

# URBAN DESIGN COMMISSION APPLICATION



City of Madison  
 Planning Division  
 126 S. Hamilton St.  
 P.O. Box 2985  
 Madison, WI 53701-2985  
 (608) 266-4635



**FOR OFFICE USE ONLY:**

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
 Date received \_\_\_\_\_  
 Received by \_\_\_\_\_  
 Aldermanic District \_\_\_\_\_  
 Zoning District \_\_\_\_\_  
 Urban Design District \_\_\_\_\_  
 Submittal reviewed by \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

**1. Project Information**

Address: 920 Ann St Madison WI 53713  
 Title: Mad City Mitsubishi

**2. Application Type (check all that apply) and Requested Date**

UDC meeting date requested Kellyanne Klein from AGI been in touch regarding signage  
 New development       Alteration to an existing or previously-approved development  
 Informational       Initial approval       Final approval

**3. Project Type**

Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

**Signage**  
 Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)

**Other**  
 Please specify \_\_\_\_\_

**4. Applicant, Agent, and Property Owner Information**

**Applicant name** Kathryne Kippes      Company La Crosse Sign Group  
**Street address** 2242 Mustang Way      City/State/Zip Madison WI 53718  
**Telephone** 812-841-2742      Email kathryne.kippes@lacrossesign.com

**Project contact person** Kellyanne Klein      Company AGI  
**Street address** 2655 International Parkway      City/State/Zip Virginia Beach, VA 23452  
**Telephone** 714-236-5510 x 4108      Email kklein@agisign.com

**Property owner (if not applicant)** Mad City Mitsubishi / Steve Ganser owner  
**Street address** 920 ANN ST      City/State/Zip MADISON WI 53713  
**Telephone** 608-244-2004      Email STEVE@MADCITYMITSUBISHI.COM

5. Required Submittal Materials

- Application Form
- Letter of Intent
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal\*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with \_\_\_\_\_ on \_\_\_\_\_.
2. 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.

Applicant name Steve Ganser Relationship to property Owner  
 Authorized signature of Property Owner \_\_\_\_\_ Date 1/27/18

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

January 2, 2018

TO: City of Madison, Urban Design Commission

FROM: Caleb Kaminski, serving as agent for Architectural Graphics Inc.

RE: Mad City Mitsubishi  
920 Ann St  
Madison, WI 53713

Sign Package for newly constructed Car Dealership

Existing use of this site: Car Dealership

Existing signage: There is no existing signage since this is a new build.

Proposal: Mad City Mitsubishi is asking for the consideration of installing two additional wall signs to their front facing elevation. Mad City being a new dealership to the area needs the proposed signage for service and brand recognition.

Request for approval: In addition to the 4'- 1 1/8" x 17' 7 3/16" brand recognition sign, Mad City Mitsubishi is seeking the approval to install the following signage to their new building

- One (1) 4'- 1 1/8" x 14'- 5 3/16" Mad City illuminated wall sign
- One (1) 3' x 19'-2" Service & Genuine Parts illuminated wall sign.

1. The proposed sign package for the dealership shall create visual harmony with the building by using colors that complement the new structure. The building is composed of red and grey colors. The signage has similar colors that will enhance the overall perspective of the building. The colors used for the building and signage are similar to colors used in neighboring businesses. The lighting in the signage would be energy efficient and create enhanced visual presence.
2. The proposed sign plan shall incorporate the overall architectural design of the building with the signs. The proposed building signage will remain consistent with the existing design. We are asking for additional signable area for the front elevation due to the location of the building in relation to the beltway. The proposed sign package will provide adequate exposure with neighboring businesses.
3. The proposed signage with amendment, meets all requirements described in Sections 31.02 (1) and 33.24 (2). The current sign code states that each business is only allowed

one signable area per street facing elevation. Due to the placement of the building on the lot, we are asking for consideration of multiple wall signs per front facing elevation. The dealer would have one sign for name identification, one sign for brand recognition and a last sign for service recognition.

4. The manufacturing of the proposed signage meets the standards set by the construction requirements under Section 31.04 (5). Signage will be engineered by professionals and will pose no danger to public safety.
5. The proposed sign plan will not approve any advertising beyond the restrictions in Section 31.11 and conforms to all provisions.
6. The proposed sign plan does not violate any of the following elements:
  - a. The building signs will not present any hazard to vehicular or pedestrian traffic on public or private property.
  - b. The building signs will not obstruct views to any points of ingress or egress due to the fact that they are installed on the building.
  - c. None of the signs will obstruct or visually impede the visibility of any other sign on adjacent property, due to installation on the building.
  - d. None of the signs will negatively impact the visual quality of public or private open space.
7. The proposed signage will be installed on the building, which is not located in any right of way, and the structure and landscaping shall not alter from the signage.

Thank you for your consideration

Caleb Kaminski  
La Crosse Sign Company

WI. BUILDING CONTRACTOR REGISTRATION #1104371

# New Building



# MITSUBISHI MOTORS

## Sign Proposal



All MITSUBISHI Generation 3 exterior signage manufactured by AGI, Inc. has been engineered with an advanced lighting system consisting of low voltage/ high intensity red LED modules installed behind each individual section of the diamond logo and behind all wordmarks and dealer names. This new technology uses 80% less energy and reduces maintenance costs a minimum of 70% over previous designs and BOLDLY maximizes the MITSUBISHI brand statement. All dealers installing Generation 3 signage manufactured by AGI, Inc. typically qualify for Federal, State, and Local energy rebate programs where applicable. Please contact AGI, Inc. for more detailed information on energy rebate programs in your area. All existing Mitsubishi signage not manufactured by AGI, Inc. can be easily field retrofitted to the new enhance lighting system making them eligible for energy efficiency rebates.

