URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

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

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

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

Date Submitted: NOVEMBER 4, 2015	☐ Informational Presentation
UDC Meeting Date: DECEMBER 9, 2015	☐ Initial Approval
Combined Schedule Plan Commission Date (if applicable):	☐ Final Approval

1. Project Address: 6525 ODANA ROAD
Project Title (if any): RUSS DARROW KIA

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)

C. Other:

☐ Please specify:

3. Applicant, Agent & Property Owner Information:

Applicant Name: DAN PIETRZYKOWSKI
Company: GRANT SIGNS
Street Address: 2810 SYENE ROAD
City/State: MADISON, WI Zip: 53713
Telephone: (608) 838-7794 Fax: ( ) N/A
Email: Dan@GrantSigns.net

Project Contact Person: DAN PIETRZYKOWSKI
Company: GRANT SIGNS
Street Address: 2810 SYENE ROAD
City/State: MADISON WI Zip: 53713
Telephone: (608) 838-7794 Fax: ( ) N/A
Email: Dan@GrantSigns.net

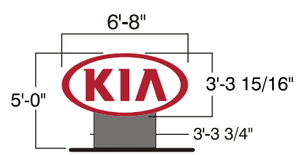
Project Owner (if not applicant): RUSS DARROW KIA
Street Address: 6525 ODANA ROAD
City/State: MADISON WI Zip: 53719
Telephone: ( )
Fax: ( )
Email:

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 AL MARTIN (name of staff person) on 10/21/2015 (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 DAN PIETRZYKOWSKI
Relationship to Property SIGN CONTRACTOR
Authorized Signature Daniel E. Pietrzykowski
Date 11/4/2015

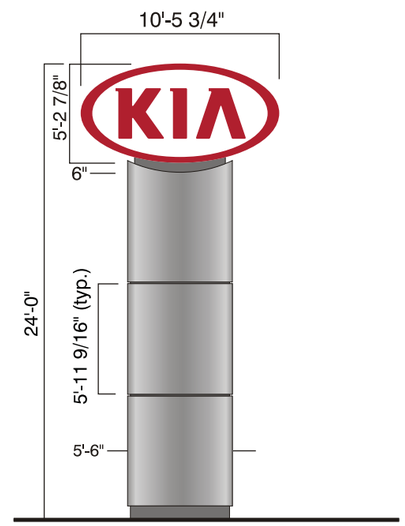


KPSN5

Sign Head:
22.22 Sq.Ft.

Oval Only - 17.46 Sq.Ft.

E01 KPSN5 Pylon Sign



Scale: 1/8"=1'-0"

KPSN25

Sign Head:
54.9 Sq.Ft.

E02 KPSN25 Pylon Sign

Head:
Fabricated aluminum channel letters/oval, mounted to white backer panel.
White acrylic faces with Kia red vinyl applied first surface.
Red trim caps & returns
LED illumination

Column/Cladding:
Steel pole construction with Formed aluminum cladding painted silver

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• Tel (865) 693-1105 • Fax (888) 694-1106 • Toll Free (866) 218-1976

Customer Approval:

_____ Date: ____/____/____

NOTE: DIMENSIONS ARE APPROXIMATE PENDING FINAL ENGINEERING

This sign 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

Pattison Sign Group illuminated signs contain Fluorescent, Neon and/or HID Lamps. These lamps contain Mercury **(Hg)** **Dispose** of these lamps according to Local, Provincial, State, or Federal Laws

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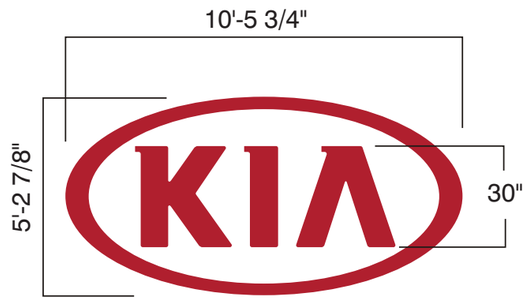
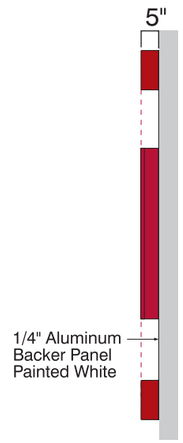
CLIENT:	WI016 – RUSS DARROW KIA		
LOCATION:	6525 ODANA ROAD	MADISON, WI 53719	
DESIGNER:	A. MATTHEWS	DATE:	07-01-13
REVISED BY:	A. MATTHEWS	REV:	11-19-14
PAGE: 1/4		SCALE:	AS NOTED





