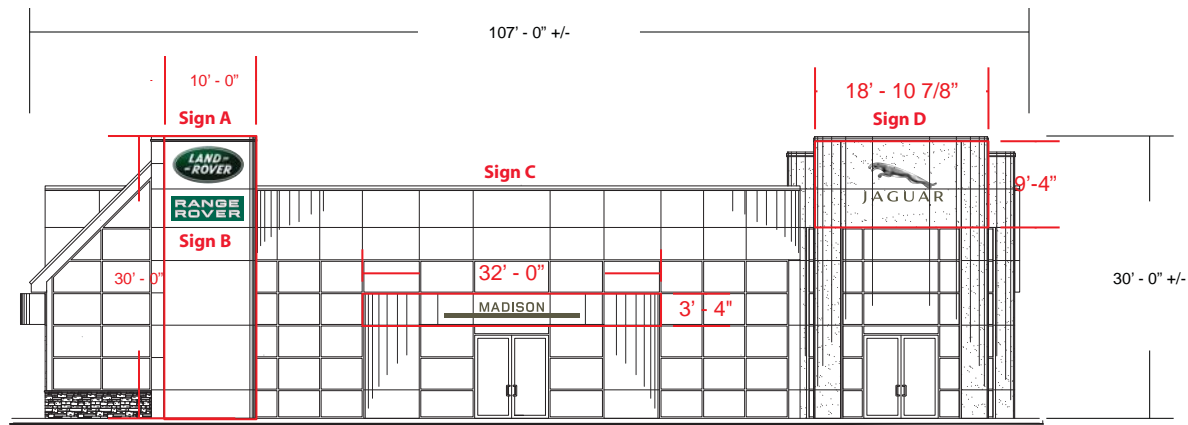
Wall Signs Adjacent To Off-Street Parking. Wall signs may be displayed on the façade of building that does not face a street but is adjacent to an off-street customer parking area of at least thirty-three (33) feet in width, under the following circumstances: (1) if the parking area is on the same zoning lot as the building on which the sign is displayed; or (2) if the parking area is not on the same zoning lot but is available for use under a reciprocal cross-access agreement, an approved planned commercial development site plan or when a conditional use permit has been granted to the owner of an adjacent lot to allow accessory parking for the use within the building on which the sign is displayed.

Such signs shall not exceed the same limitations as signs on the street side(s) of the building but shall not exceed the area of the maximum size wall sign permitted elsewhere on that building.

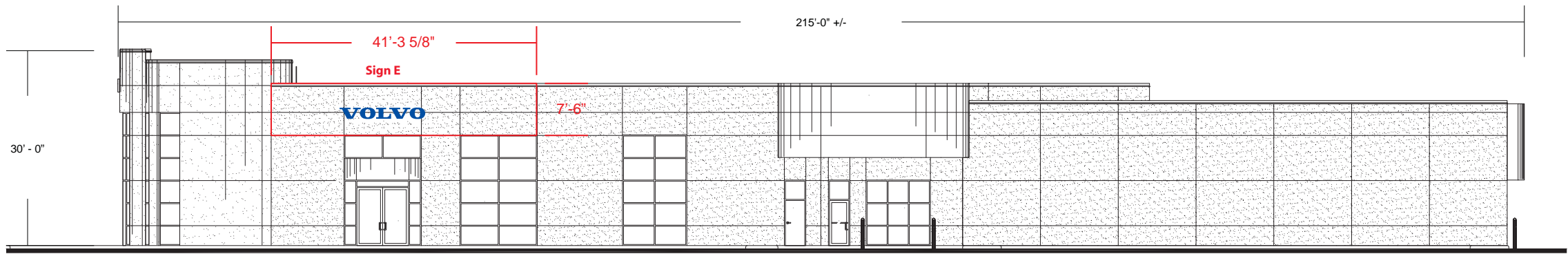
All other signs proposed meet the following guidelines:

Comprehensive Design Review Criteria:

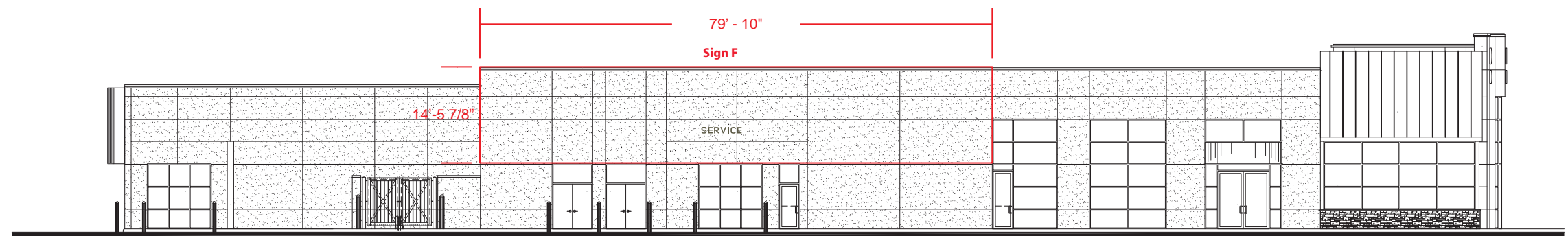
1. The amendment to the current sign package at this dealership will continue to create visual harmony between the signs, building, and surrounding area.
2. Each element of our sign plan is found to be necessary due to the unique façade of our dealership and advertising requirements by our franchise.
3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2)
4. All signs meet the minimum construction requirements under Sec. 31.04(5).
5. The Sign Plan does not violate the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.
6. The Sign Plan does not violate the following items:
 - 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.
7. The Sign Plan only encompass signs on private property of the zoning lot or building site in question.



North Elevation



West Elevation



East Elevation

Job No.

Vantage #:
Date: April 15, 2012
Design #: 130709
Scale: NTS
Sales: A.DiMarco
Designer: G.D'Acchille

Rev. #: R1
Date: April 17, 2013

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production**

⚡ Electrical Requirements

120V 347V
 Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval


Date _____



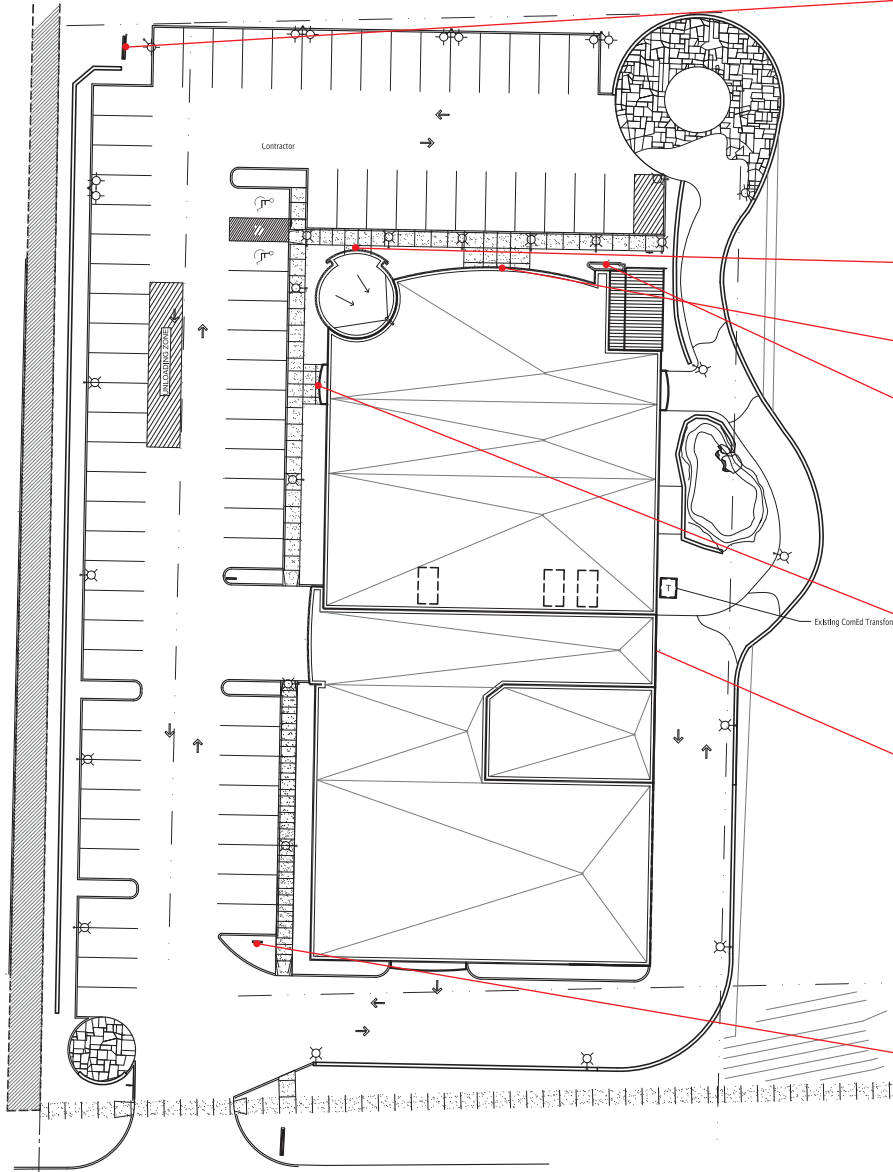
555 Ellesmere Road
Toronto, Ontario, Canada M1R 4E8
www.pattisonsign.com

Tel (416) 759-1111
Fax (416) 759-4965
Toll Free 1-800-268-6536

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Sign G



Sign D



Sign C

MADISON

Sign A



Sign B



Sign E

VOLVO

Sign F

SERVICE

Sign H



Job No.