*Signage as allowed by code*

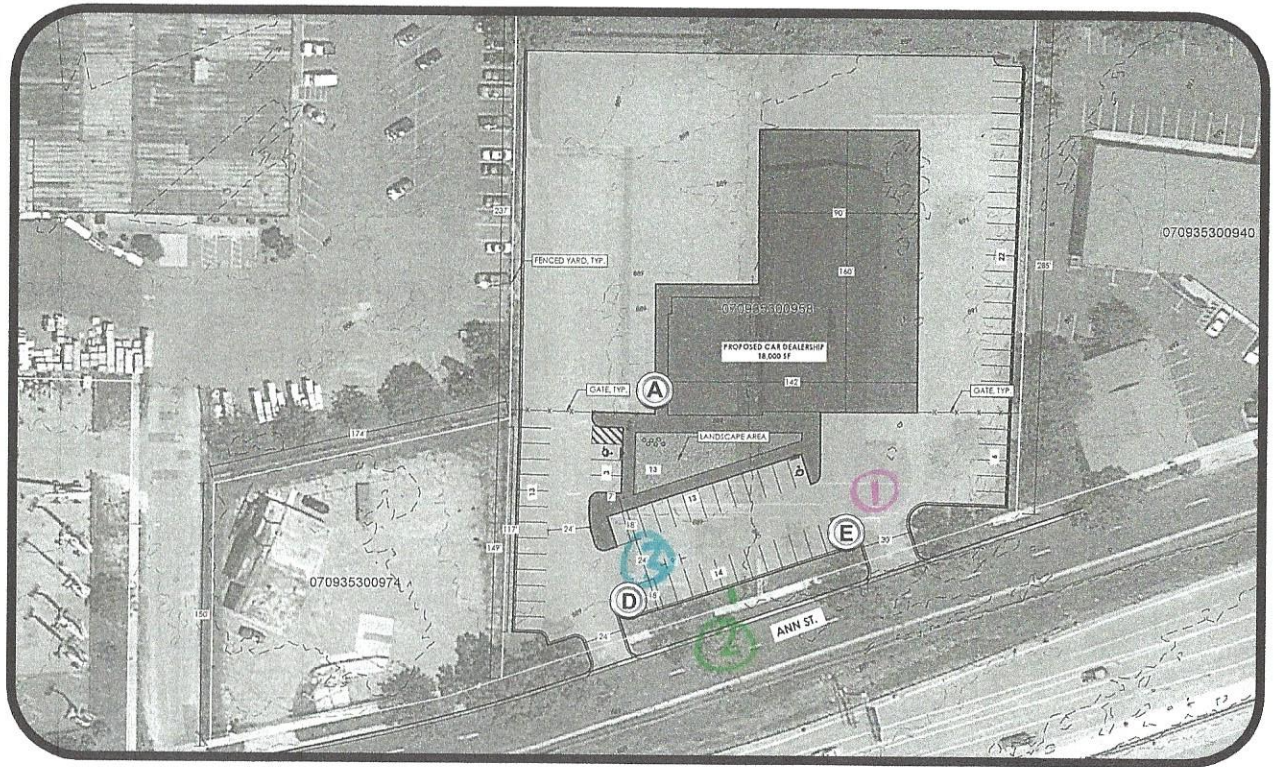
**AGI** YOUR IMAGE.  
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ARCHITECTURAL GRAPHICS INC.

2655 International Parkway  
P.O. Box 9175  
Virginia Beach, VA 23450  
(757)427-1900

Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
Scale:	Address:		2			
As Noted	920 Ann Street		3			
Drawn:	City / State:		4			
C. Arocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6			

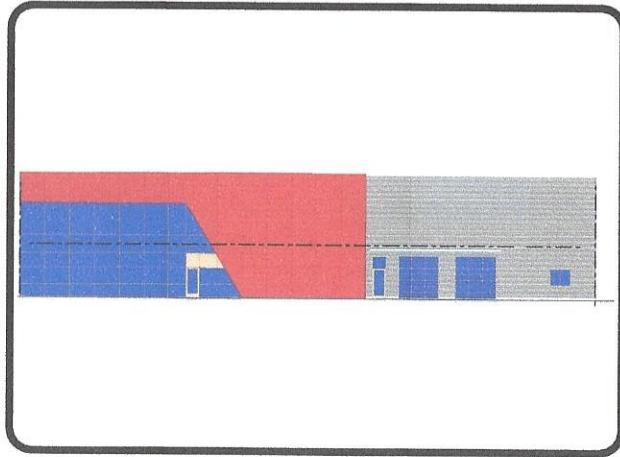
### SIGNAGE SPECIFICATIONS

- (A) S70 Badge
- (D) M21 @ custom 10' OAH Monolith
- (E) DPNL7 Directional



Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
Scale:	Address:		2			
As Noted	920 Ann Street		3			
Drawn:	City / State:		4			
C.Arocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6			

# Proposed Recommendations

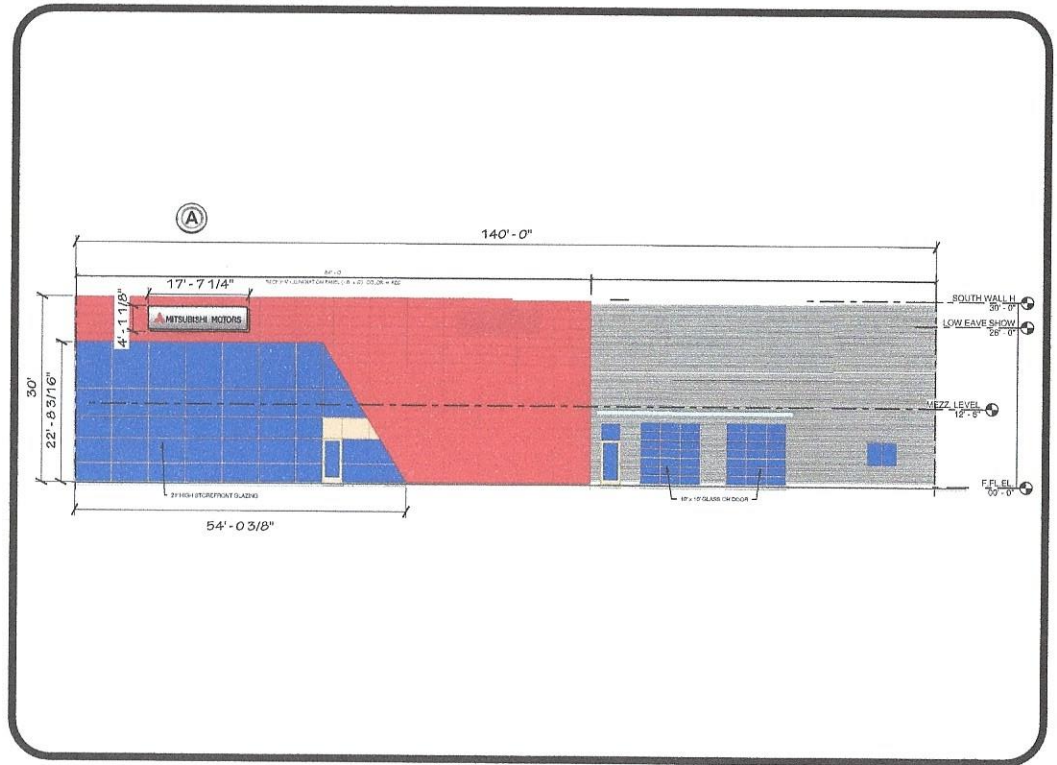


EXISTING - SIGN A

## Scope of Work:

Remove Existing Signage  
 Install New S70 Badge Cabinet Sign  
 Internally Illuminated