N01 **KWLN55** Scale: 1/4”=1’-0”

Wall Sign 54.9 Sq.Ft. (each)

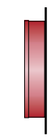
Fabricated aluminum channel letters/oval, mounted to white backer panel.
Red trim caps & returns.
White acrylic faces with Kia red vinyl applied first surface.
LED illumination.

N02 **DNL18** 21.3 Sq.Ft.

Scale: 1/4”=1’-0”

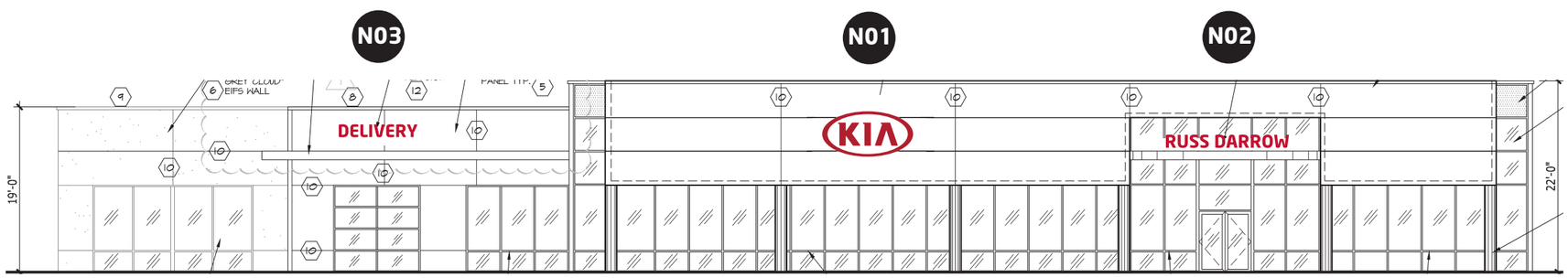
N03 **DLV18** 13.59 Sq.Ft.

Scale: 1/4”=1’-0”



Side View
Not To Scale

Fabricated aluminum channel letters.
Red trim caps & returns
White acrylic faces.
Red day /night perforated vinyl on 1st surface.
LED illumination



NORTH ELEVATION

Scale: 1/16”=1’-0”

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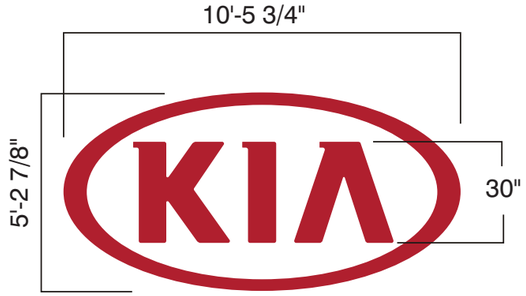
REVISED BY:	A. MATTHEWS	REV:	08-27-15
PAGE: 2/5		SCALE:	AS NOTED

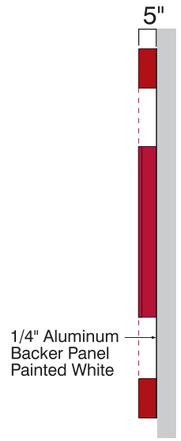


N04

KWLN55 Scale: 1/4”=1’-0”

Wall Sign 54.9 Sq.Ft. (each)

Fabricated aluminum channel letters/oval, mounted to white backer panel.
Red trim caps & returns.
White acrylic faces with Kia red vinyl applied first surface.
LED illumination.