Vantage #:
Date: April 15, 2012
Design #: 130709
Scale: NTS
Sales: A.DiMarco
Designer: G.D'Acchille

Rev. #:
Date:

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production

Electrical Requirements

- 120V 347V
- Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval

Date





Existing



LR face replacement, new RR

Job No.

Vantage #:
Date: 11MAY11
Design #: 11-0984
Scale: N/A
Sales: A.DiMarco
Designer: PLucian

Rev. #:
Date:

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production**

Electrical Requirements

120V 347V
 Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval

 Date

NOTE: Due to the natural effects of the environment, differences in raw materials and possible variances in the paint finish, an exact color match cannot be guaranteed between the new sign cabinet and your existing brand sign and/or tower.



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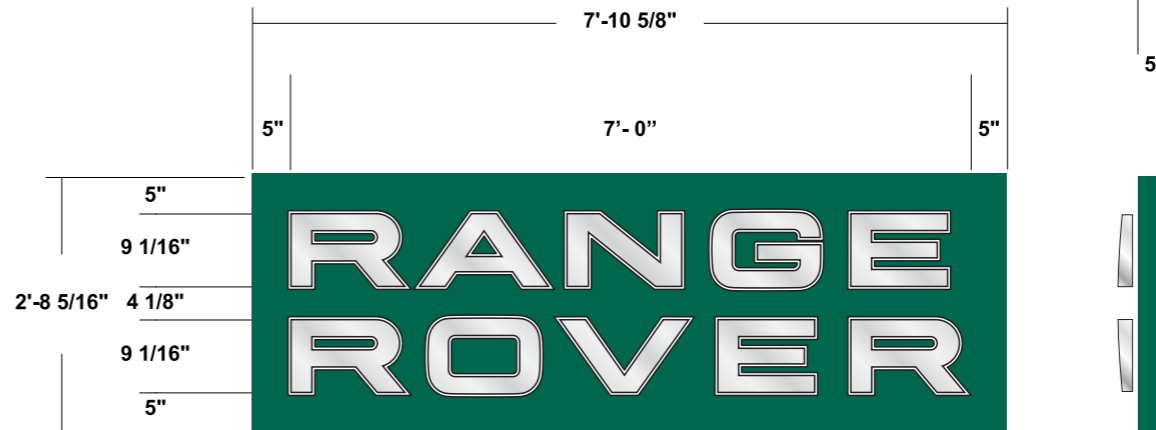




LR-0-4 - FACE REPLACEMENT

NOTE: FACE REPLACEMENT FOR EXISTING SIGN

DOME FORMED CLEAR ACRYLIC FACE
 MIRROR STAINLESS STEEL ACCENT RING
 VT 2791 OPAQUE GREEN BACKGROUND FILM (Second Surface)
 OPAQUE SILVER CHROME 3635-110 LETTERS & BORDER (First Surface)
 WHITE KEYLINE AROUND LETTERS & BORDER
 PAINTED TRANSLUCENT WHITE (Second Surface)



RR-0-4 - NEW BUILD

ALUMINUM SIGN CABINET FINISHED PMS #555 GREEN
 ROUTED OUT GRAPHIC OPENINGS
 MOULDED SILVER ACRYLIC LETTERS MOUNTED ON CLEAR ACRYLIC WITH 70 DIFFUSER
 WHITE KEYLINE AROUND LETTERS
 INTERNALLY ILLUMINATED WITH HO FLUORESCENT

Job No.

Vantage #:
 Date: 11MAY11
 Design #: 11-0984
 Scale: 1/2"-1'-0"
 Sales: A.DiMarco
 Designer: PLucian

Rev. #:
Date:

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production**

Electrical Requirements

120V 347V
 Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval

 Date

NOTE: Due to the natural effects of the environment, differences in raw materials and possible variances in the paint finish, an exact color match cannot be guaranteed between the new sign cabinet and your existing brand sign and/or tower.