Per Code Check:  
 MAX 80 SF/ each; MAX 280 SF Total



SIGN **A** S70 Badge Cabinet Sign

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Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
Scale:	Address:		2			
As Noted	920 Ann Street		3			
Drawn:	City / State:		4			
C.Arocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6			



# Proposed Recommendations



EXISTING - SIGN D




SIGN (D) M21 @ custom 10' OAH Monolith

**Scope of Work:**

- Lay New Foundation
- Install New Custom M21 Monolith
- Internally Illuminated

Per Code Check: MAX 10' OAH

 <p><b>YOUR IMAGE. OUR PRIORITY.</b> ARCHITECTURAL GRAPHICS INC.</p>	2655 International Parkway P.O. Box 9175 Virginia Beach, VA 23450 (757)427-1900	Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
		11/28/17	Mad City Mitsubishi		1			
		Scale:	Address:		2			
		As Noted	920 Ann Street		3			
		Drawn:	City / State:		4			
		C. Arcocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6					

# Proposed Recommendations



EXISTING - SIGN E



SIGN  DPNL7 Directional

### Scope of Work:

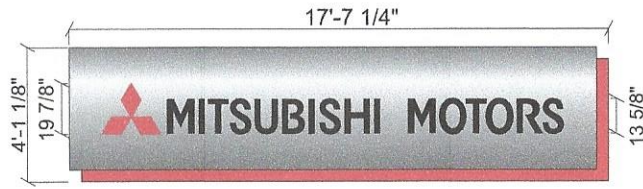
Install New Single Sided DPNL7 Directional  
Internally Illuminated

Per Code Check:  
MAX 10' OAH



2655 International Parkway  
P.O. Box 9175  
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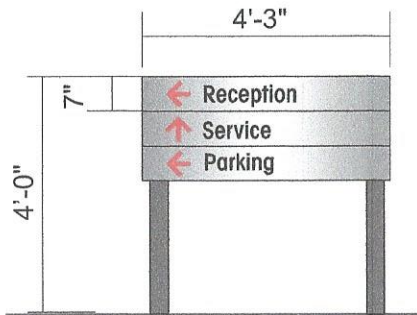
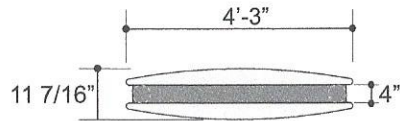
Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
Scale:	Address:		2			
As Noted	920 Ann Street		3			
Drawn:	City / State:		4			
C. Arocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6			



S70 Badge

**A FRONT VIEW @ S70 BADGE WALL CABINET**

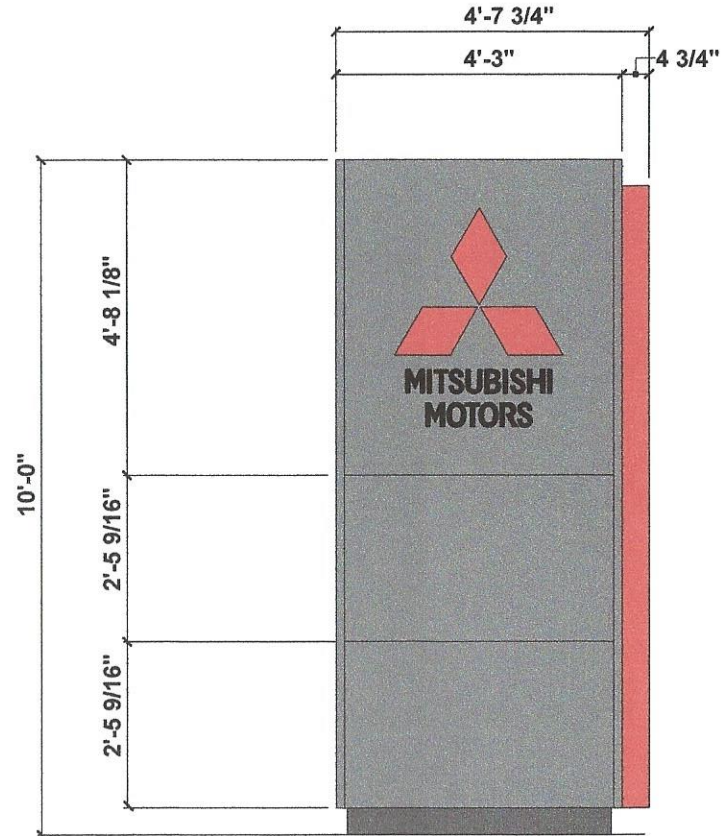
S70 WALL CABINET  
ILLUMINATED CABINET SIGN  
70 SQ.FT.



**E FRONT VIEW @ DPNL7 Directional**

DPNL7 Directional  
17 SQ.FT.

**Specifications: DIRECTIONALS**  
Aluminum faces painted Mitsubishi Motors Silver, PMS877C, satin finish.  
3M7725-12 Black vinyl graphics and copy.  
Arrows to be 3630-33 Red laminated over 3650-10 White vinyl.  
Supports, top, and side accents painted Dark Gray, PMS 433C, satin finish.



