

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM #

Project #

Legistar #

COPY

DATE SUBMITTED: February 13, 2013

UDC MEETING DATE: MARCH 6, 2013

Action Requested

☐ Informational Presentation

☐ Initial Approval and/or Recommendation

☒ Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 2303 W. BELTLINE HWY.

ALDERMANIC DISTRICT: 14

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

KAYSER MOTORS INC.

RYAN SIGNS, INC.

2303 W. BELTLINE HWY.

3007 PERRY ST.

MADISON, WI 53713

MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE

Address: 3007 PERRY ST.

MADISON, WI 53713

Phone: 271-7979

Fax: 271-7553

E-mail address: mbgrowneyselene@ryansigns.net

PLEASE PRINT!

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) AMENDMENT TO EXISTING CDC

☐ 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.

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax

mbgrowneyselene@ryansigns.net

February 13, 2013

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for Urban Design Commission's Review of a Comprehensive Design Review Plan
Kayser Ford Lincoln
2303 W. Beltline Hwy.

Dear Al;

The attached document package describes the proposed Comprehensive Signage Plan for the exterior signage at Kayser Ford Lincoln located at 2303 W. Beltline Hwy. We are seeking Urban Design Commission approval of the comprehensive exterior signage package.

Objective

We intend to describe the design and integration of the street graphics and site signage. Principal goals are to create identity for all entities included on the expansive site while promoting ease of movement for clients/customers and visitors.

- To effectively display signage on the building façades
- To effectively display freestanding signage

The execution of the objective and goals, as they relate to the relationship and size of the development, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. This package illustrates the extent and scope of the Kayser Ford Lincoln development exterior signage and includes a summary of all proposed signage locations and sizes. Included separately, is the intent of and commentary on each type of signage for the development. Please refer to the document package for additional information on specific signage detail.

Purpose of the Comprehensive Design Plan

To determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs and buildings and building site are sufficient to warrant special allowances in signage area beyond the restrictions contained in the City of Madison Sign Ordinance.

Respectfully Submitted,

RYAN SIGNS, INC.

Mary Beth Growney Selene
President
Serving as Agent for Kayser Ford Lincoln

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

February 13, 2013

Kayser Ford Lincoln
2303 W. Beltline Hwy.

Background Notes

1. The property is zoned C-3-L. The overall frontage of the lot is approximately 1,000 feet.
2. For the purpose of freestanding signs, the client will be using the W. Beltline Hwy. frontage which includes 6 lanes of traffic at 55 mph.
3. A Comprehensive Design Review was approved on December 22, 1981 after it was discovered by City of Madison staff that six signs on the premises had not been properly permitted. There are no photographs of the approved signs, but it is safe to assume they are no longer in place. Further research found that perhaps at least some of these signs had been properly permitted:
 - March, 1971: 104 square foot ground sign
 - 22 square foot ground sign
 - 22 square foot ground sign
 - 22 square foot ground sign
 - 73 square foot ground sign
 - 6 square foot projecting sign
 - 6 square foot projecting sign
 - March of 1973: 106 square foot ground sign
 - August of 1981: 25 square foot wall sign
 - August of 1981: 21 square foot wall sign

It cannot be determined if these signs were still in place at the time of the CDR in 1981.
4. In 1986, one ground sign and one wall sign were permitted, with no reference to the 1981 CDR.
 - 93 square feet "Leasing & Rentals" (wall sign)
 - 42 square feet "AMC/Jeep/Renault" (ground sign)
5. In 1988, one ground sign and one wall sign were permitted. It would appear that the permit for the wall sign references an "Alteration", with no additional detail.
 - 212.6 square feet (ground sign) no photo attached to permit
 - 50 square feet (wall sign) "Kayser Jeep Eagle"
6. In 1989, one ground sign was permitted, with no reference to the 1981 CDR.
 - 100 square feet (ground sign) "Isuzu Truck Center"
7. In 1990, one ground sign was permitted, with no reference to the 1981 CDR.
 - 88 square feet (ground sign) "Suzuki Kayser"
8. In 1992, one wall sign was permitted with no reference to the 1981 CDR.
 - 92 square feet (wall sign) "Since 1923 Ford"
9. In 1999, one ground sign and one wall sign were permitted with no reference to the 1981 CDR.
 - 140 square feet (ground sign) "Ford Trucks"
 - 348 square feet (wall sign) "Kayser Jeep"
10. In 2000, one wall sign and one ground sign were permitted, with reference to CDR.
 - 36 square feet (wall sign) "Kayser"
 - 49.5 square feet (ground sign down-sized from CDR approved 140 square feet) "Kayser"