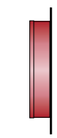
N07

DNL24

37.85 Sq.Ft.

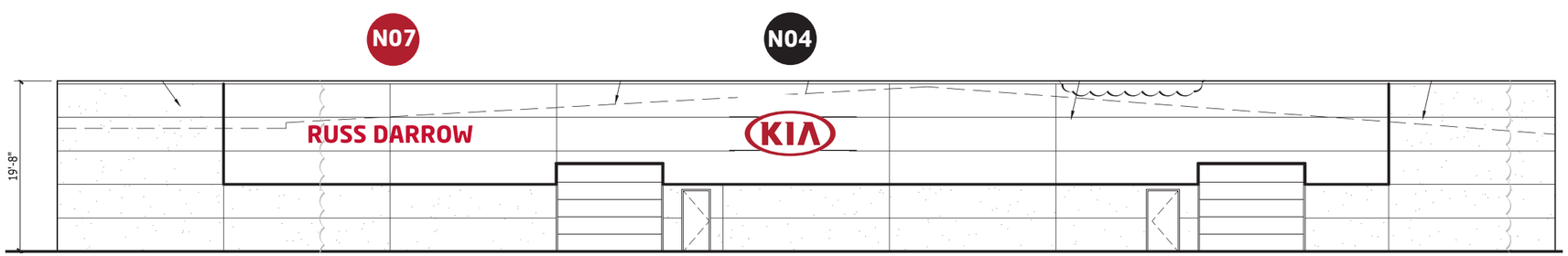
Scale: 1/4”=1’-0”

Fabricated aluminum channel letters.
Red trim caps & returns
White acrylic faces.
Red day /night perforated vinyl on 1st surface.
LED illumination



Side View
Not To Scale

NOTE: Dealer to prepare facade and provide electrical prior to installation.



SOUTH ELEVATION

Scale: 1/16”=1’-0”

PROPOSED ELEVATION

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PAGE: 3/5		SCALE:	AS NOTED

N06

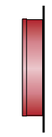
Fabricated aluminum cabinet
White acrylic face.
Vinyl on 1st surface.

Sign will be Non-Illuminated

KESW16
15.37 SF
1/2"=1'

N05 **SVC18**

11.5 Sq.Ft.
Scale: 1/4"=1'-0"



Side View
Not To Scale

Fabricated aluminum channel letters.
Red trim caps & returns
White acrylic faces.
Red day /night perforated vinyl on 1st surface.
LED illumination

WEST ELEVATION

Scale: 1/16"=1'-0"