**D FRONT VIEW @ M21 MONOLITH MONUMENT @ custom 10' OAH**

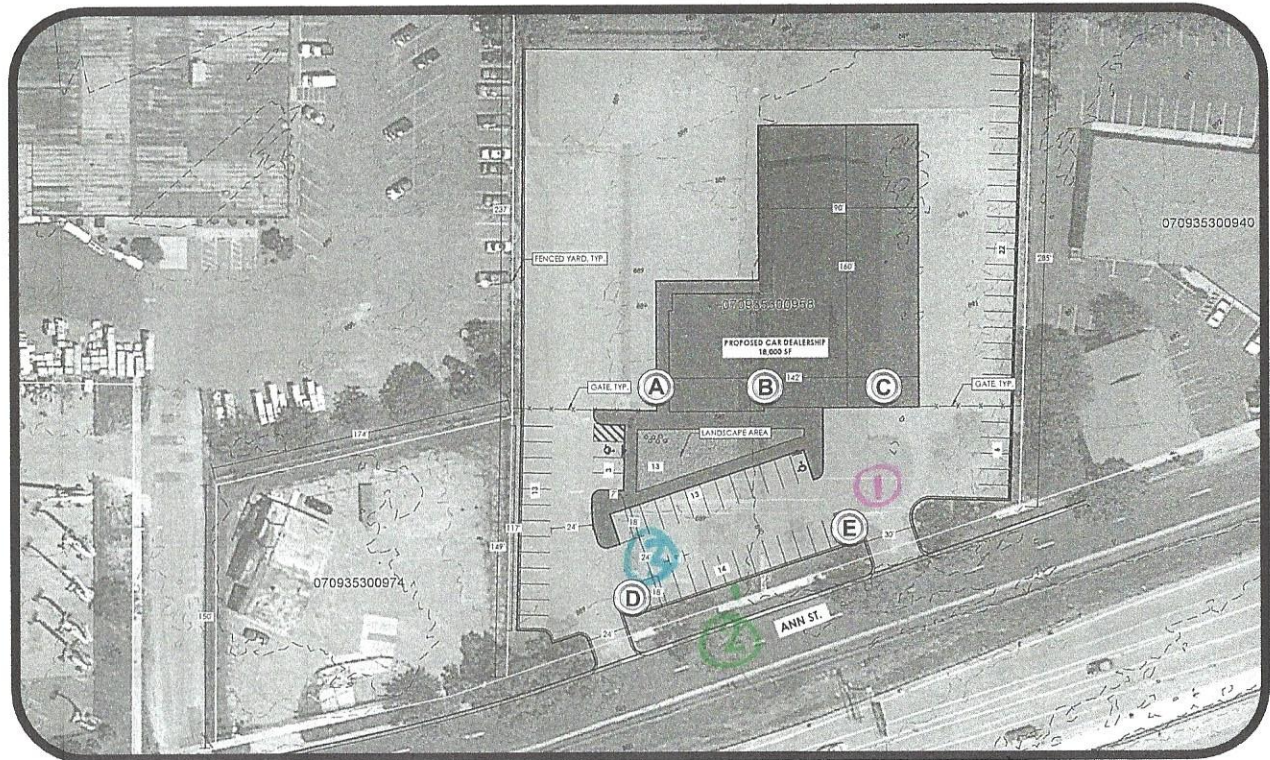
M21 MONOLITH  
ILLUMINATED CABINET SIGN  
21 SQ.FT.

**Specifications:**  
Copy routed and backed with Day/Night film.  
Aluminum cabinet painted Mitsubishi Motors Silver, PMS877C.  
Decorative edge aluminum painted Mitsubishi Motors Red, PMS 485C.  
Illuminated with L.E.D.

Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
Scale: As Noted	Address: 920 Ann Street		2			
Drawn: C. Arocho	City / State: Madison, WI		3			
Sales:	Client Approval:	Date:	4			
			5			
			6			

### SIGNAGE SPECIFICATIONS

- (A) S70 Badge
- (B) S60 Dealer Name
- (C) S102 Service & Genuine Parts
- (D) M21 @ custom 10' OAH Monolith
- (E) DPNL7 Directional



Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
Scale:	Address:		2			
As Noted	920 Ann Street		3			
Drawn:	City / State:		4			
C.Arocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6			

# MITSUBISHI MOTORS

## Sign Proposal



All MITSUBISHI Generation 3 exterior signage manufactured by AGI, Inc. has been engineered with an advanced lighting system consisting of low voltage/ high intensity red LED modules installed behind each individual section of the diamond logo and behind all wordmarks and dealer names. This new technology uses 80% less energy and reduces maintenance costs a minimum of 70% over previous designs and BOLDLY maximizes the MITSUBISHI brand statement. All dealers installing Generation 3 signage manufactured by AGI, Inc. typically qualify for Federal, State, and Local energy rebate programs where applicable. Please contact AGI, Inc. for more detailed information on energy rebate programs in your area. All existing Mitsubishi signage not manufactured by AGI, Inc. can be easily field retrofitted to the new enhance lighting system making them eligible for energy efficiency rebates.

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Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
Scale: As Noted	Address: 920 Ann Street		2			
Drawn: C. Arocho	City / State: Madison, WI		3			
Sales:	Client Approval:	Date:	4			
			5			
			6			

# MITSUBISHI MOTORS

## Sign Proposal



All MITSUBISHI Generation 3 exterior signage manufactured by AGI, Inc. has been engineered with an advanced lighting system consisting of low voltage/ high intensity red LED modules installed behind each individual section of the diamond logo and behind all wordmarks and dealer names. This new technology uses 80% less energy and reduces maintenance costs a minimum of 70% over previous designs and BOLDLY maximizes the MITSUBISHI brand statement. All dealers installing Generation 3 signage manufactured by AGI, Inc. typically qualify for Federal, State, and Local energy rebate programs where applicable. Please contact AGI, Inc. for more detailed information on energy rebate programs in your area. All existing Mitsubishi signage not manufactured by AGI, Inc. can be easily field retrofitted to the new enhance lighting system making them eligible for energy efficiency rebates.