11. In 2002 it would appear that the site had a complete signage update. Unfortunately, several of the approved permits don't have accompanying drawings, so our information is limited to data shown on the permits. There is no reference to the 1981 CDR on any of these permits.

20.158 square feet	wall sign	"Parts"
20.158 square feet	wall sign	"Truck Service"
20.158 square feet	wall sign	"Body Shop"
20.158 square feet	wall sign	"Service"
59.398 square feet	ground sign	"Ford Pre-Owned Vehicles"
130 square feet	ground sign	"Ford Oval" (29.6' overall height)
40 square feet	wall sign	"Ford" (permit shows 31 square feet)
38 square feet	walls sign	"Quick Lane"
79.5 square feet	wall sign	"Quick Lane"
80 square feet	wall sign	"Fast Lube Alignment Brakes Tires Shocks Struts Exhaust"
15 square feet	wall sign	"Service Entrance"
12. In 2007, a change of copy permit was approved, with no reference to the 1981 CDR.

107.66 square feet	ground sign	"Kayser Budget Used"
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It would appear that the best reference as a baseline are the sign permits approved in 2002 and 2007.

=====

The following is a listing of the PROPOSED sign types located on the site plan and building elevations:

Freestanding Identification Signs

- | | |
|---|--|
| P-1 FORD Oval | 8'-0" x 13'-0" = 104 square feet
29.6" = overall height
The sign is located at the center drive on the property |
| P-2 FORD Quality Checked
Certified Pre-Owned | 5'-9" x 10'-4" = 59.4 square feet.
20'-0" = overall height
The sign is located toward the east end of the property |
| P-3 KAYSER Budget Used | 8'-6" x 12'-6" = 106.25 square feet
25'-0" = overall height
The sign is located at the east drive on the property |

Directional Signs

- | | |
|-----------------------|--|
| D-1 SERVICE | 2'-10" x 7'-0" = 19.6 square feet
7'-0" = overall height
The sign is located near the center drive on the property |
| D-2 WAYFINDING | 4'-0" x 7'-0" = 28 square feet
6'-0" = overall height
The sign is located near the center drive on the property |
| D-3 WAYFINDING | 4'-0" x 7'-0" = 28 square feet
6'-0" = overall height
The sign is located near the center drive on the property |

Building Signs

B-1 KAYSER Letters North Elevation	$3'-3'' \times 22'-3'' = 72.31$ square feet Internally illuminated letters
B-1.a FORD Oval North Elevation	$4'-0'' \times 9'-6'' = 38$ square feet Internally illuminated module
B-2 LINCOLN Logo/Letters North Elevation	Logo = $4'-0'' \times 2'-4'' = 9.32$ square feet Letters = $9'' \times 7'-6'' = 5.625$ square feet Internally illuminated logo and letters
B-3.a QUICK LANE Letters North Elevation	$4'-0'' \times 26'-5'' = 102$ square feet Internally illuminated letters and logo
B-3.b QUICK LANE Letters East Elevation	$2'-9'' \times 19'-0'' = 52.25$ square feet Internally illuminated letters and logo
B-4 SERVICE Letters North Elevation	$2'-2'' \times 17'-0'' = 36.72$ square feet Internally illuminated letters
B-5 PARTS Letters West Elevation	$2'-2'' \times 12'-7'' = 27.3$ square feet Internally illuminated letters
B-6 HEAVY TRUCK SERVICE Letters West Elevation	$2'-2'' \times 48'-0'' = 104.16$ square feet Internally illuminated letters
B-7 BODY SHOP Letters West Elevation	$2'-2'' \times 22'-11'' = 49.91$ square feet Internally illuminated letters

Parking Lot Regulation Signs

Parking Lot Regulation Signs shall be allowed as needed throughout the development. Existing signs include Handicap Parking, STOP, One Way, Customer Parking Only, No Parking Fire Lane. The existing signs are 3 square feet in area, or less. Similar regulatory signs will be allowed as needed.