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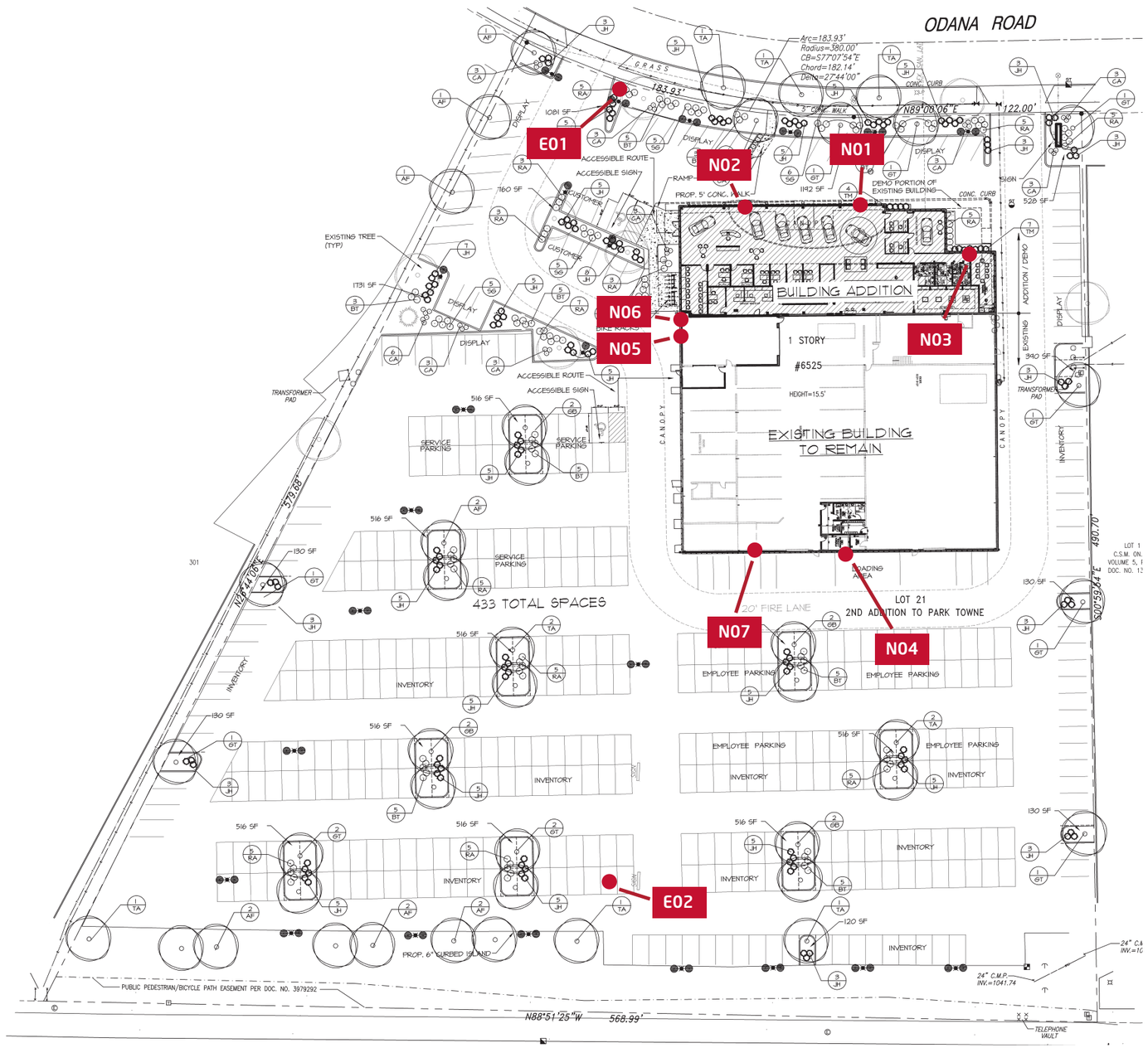

E01	KPSN5 Pylon Sign
E02	KPSN25 Pylon Sign
N01	KWLN55 Wall Sign
N02	DNL18 Dealer Name Letters
N03	DLV18 Delivery Letterset
N04	KWLN55 Wall Sign
N05	SVC18 Service Letterset
N06	KESW16 Wall Sign
N07	DNL24 Dealer Name Letters