*Signage Proposed*

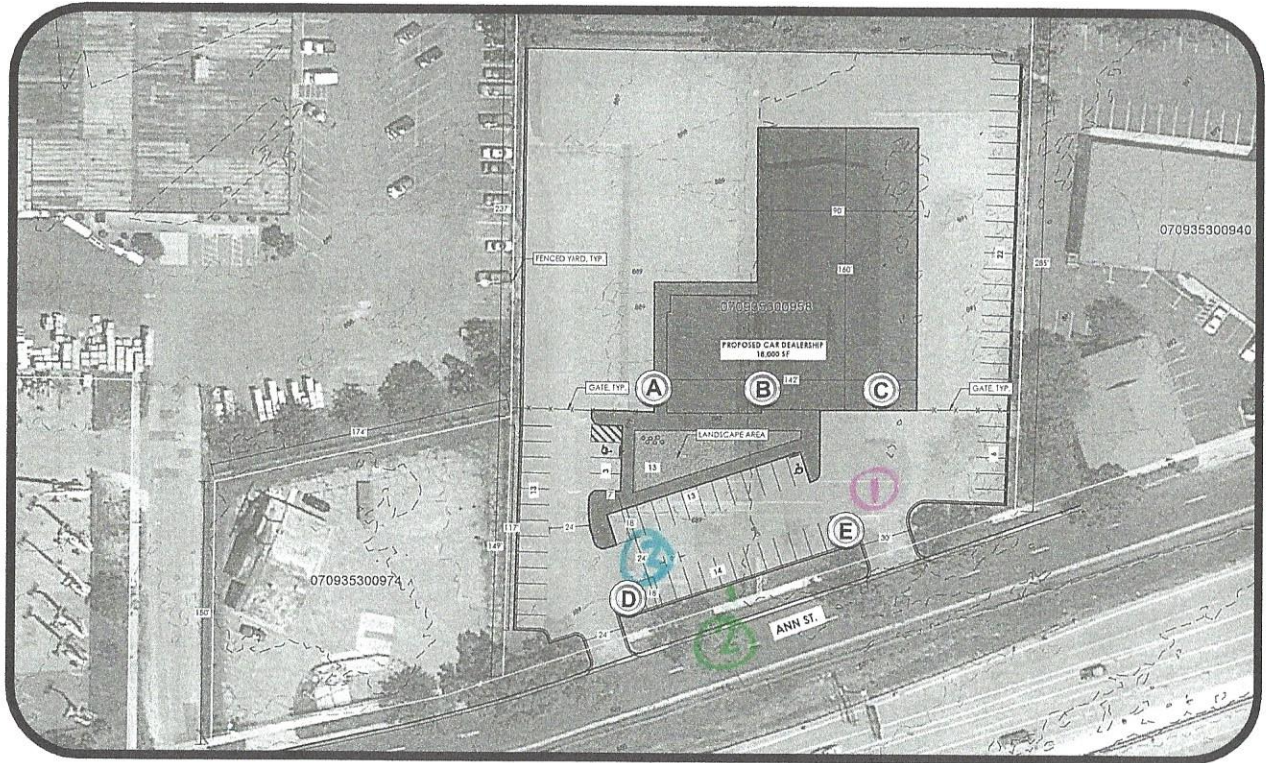
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C.Arocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6			

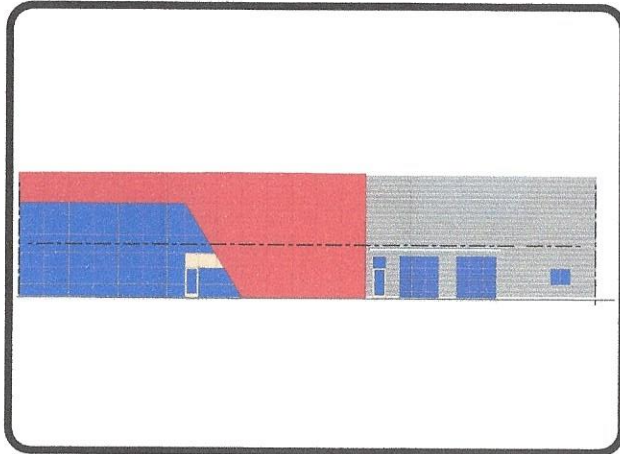
### SIGNAGE SPECIFICATIONS

- (A) S70 Badge
- (B) S60 Dealer Name
- (C) S58 Service & Genuine Parts
- (D) M21 @ custom 10' OAH Monolith
- (E) DPNL7 Directional



Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
Scale:	Address:		2			
As Noted	920 Ann Street		3			
Drawn:	City / State:		4			
C.Arocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6			

# Proposed Recommendations

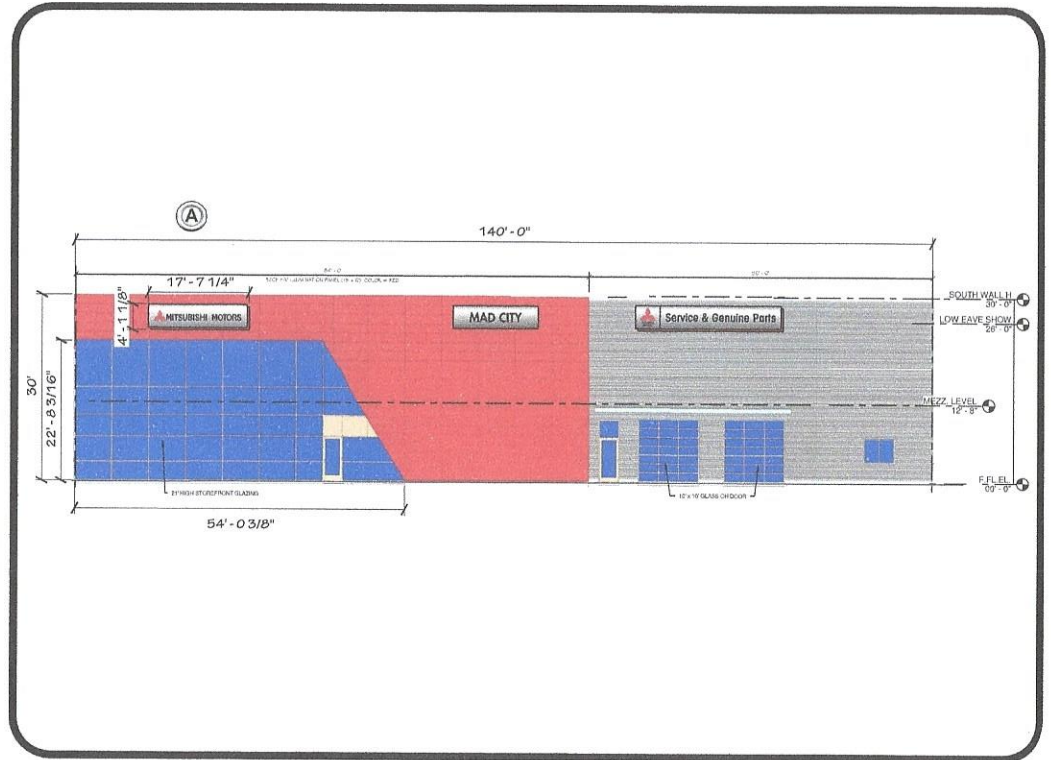


EXISTING - SIGN A

## Scope of Work:

Remove Existing Signage  
 Install New S70 Badge Cabinet Sign  
 Internally Illuminated