Parking Lot Directional Signs

West and South Side	Parking Lot Directional Signs shall be allowed as needed for good traffic flow. The signs shall not exceed 9'-0" square feet or 10'-0" in overall height.
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Ryan Signs, Inc.

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mbgrowneyselene@ryansigns.net

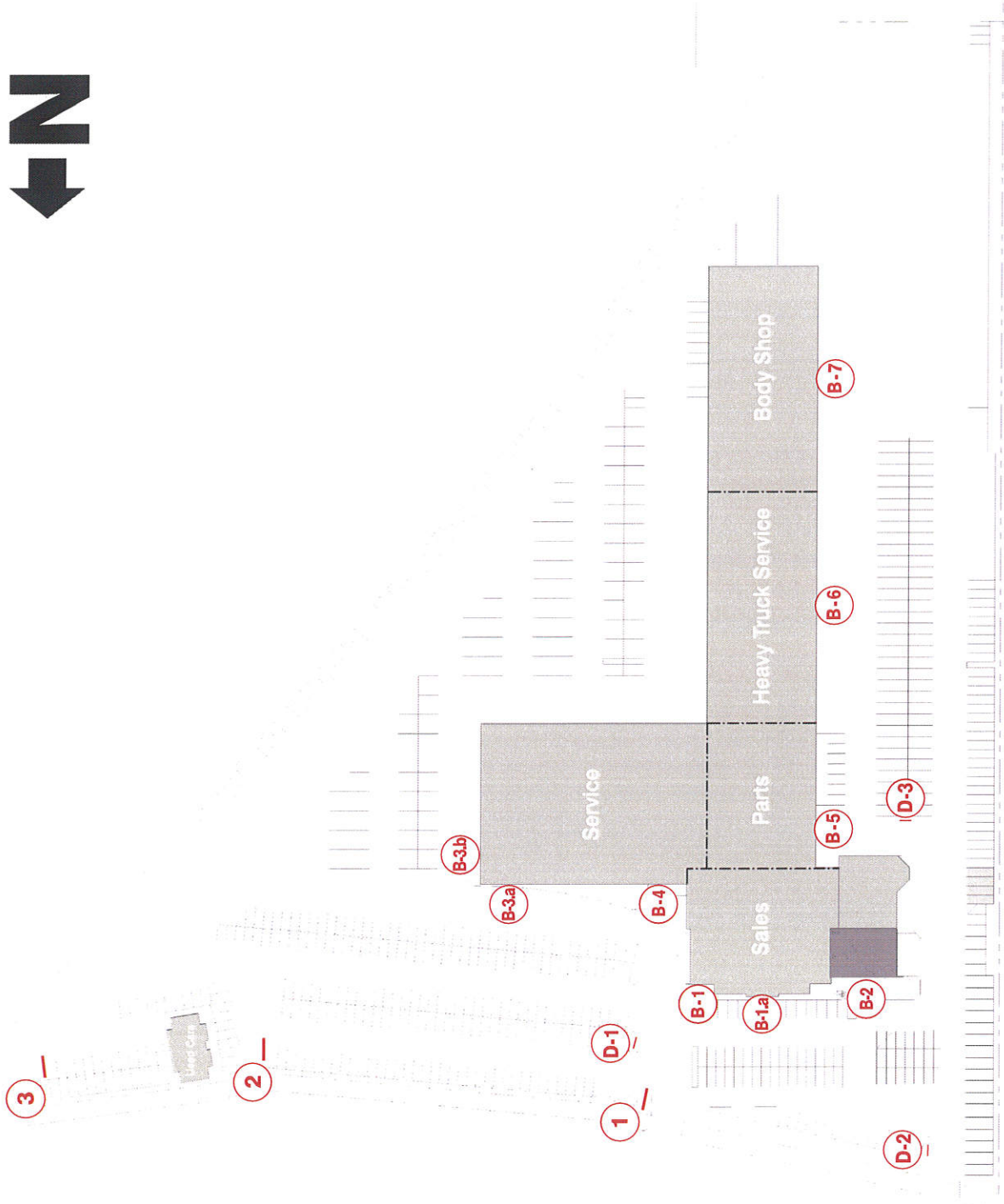
February 13, 2013

City of Madison Sign Ordinance Comparative
Kayser Ford Lincoln / 2303 W. Beltline Hwy.

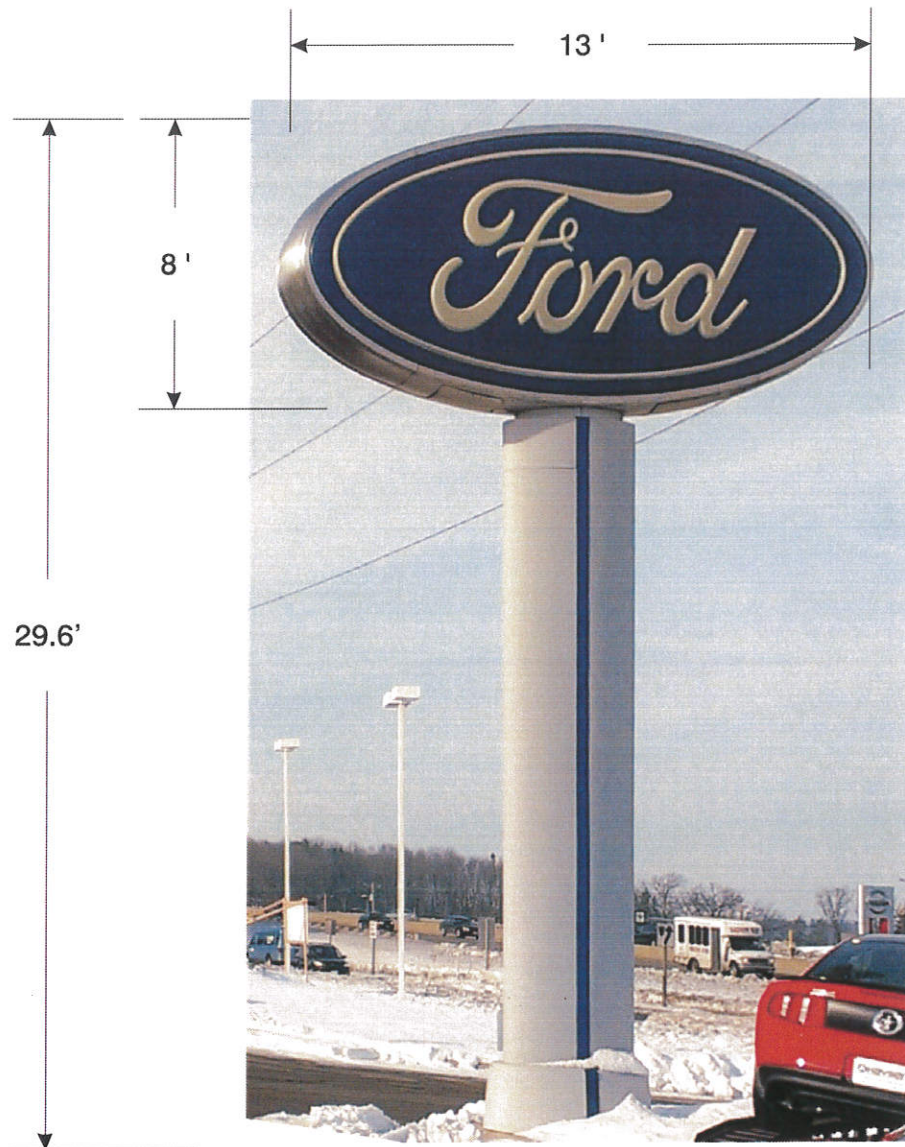
Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed.