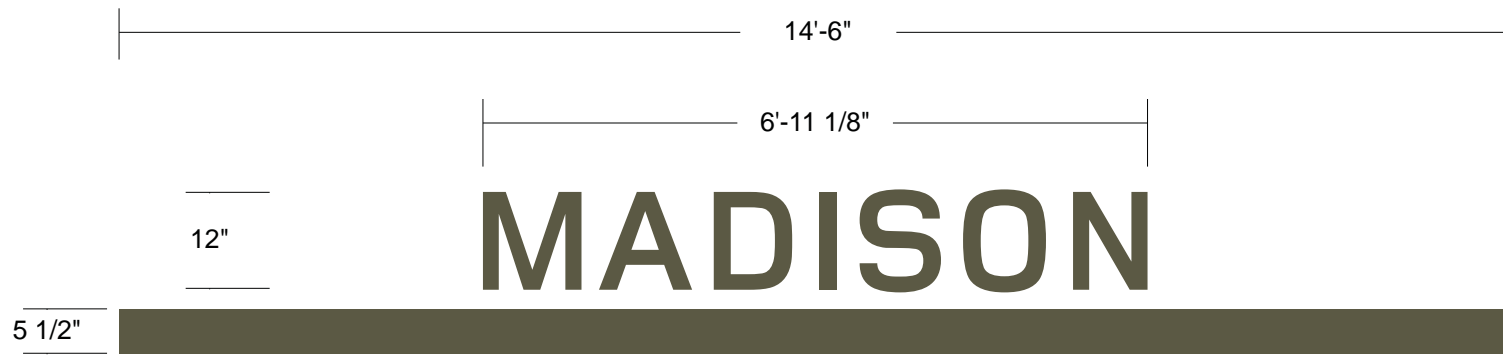
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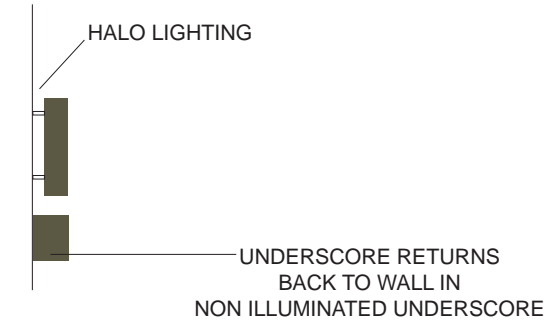
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JLRRR - DBA - HALO LIGHTING

LETTERS FABRICATED FROM ALUMINUM
FINISHED TO MATCH PSG K40 BRONZE
REVERSE CHANNEL
WHITE LED ILLUMINATION



UNDERScore IS A C- CHANNEL CAPPED AT ENDS
& FINISHED TO MATCH PSG K40 BRONZE



Job No.

Vantage #:
Date: Oct 17, 2012
Design #: 121722
Scale: 1/2"=1'-0"
Sales: A.DiMarco
Designer: G.D'Acchille

Rev. #:
Date:

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production**

⚡ Electrical Requirements

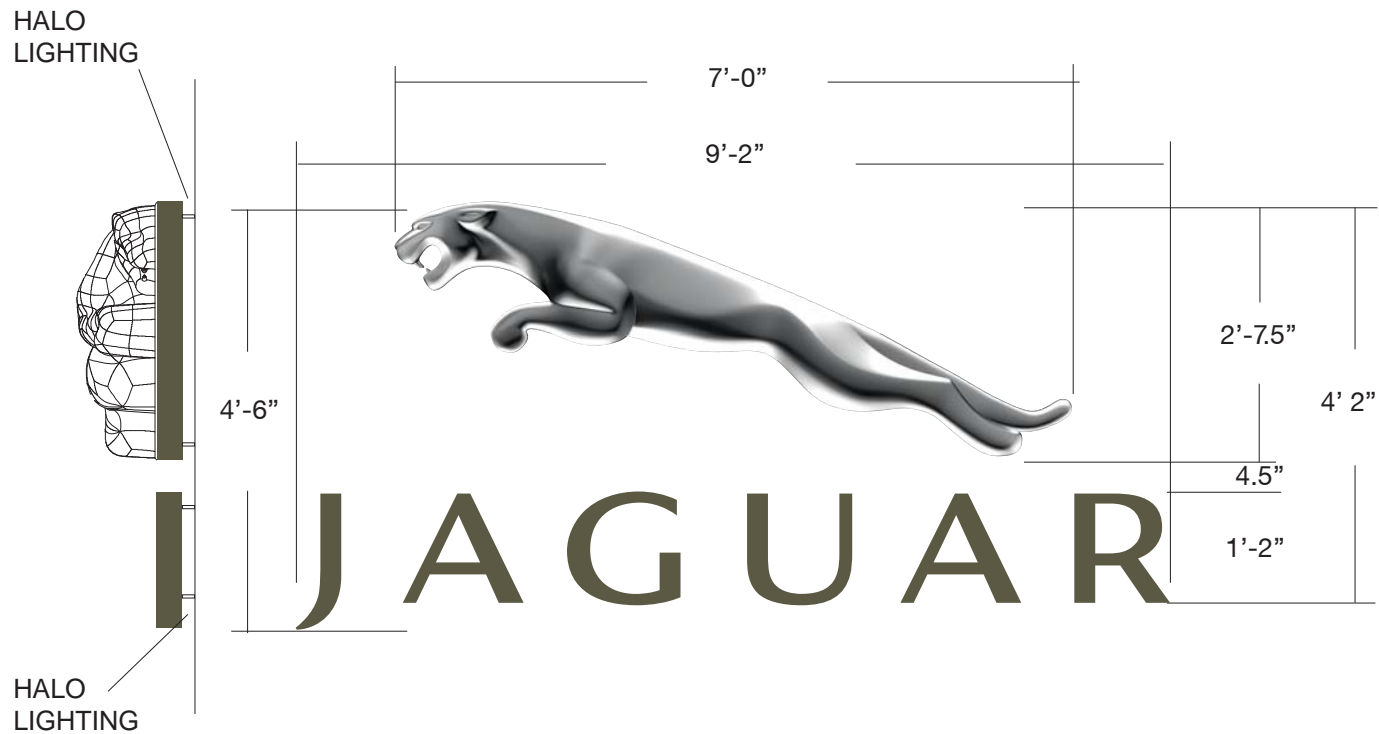
120V 347V

Other _____

* Voltage needs to be specified prior to customer approval

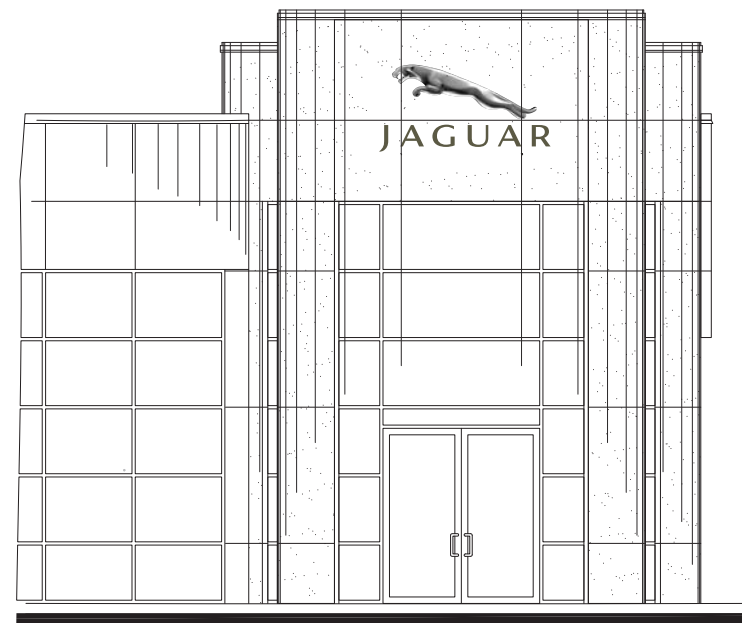
Customer Approval

Date _____



JAGUAR - SIZE 7 - PORTICO LOGO

LETTERS FINISHED JAGUAR SMOKED BRONZE
 WHITE HALO ILLUMINATION OUTSIDE PERIMETER OF LETTERS
 AND OUTSIDE PERIMETER OF HALF LEAPER
 HALF LEAPER INSTALLED ON A SMOKED BRONZE METAL CABINET
 CURVATURE OF CAT CABINET TO MATCH CURVITURE OF PORTICO
 (ASSUMED STANDARD CURVATURES: NON STANDARD CURVATURES
 MUST BE REPORTED TO SIGN VENDOR)



Job No.

Vantage #:
 Date: Oct 17, 2012
 Design #: 121722
 Scale: 1/2"=1'-0"
 Sales: A.DiMarco
 Designer: G.D'Acchille

Rev. #:
Date:

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production**

⚡ Electrical Requirements

- 120V 347V
- Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval

Date



Before



REMOVE AND RELOCATE

After



Job No.

Vantage #:

Date: Oct 17, 2012

Design #: 121722

Scale: N.T.S

Sales: A.DiMarco

Designer: G.D'Acchille

Rev. #:

Date:

Vector Artwork Required

High Resolution Image Required

Final Colours Required

Site Check Required

Conceptual Artwork

Approved for Production

⚡ Electrical Requirements

120V 347V

Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval

Date



SPECIFICATIONS:
ILLUMINATED WALL SIGN.
 Existing - relocated (Volvo)

a PERSPECTIVE VIEW
 NO SCALE



LA CROSSE SIGN CO.

Madison Division

CLIENT: JAGUAR - RANGER ROVER

PROJECT: WALL SIGN

LOCATION: 6624 SEYBOLD ROAD

CITY/STATE: MADISON, WI

2242 MUSTANG WAY

MADISON, WI 53718

TEL: 222-5353 FAX: 222-6363

ACCT. REP.: TERESA KEHL

DATE: 10/11/2013

DRAWN BY: MICHAEL V JOLIN

FILE NAME: JagRanWalSign

CLIENT APPROVAL
 SIGNED: _____
 DATE: _____

LACROSSE SIGN MADISON DIVISION IS THE SOLE OWNER OF THIS ARTWORK (DRAWINGS, COLOR RENDERINGS AND/OR SIGN CONCEPTS) USED TO SUBMIT TO CLIENT FOR APPROVAL. REPRODUCTION IN WHOLE OR IN PART WITHOUT WRITTEN PERMISSION BY BADGER DISPLAY SIGN CO, INC. IS PROHIBITED.