Per Code Check:  
 MAX 80 SF/ each; MAX 280 SF Total

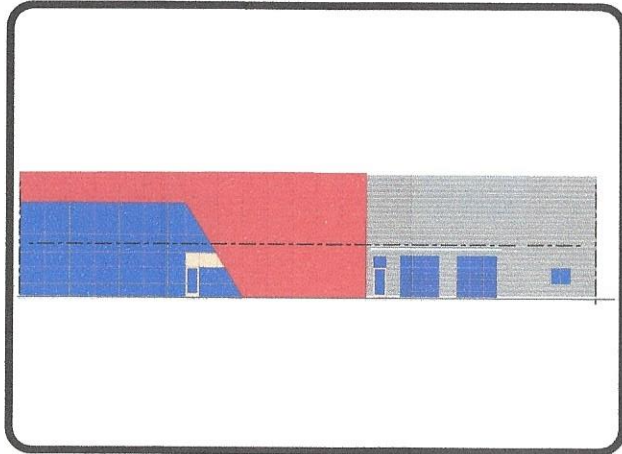


SIGN (A) S70 Badge Cabinet Sign

Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
Scale:	Address:		2			
As Noted	920 Ann Street		3			
Drawn:	City / State:		4			
C.Arocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6			



# Proposed Recommendations

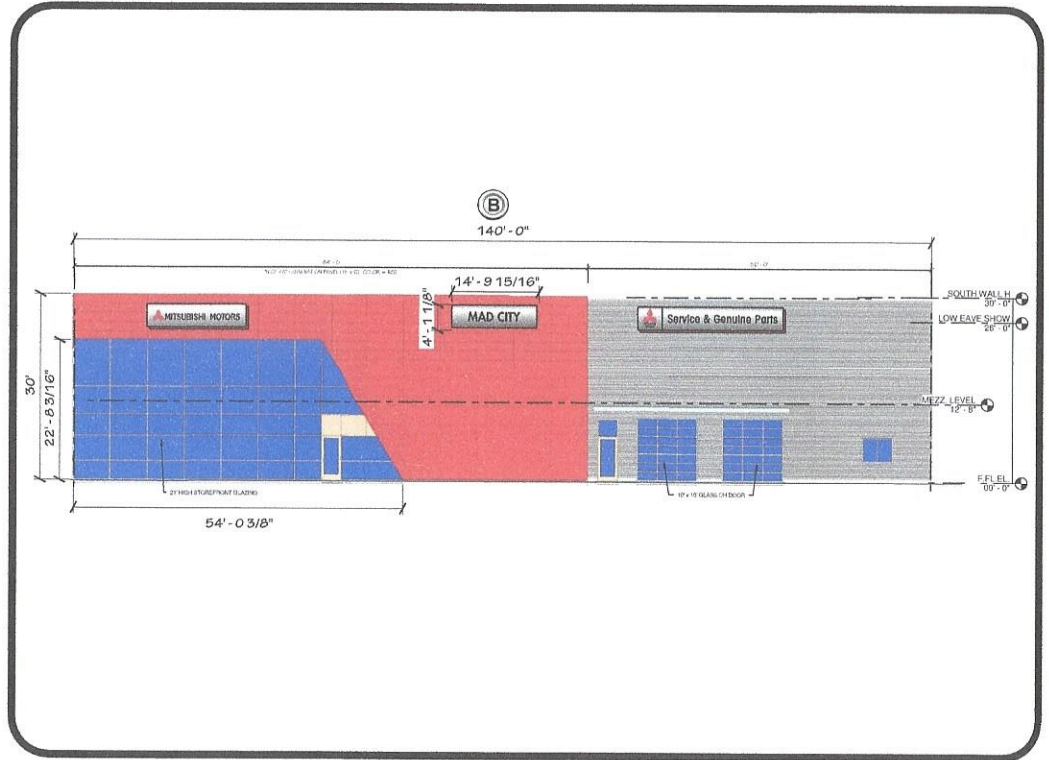


EXISTING - SIGN B

### Scope of Work:

- Remove Existing Signage
- Install New S60 Dealer Name Wall Cabinet
- Internally Illuminated

Per Code Check:  
MAX 80 SF/ each; MAX 280 SF Total



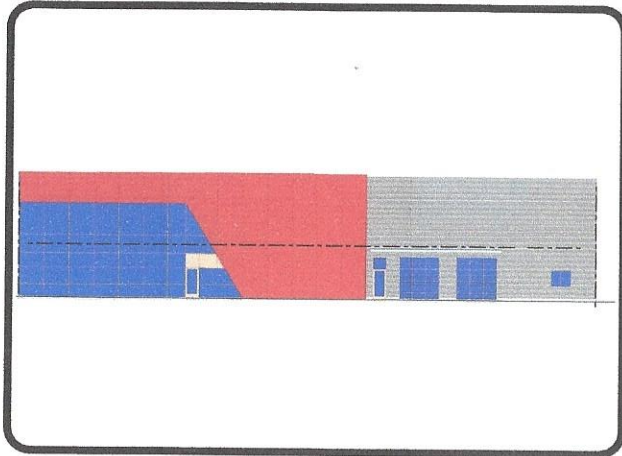
SIGN **B** S60 Dealer Name Wall Cabinet



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P.O. Box 9175  
Virginia Beach, VA 23450  
(757)427-1900

Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
As Noted	Address: 920 Ann Street		2			
Drawn: C. Arcoho	City / State: Madison, WI		3			
Sales:	Client Approval:	Date:	4			
			5			
			6			