Sign Type/Location Code	Code Reference	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance from</i>
<u>Freestanding Signage</u>	Ground Signs Page 27 31.08 (2) (a) Number. No more than two (2) ground signs of the type permitted in this section may be displayed on a single zoning lot, unless approved by the Urban Design Commission through a Comprehensive Design Review. (2)(b) Height. The height of a ground sign shall be measured from the top of the sign to the approved grade at the base of the supporting structure. The maximum height for all permitted ground signs under this section varies by zoning district, the number of lanes of traffic and speed limit of adjacent highways, and whether the sign is a Pole sign or a Monument sign.	<u>P-1 FORD OVAL</u> The existing pylon sign was installed in 2002, having replaced several iterations going back to 1971. <u>P-2 FORD PRE-OWNED</u> The existing pylon sign was installed in 2002, having replaced several iterations going back to 1973. <u>P-3 KAYSER BUDGET USED</u> The existing pylon sign was installed in 1989, with face changes approved in 2007. <u>D-1, D-2, D-3 WAYFINDING</u> These signs appear to have been conceptually approved in 1971, though there is no record of them having been updated. <i><u>Through the CDP, we are requesting approval of the existing freestanding pylons signs and the campus wayfinding signs. The square footage and height of each sign shall not exceed those dimensions shown on our submitted drawings.</u></i>	The West Beltline Hwy at Todd Drive has six (6) lanes of traffic at 55 mph. By code, the zoning lot is allowed up to two freestanding signs not to exceed 144 square feet and 22'-0" in height. <i><u>Taking into account all of the permitted signs on site, we are requesting approval of 350 square feet of freestanding signage.</u></i> <i><u>Sign Type P-1 will not exceed 29.6' in overall height.</u></i> <i><u>Sign Type P-2 will not exceed 22' in overall height.</u></i> <i><u>Sign Type P-3 will not exceed 25' in overall height.</u></i> <i><u>Sign Types D-1, D-2, D-3 will not exceed 13' in overall height (monument sign height limitation).</u></i>
<u>Building Signs</u>	Wall, Roof & Above Roof Signs Page 24 31.07 (4) Size.	All existing signage is located in a designated signable area. Maximum square footage for each sign is based on 40% of the signable area or 2 square feet of signage for each lineal foot of leased frontage. <i><u>As part of the Comprehensive Design Plan, we are requesting approval to maintain the square footage of tenant signs of 40% of the signable area or up to 2 square feet per lineal foot of store frontage. All colors and sign configurations will be as determined by the owner.</u></i>	31.07 (4) Size. The permitted net area of wall, roof and above-roof signs shall be no more than 40% of the signable area or 2 square feet of signage for each lineal foot of building frontage, except that for all Planned Developments and when the total square footage of all building on the zoning lot is 25,000 sq. ft. or more, the maximum net area shall be 30% of the signable area, and the lineal foot method of measurement shall not be available... <i><u>Without an approved CDP, each building sign would be limited to 30% of the signable area.</u></i>

<u>Parking Lot Regulation Signs</u>	31.044(1)(l) 2. Parking Lot Directional Signs	<i><u>Through the CDP, we are requesting approval of regulatory signage as determined by the owner.</u></i>	Maximum Square Foot: 3 Maximum Height: Not noted Setback: 10' Number: No Limit Illumination: Yes These signs comply with the code.
<u>Parking Lot Directional Signs</u>	31.044(1)(l) 1. Parking Lot Regulation Signs	<i><u>Through the CDP, we are requesting approval to maintain the existing directional signs to ensure good traffic flow throughout the campus. When used, these signs will be internal to the site and not visible from the street.</u></i>	Maximum Square Foot: 9 Maximum Height: 10' Setback: 10' Number: 2 per street frontage Illumination: Yes These signs comply with the code.
<u>Awnings (Entire Site)</u>	Awning Signs 31.06 (1)	Awnings can be located on the property. Any signage on the awnings will be located on the bottom 12" of the awning and will not exceed 6" in height, unless in lieu of a wall sign.	This language complies with the code.