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PAGE: 5/5		SCALE:	AS NOTED

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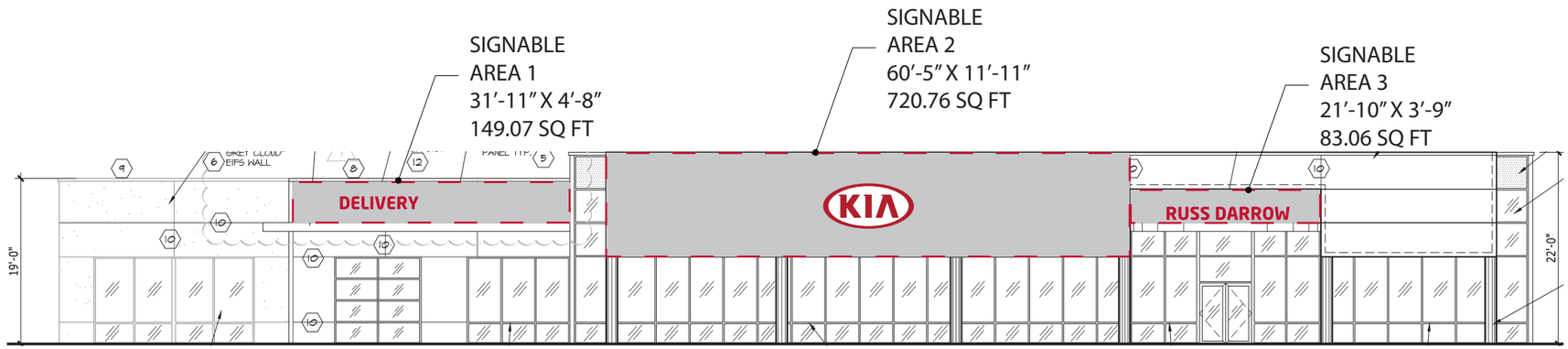
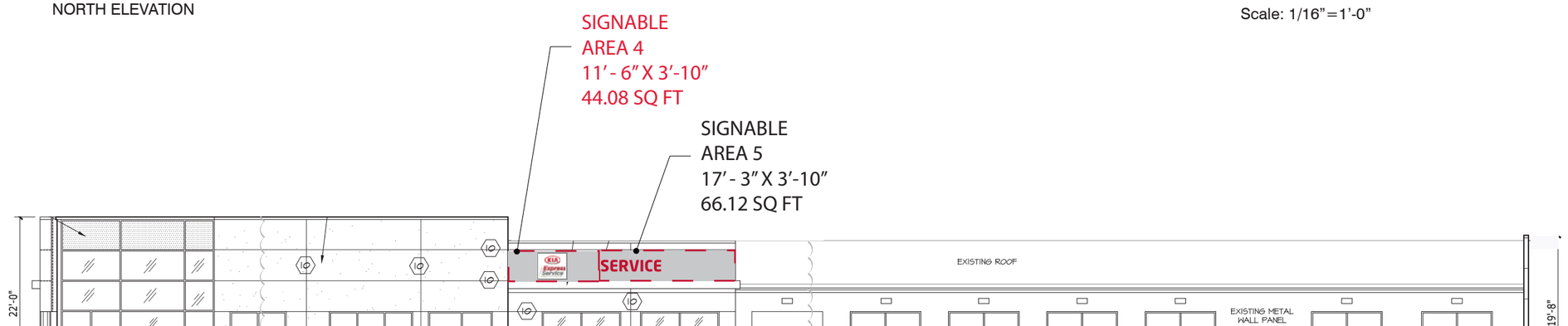


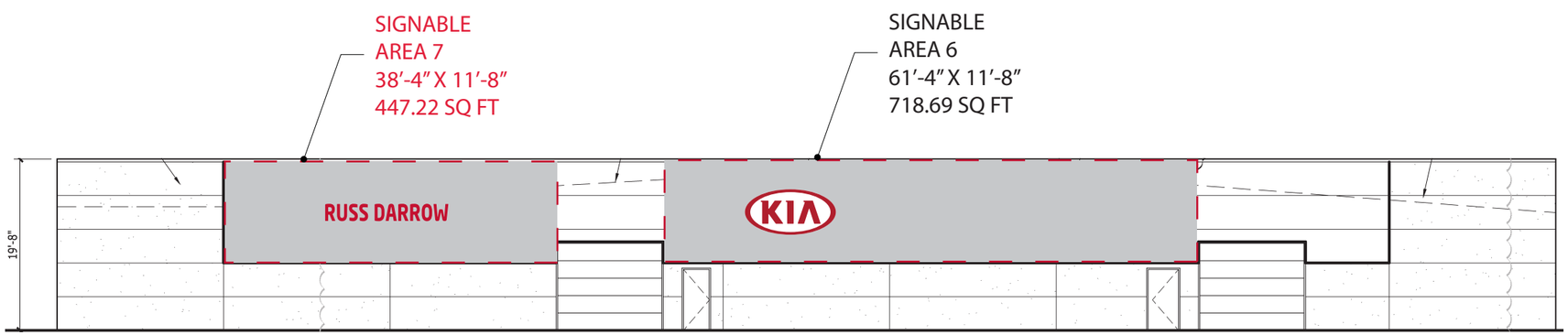
NORTH ELEVATION

Scale: 1/16"=1'-0"