# Proposed Recommendations

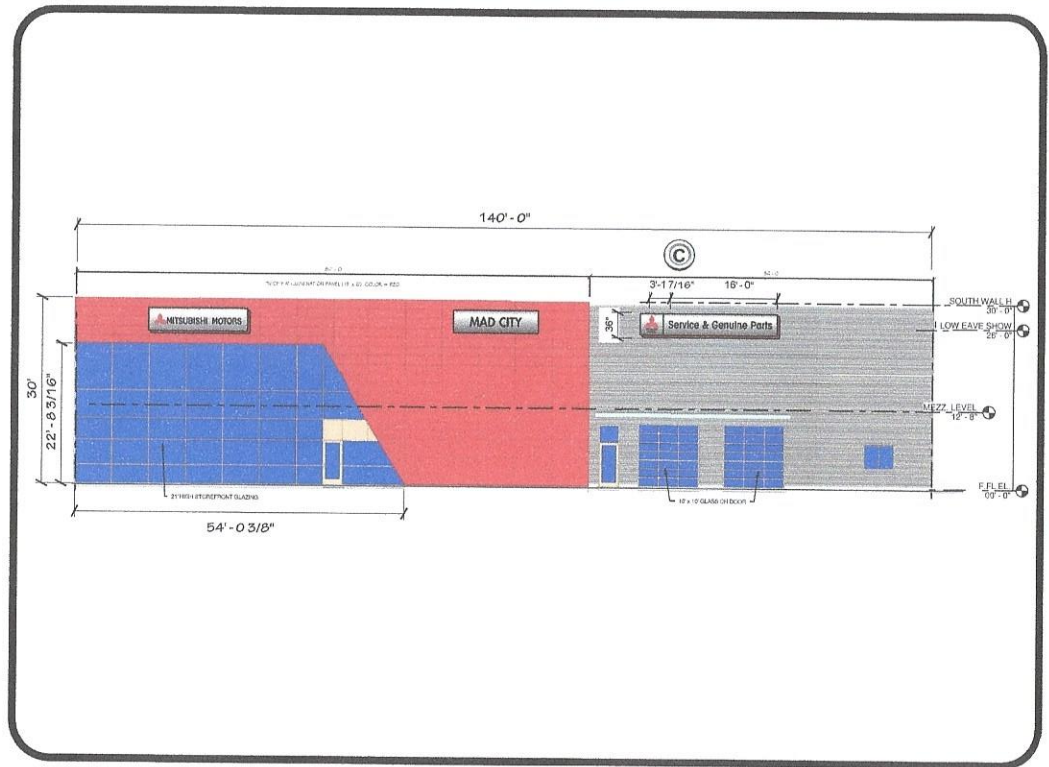


EXISTING - SIGN C

## Scope of Work:

Remove Existing Signage  
 Install New S58 Service & Genuine Parts  
 Internally Illuminated

Per Code Check:  
 MAX 80 SF/ each; MAX 280 SF Total



SIGN © S58 Service & Genuine Parts

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Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
As Noted	Address: 920 Ann Street		2			
Drawn: C. Arocho	City / State: Madison, WI		3			
Sales:	Client Approval:	Date:	4			
			5			
			6			

# Proposed Recommendations



EXISTING - SIGN D



SIGN **(D)** M21 @ custom 10' OAH Monolith

## Scope of Work:

Lay New Foundation  
 Install New Custom M21 Monolith  
 Internally Illuminated

Per Code Check: MAX 10' OAH

Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
Scale:	Address:		2			
As Noted	920 Ann Street		3			
Drawn:	City / State:		4			
C. Arocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6			

# Proposed Recommendations



EXISTING - SIGN E



SIGN **(E)** DPNL7 Directional

## Scope of Work:

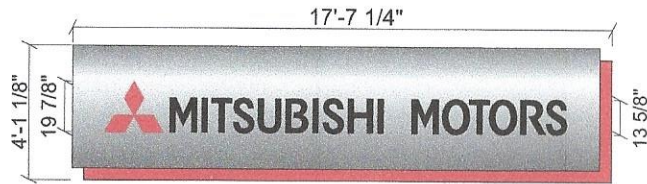
Install New Single Sided DPNL7 Directional  
Internally Illuminated

Per Code Check:  
MAX 10' OAH

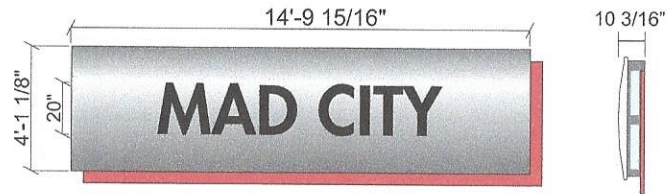
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C.Arocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6			



**S70 Badge**



**S60 Dealer Name**

**A FRONT VIEW @ S70 BADGE WALL CABINET**  
 S70 WALL CABINET  
 ILLUMINATED CABINET SIGN  
 70 SQ.FT.

**B FRONT VIEW @ S60 DEALER NAME**  
 S60 WALL CABINET  
 ILLUMINATED CABINET SIGN  
 60 SQ.FT.



**S58 Service & Genuine Parts**

**C FRONT VIEW @ S58 SERVICE & GENUINE PARTS**  
 S58 WALL CABINET  
 ILLUMINATED CABINET SIGN  
 58 SQ.FT.

Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
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Drawn:	City / State:		4			
C.Arocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6			