1



Existing - Illuminated Pylon Sign



Pylon Sign Illuminated at Night

- ☐ Brushed Aluminum - Pole Cover
- ☐ White Polycarbonate ☒ Translucent Ford Blue

Wind Load

Compliance Statement:
Withstand up to 75
MPH Winds

Illumination Compliance

Statement:
Internal Fluorescent Lamps
Meets Maximum
Guidelines of City of Madison

Construction:

Fabricated Aluminum Pole Cover &
Cabinet With Polycarbonate Face &
Flourescent Lamp Illumination

Ryan Signs, Inc.
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

KAYSER FORD - 2303 W. BELTLINE HWY.

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

client signature _____

SCALE: 1/4" = 1'-0"

DATE: 2/4/13

REVISED:

DRAWN BY: KW

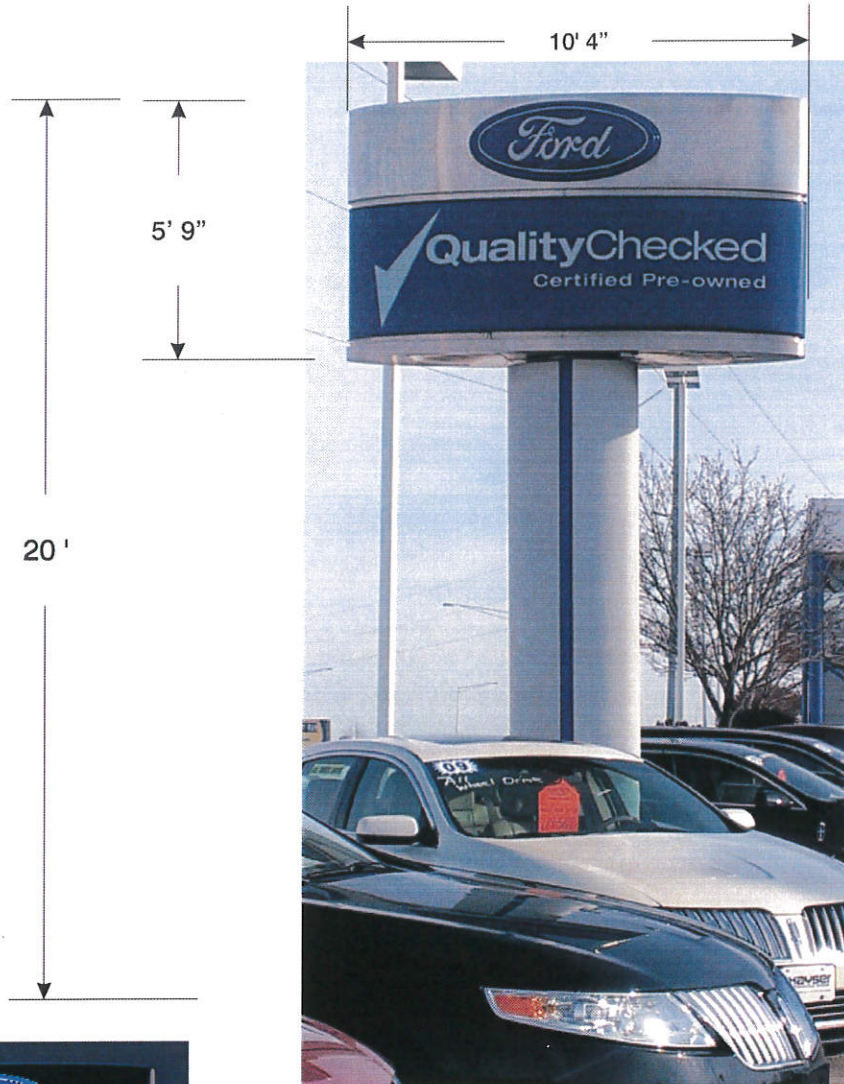
APPROVED:

Copyright © 2013 by Ryan Signs, Inc.