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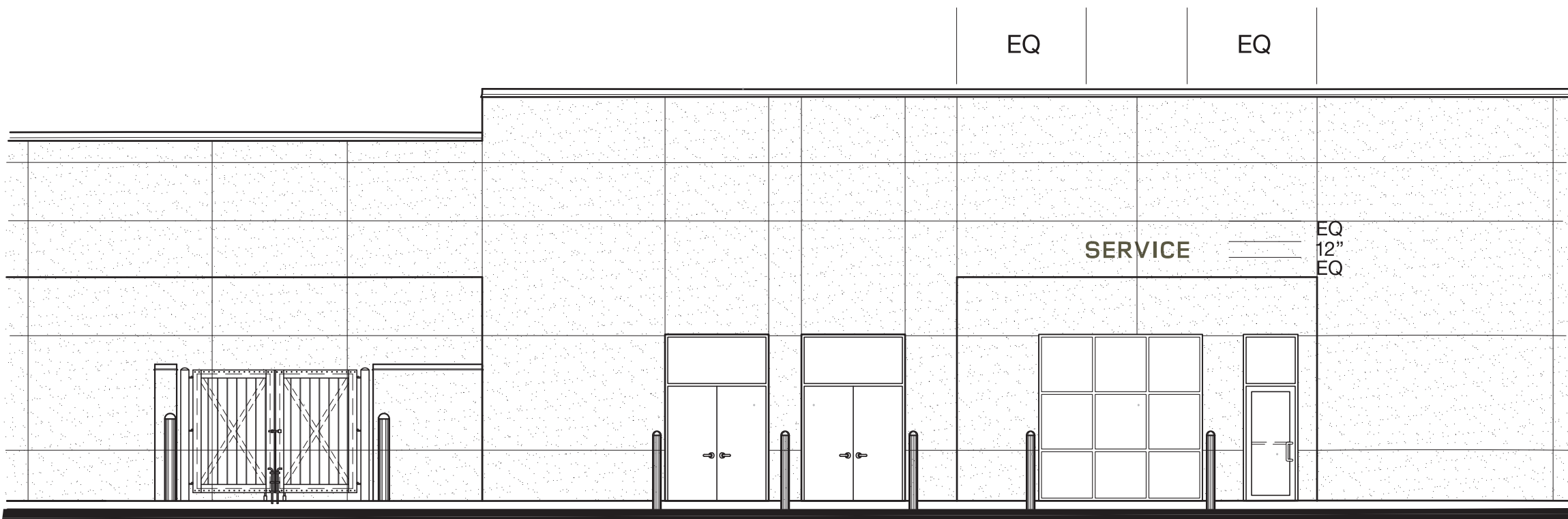
6'-4"

1'-0"

SERVICE

JLRRR - SERVICE LETTERS 12"

**INDIVIDUAL LED ILLUMINATED LETTERS
12" REVERSE CHANNEL CONSTRUCTION
FINISH TO MATCH PSG K40 BRONZE
WHITE LED ILLUMINATION
TYPEFACE IS DOVER**



Job No.

Vantage #:
Date: Oct 17, 2012
Design #: 121722
Scale: 3/4"-1'-0"
Sales: A.DiMarco
Designer: G.D'Acchille

Rev. #:
Date:

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production**

⚡ Electrical Requirements

120V 347V
 Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval

Date _____



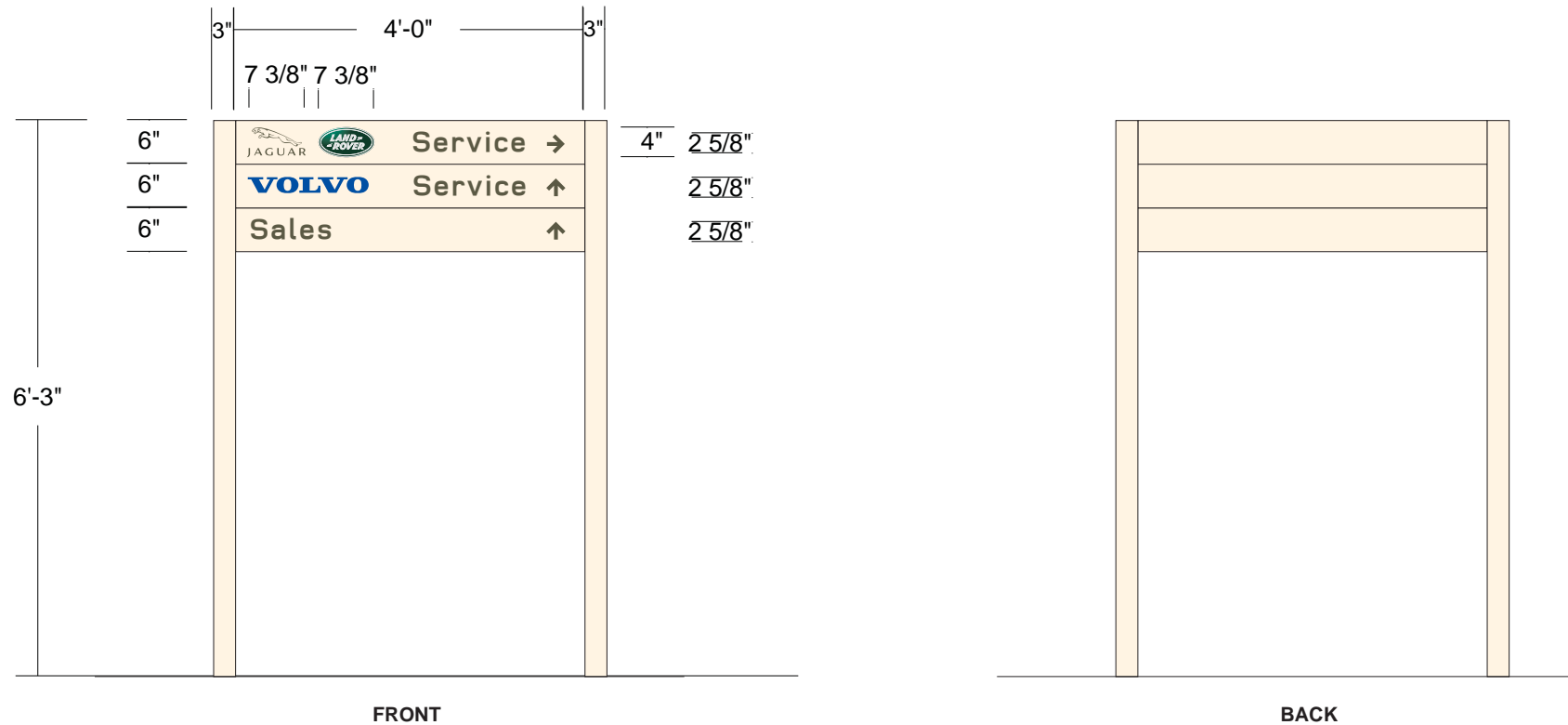
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JLRRR DIRECTIONALS - NON-ILLUMINATED

**ALUMINUM CONSTRUCTION
FINISHED JAGUAR IVORY**

**TYPEFACE IS DOVER BOLD
LAND ROVER OVAL FACE APPLIED DIGITAL IMAGE
RANGE ROVER LOGO FACE APPLIED 3M 3630-121 SILVER VINYL**

**JAGUAR LOGO FACE APPLIED 3M 3630-69 DURANODIC VINYL
(TO MATCH JAGUAR SMOKED BRONZE)**

**ALL REMAINING COPY & ARROWS FACE APPLIED WRI-044 VINYL
(TO MATCH PSG K40 BRONZE)**

Job No.

Vantage #:
Date: Oct 17, 2012
Design #: 121722
Scale: 3/4"-1'-0"
Sales: A.DiMarco
Designer: G.D'Acchille

Rev. #:
Date:

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production**

Electrical Requirements

120V 347V
 Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval

Date

NOTE: Due to the natural effects of the environment, differences in raw materials and possible variances in the paint finish, an exact color match cannot be guaranteed between the new sign cabinet and your existing brand sign and/or tower.