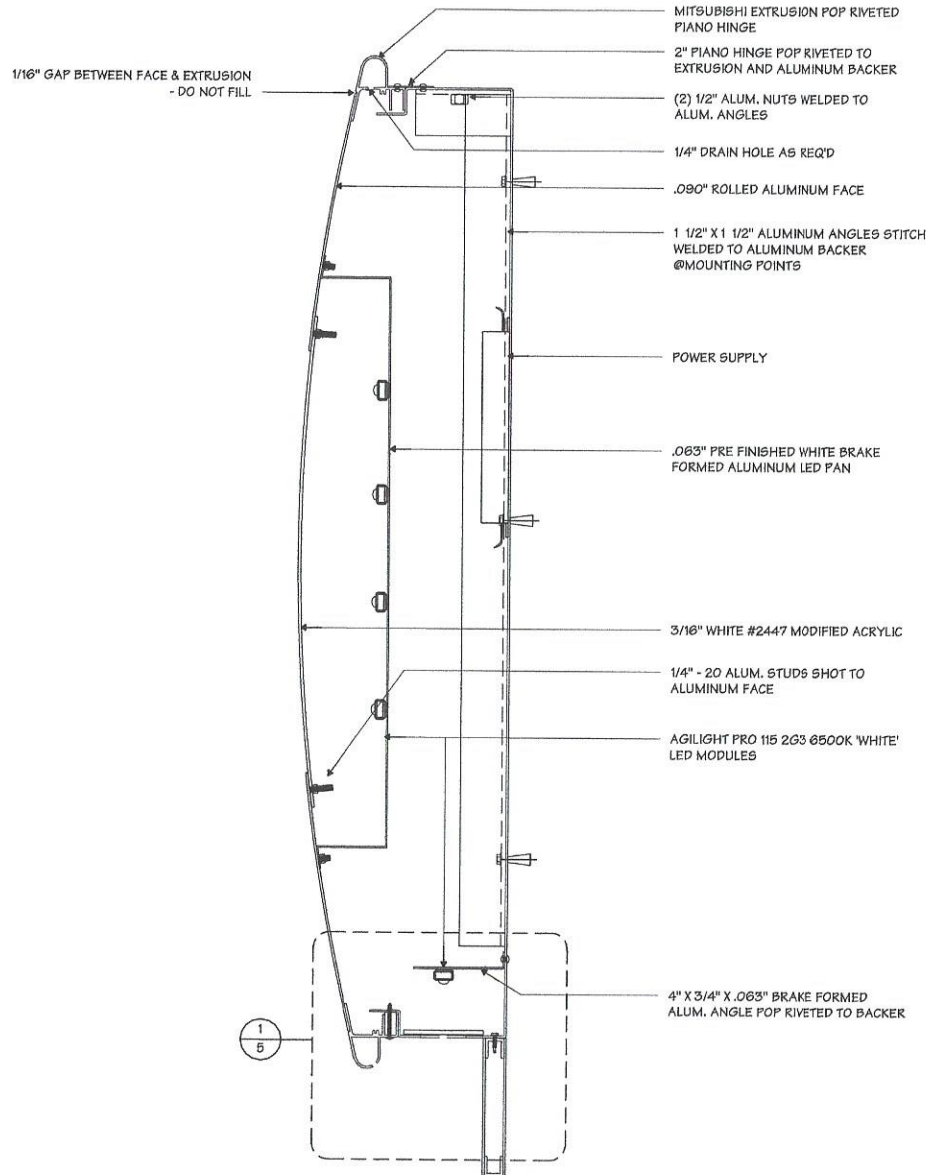












SECTION @ COPY  
 3/16" = 1"

**AGI** Architectural Graphics Incorporated  
 2855 International Parkway  
 P.O. Box 2176  
 Virginia Beach, VA 23460  
 (757) 427-1900

Project Title  
**MITSUBISHI MOTORS**

Date 09.10.17

AGI EOR M. SMITH  
 Lead Drafter  
 Drawn By JLM  
 Project Mgr. J. KIRKLAND

General Sign Specifications  
 Interior  Exterior  
 Single Faced  Double Faced  
 Non-Illuminated  
 Illuminated  
 120 Volts 2 Amps(+/-)  
 Location  
 Windspeed 115 MPH / IBC 2012

Change	Date	Drawn By
1		JLM
2		JLM
3		JLM
4		JLM
5		JLM
6		JLM
7		JLM
8		JLM
9		JLM
10		JLM

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Code 17803 Type A

Sign Type S60 PG. #: 4



















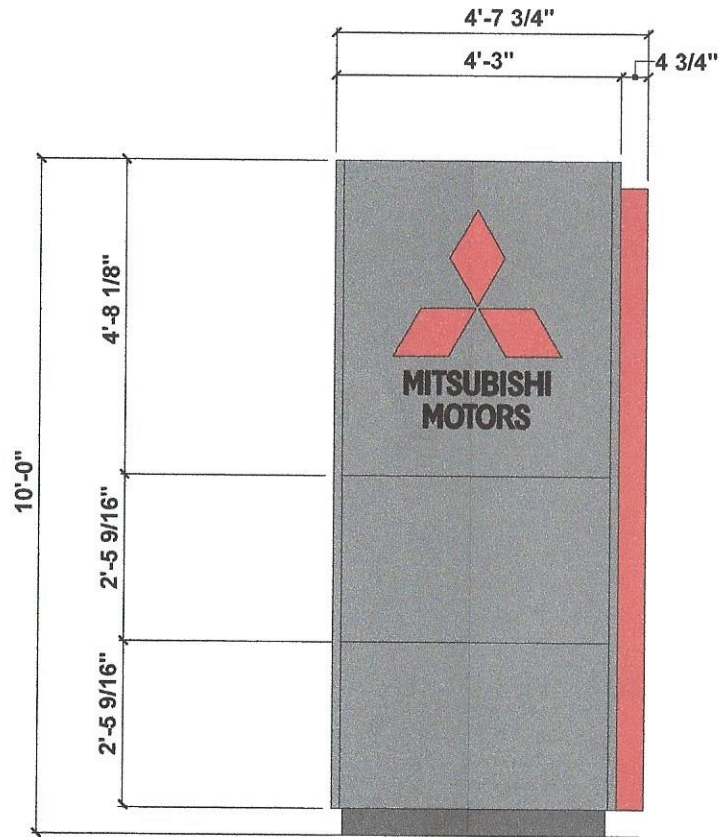


*Service & Genuine Parts*

SERVICE & PARTS

ENTRANCE



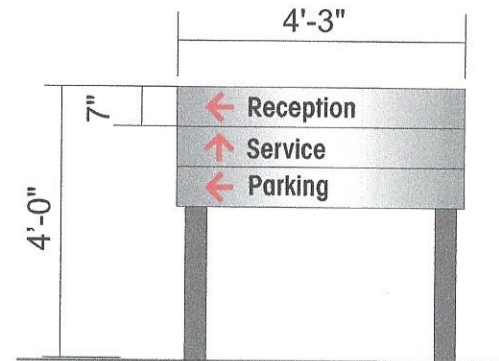
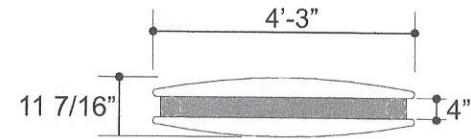


**D FRONT VIEW @ M21 MONOLITH MONUMENT @ custom 10' OAH**

**M21 MONOLITH  
ILLUMINATED CABINET SIGN  
21 SQ.FT.**

**Specifications:**

Copy routed and backed  
with Day/Night film.  
Aluminum cabinet painted Mitsubishi  
Motors Silver, PMS877C.  
Decorative edge aluminum painted  
Mitsubishi Motors Red, PMS 485C.  
Illuminated with L.E.D.



**E FRONT VIEW @ DPNL7 Directional**

**DPNL7 Directional  
17 SQ.FT.**

**Specifications: DIRECTIONALS**

Aluminum faces painted Mitsubishi  
Motors Silver, PMS877C, satin finish.  
3M7725-12 Black vinyl graphics and copy.  
Arrows to be 3630-33 Red laminated  
over 3650-10 White vinyl.  
Supports, top, and side accents painted  
Dark Gray, PMS 433C, satin finish.

**AGI YOUR IMAGE.  
OUR PRIORITY.**  
ARCHITECTURAL GRAPHICS INC.

2655 International Parkway  
P.O. Box 9175  
Virginia Beach, VA 23450  
(757)427-1900

Date:	Project Name:	Dealer #	No.	Designer	Date	Revision Notes
11/28/17	Mad City Mitsubishi		1			
Scale:	Address:		2			
As Noted	920 Ann Street		3			
Drawn:	City / State:		4			
C.Arocho	Madison, WI		5			
Sales:	Client Approval:	Date:	6			