WEST ELEVATION

Scale: 1/16"=1'-0"



SOUTH ELEVATION

Scale: 1/16"=1'-0"

DETERMINATION OF SIGN AREA OF 6525 ODANA ROAD - RUSS DARROW KIA

FILE NAME *DETERMINATION OF SIGN AREA* DATE *11.04.15*

JOB NAME *RUSS DARROW KIA*

LOCATION *6525 ODANA ROAD*

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November 4, 2015

Urban Design Commission
City of Madison

RE: 6525 Odana Road Sign Plan Amendment – Russ Darrow Kia – Comprehensive Design Review of a CC Commercial Center District Site

Dear Commission,

Attached is the proposed sign plan for the Commercial Site, Zoned CC, located at 6525 Odana Road.

This application requests an amendment to the Russ Darrow Kia automobile dealership signage plan already approved by the Commission at the September 11, 2013 meeting. The request is for two (2) additional signable areas, one on the south elevation facing the Beltline and one on the west elevation over the service bay doors. The signage plan already approved includes two (2) ground signs and five (5) wall signs.

Per the Madison Sign Control Ordinance, section 31.043(4)(b) Comprehensive Design Review Criteria, below are the seven items required to be addressed:

1. The sign plan proposed indeed creates visual harmony between the signs, buildings and site and appears to result in signs of appropriate scale and character, including the request to allow additional wall signage.
2. Each element of the proposed sign plan is intended to identify the property and direct visitors in an effective manner.
3. No elements of the proposed sign plan are intended to violate stated purposes of ordinances, and they do not appear to do so.
4. All signs will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
5. All proposed signs are on-premise of the owner's property and do not go beyond the restrictions of Advertising or Off-Premise Directional Signs in the Chapter 31 Sign Control Ordinance.
6. The proposed sign plan is not intended to present hazards, obstruct views, obstruct visibility of lawful signs, or negatively impact visual quality, and it does not appear to do so.
7. All proposed signs are on the owner's private property.

Following is information specific to elements requested in amendment:

<u>Wall Signage</u> – Addition of Two (2) Signable Areas.

- Section 31.07(2)(a) allows one signable area per elevation.
  - ✓ One (1) signable area has already been approved for the west elevation. One (1) additional signable area is proposed for the west elevation to aid in identification and wayfinding on the property, specifically for the Kia Express Service.

- ✓ One (1) signable area has already been approved for the south elevation. One (1) additional signable area is proposed for the west elevation to aid in identification.

- Both of the requested additional signable areas appear very similar and consistent with other automobile dealerships in this area.
- We believe the requests related to the pole sign satisfy the seven items for consideration of Comprehensive Design Review, as discussed below:

    1. The proposed additional signable areas indeed create visual harmony between the signs, buildings and site and results in a signage of appropriate scale and character.
    2. The proposed additional signable areas are intended to identify the property and direct visitors in an effective manner while maintaining brand identity.
    3. The proposed additional signable areas are not intended to violate stated purposes of ordinances.
    4. The wall signage proposed will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
    5. The wall signage proposed is on-premise of the owner's property and does not go beyond the restrictions of Advertising or Off-Premise Directional Signs in the Chapter 31 Sign Control Ordinance.
    6. The wall signage proposed is not intended to present hazards, obstruct views, obstruct visibility of lawful signs, or negatively impact visual quality, and it does not appear to do so.
    7. The wall signage proposed is on the owner's private property.

All internally illuminated signs in the proposed sign plan and are consistent with section 31.04(5)(k)5 of the Sign Control Ordinance.

In summary, the proposed sign plan is intended to maintain brand identity and optimize property identification. Further, we believe the requests made in this application are similar to existing signage at neighboring properties. As such, we are seeking approval of this amendment to the existing sign plan.

Thank you for your consideration.

Daniel E. Pietrzykowski

Dan Pietrzykowski
DP Industries LLC d/b/a ***Grant Signs***