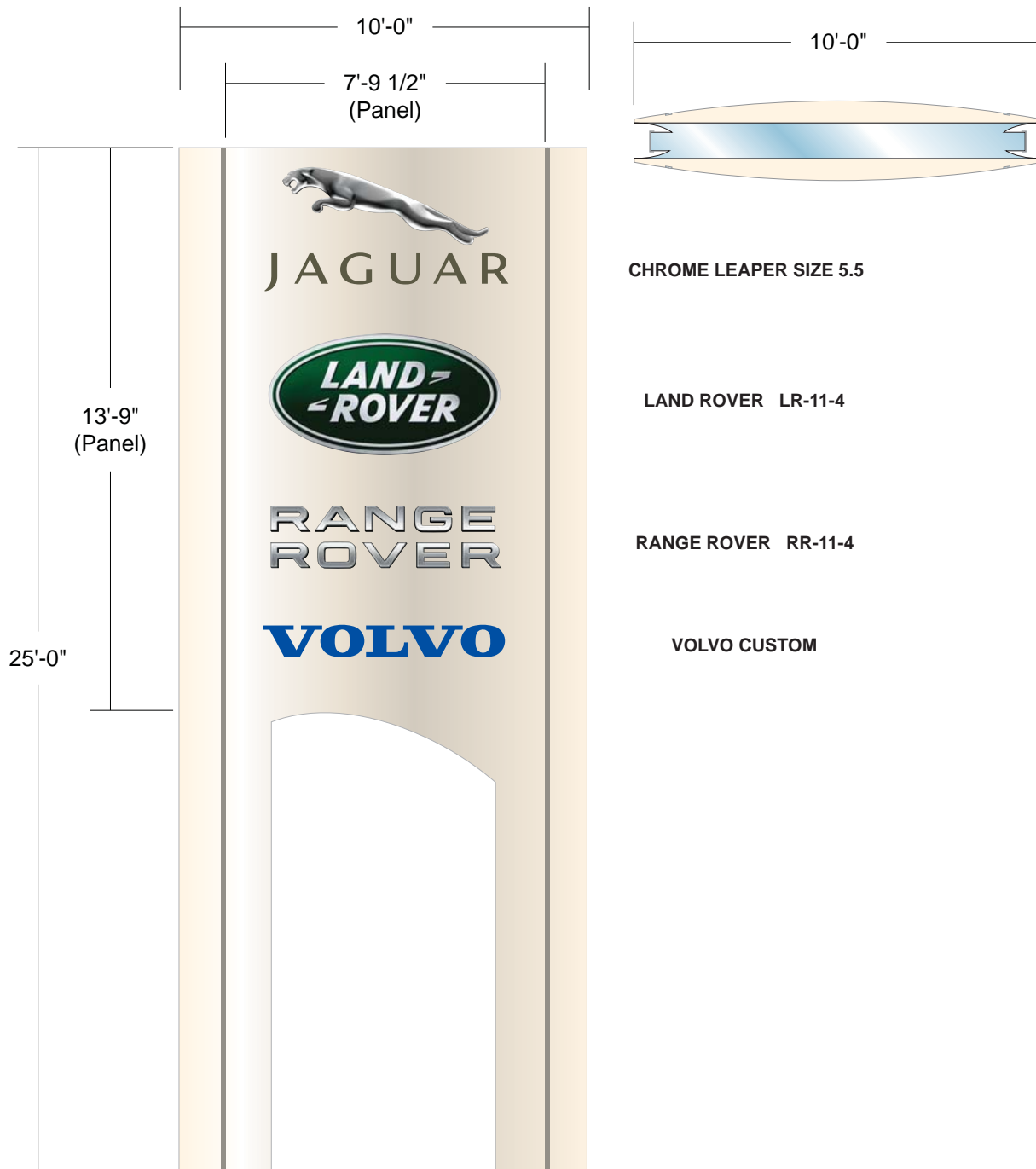
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MULTIBRAND - 25 FACE REPLACEMENT CUSTOM

**ENTIRE ALUMINUM FACE REPLACEMENT
7'-9.5" X 12'-6"
ON EXISTING MULTIBRAND SIGN**

**JAGUAR SIZE 5.5:
GRAPHICS ARE METAL LETTERS
WITH A SMOKED PAINTED BRONZE FINISH
ON BEVELLED EDGED CLEAR ACRYLIC
EDGE LIGHTING EFFECT OCCURS**

**LAND ROVER LR-11-A:
DOME FORMED CLEAR ACRYLIC FACE
MIRROR STAINLESS STEEL ACCENT RING
VT 2791 OPAQUE GREEN BACKGROUND FILM (Second Surface)
OPAQUE SILVER CHROME 3635-110 LETTERS & BORDER (First Surface)
WHITE KEYLINE AROUND LETTERS & BORDER
PAINTED TRANSLUCENT WHITE (Second Surface)**

**RANGE ROVER RR-11-A:
ROUTED OUT GRAPHIC OPENINGS
MOULDED SILVER ACRYLIC LETTERS
MOUNTED ON CLEAR ACRYLIC WITH 70 DIFFUSER
WHITE KEYLINE AROUND LETTERS**

**VOLVO:
GRAPHICS ARE WHITE ACRYLIC LETTERS
WITH A 'VOLVO' PSM#072 BLUE FINISH
IN DOT MATRIX FILM ALLOWING BLUE DURING DAY
WHITE ILLUMINATION BY NIGHT
LETTER EDGE FINISHED TO MATCH VOLVO BLUE**

Job No.

Vantage #:
Date: 11MAY11
Design #: 11-0984
Scale: 1/4"-1'-0"
Sales: A.DiMarco
Designer: PLucian

Rev. #: R1
Date: March 21, 2013

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production**

Electrical Requirements

120V 347V
 Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval

Date _____