DRAWING NUMBER:

5298R

2



Existing - Illuminated Pylon Sign



Pylon Sign Illuminated at Night

- ☐ Brushed Aluminum - Pole Cover & Cabinet
- ☐ White Polycarbonate ☒ Translucent Ford Blue

Wind Load

Compliance Statement:
Withstand up to 75
MPH Winds

Illumination Compliance

Statement:
Internal Fluorescent Lamps
Meets Maximum
Guidelines of City of Madison

Construction:

Fabricated Aluminum Pole Cover &
Cabinet With Routed Top Graphic &
Bottom Copy
Fluorescent Lamp Illumination

Ryan Signs, Inc.

3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

KAYSER FORD - 2303 W. BELTLINE HWY.

SCALE: 1/4" = 1'-0"

DATE: 2/4/13

REVISED:

DRAWN BY: KW

APPROVED:

Copyright 2013 by
Ryan Signs, Inc.

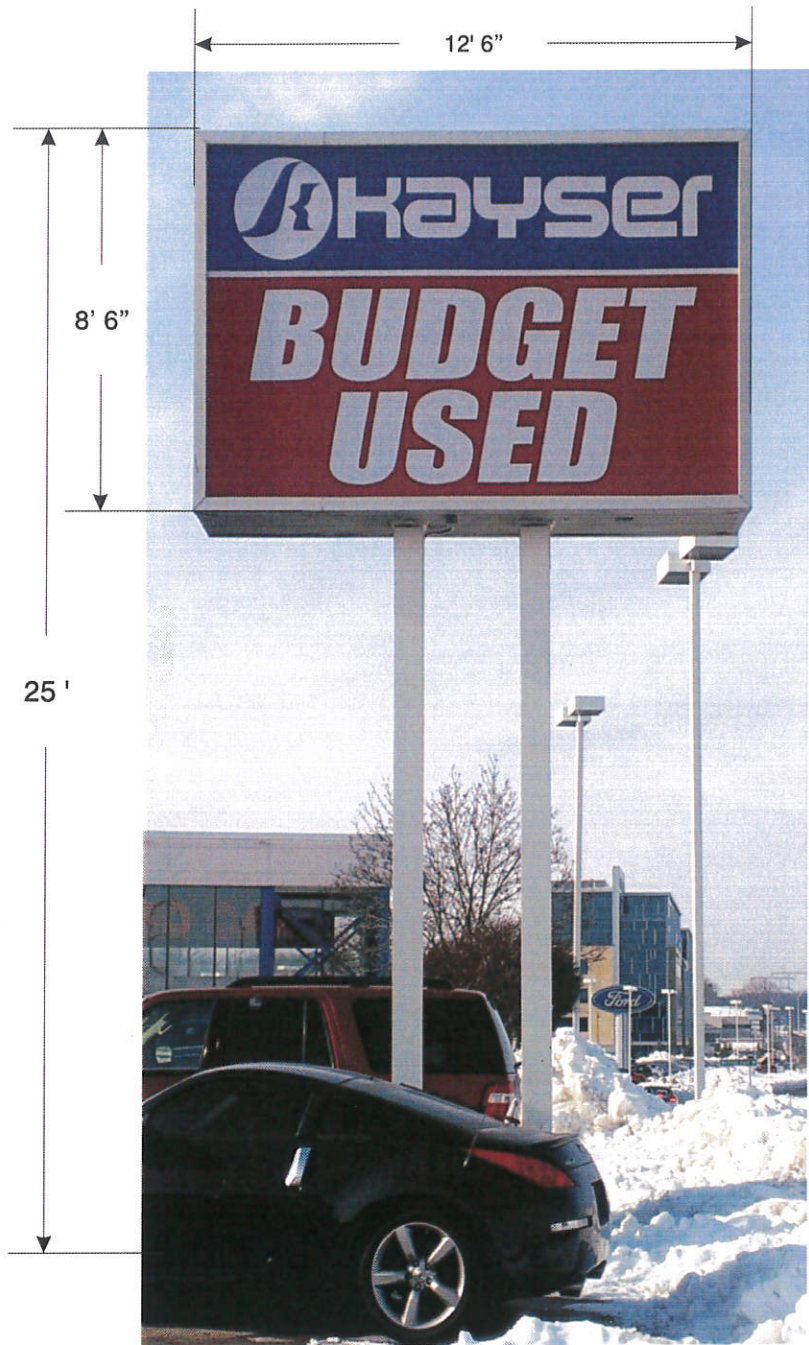
DRAWING NUMBER:

5298S

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

client signature

3



Existing - Illuminated Pylon Sign

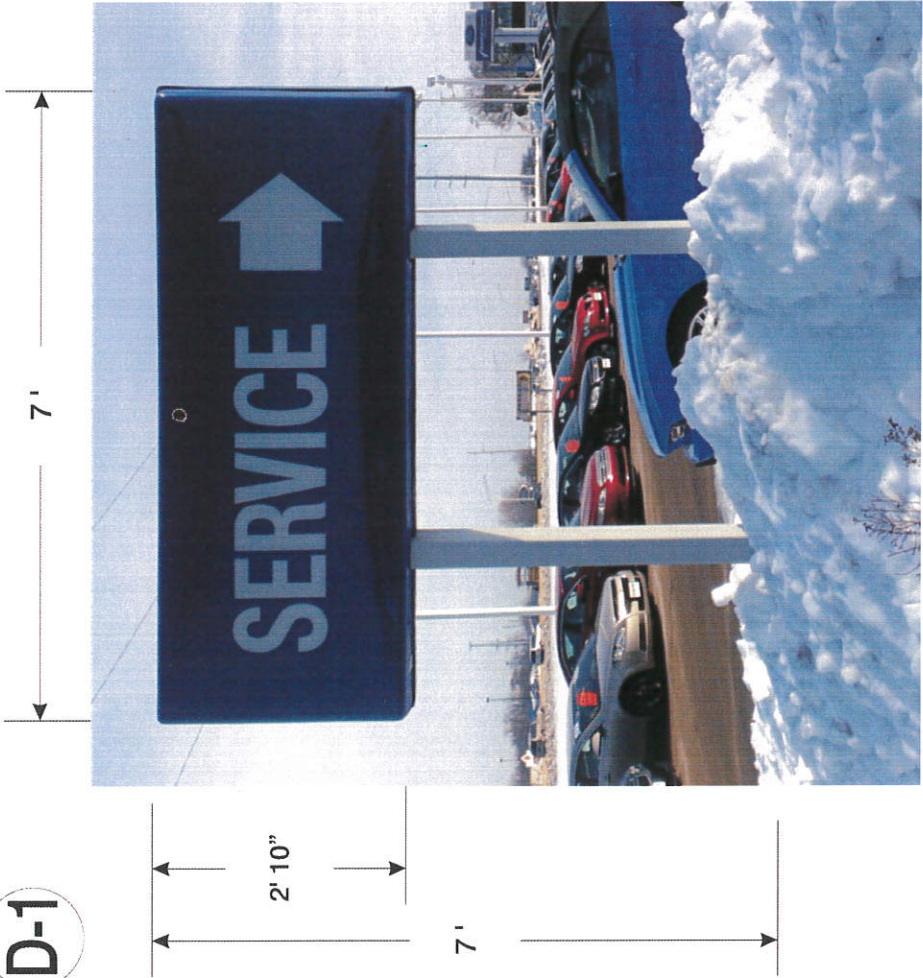


Pylon Sign Illuminated at Night

☐ Painted White Poles & Cabinet	☒ Translucent Blue	
☐ Flat White Faces	☒ Translucent Red	
Wind Load <u>Compliance Statement:</u> Withstand up to 75 MPH Winds	<u>Illumination Compliance</u> <u>Statement:</u> Internal Fluorescent Lamps Meets Maximum Guidelines of City of Madison	<u>Construction:</u> Steel Poles & Aluminum Cabinet With Flat Faces & Applied Translucent Vinyl Fluorescent Lamp Illumination

Ryan Signs, Inc.		SCALE: 1/4" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 2/4/13	Copyright 2013 by Ryan Signs, Inc.
KAYSER FORD - 2303 W. BELTLINE HWY.		REVISED:	
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.		DRAWN BY: KW	
client signature			DRAWING NUMBER: 5298T

D-1



Existing - Illuminated Directional Sign



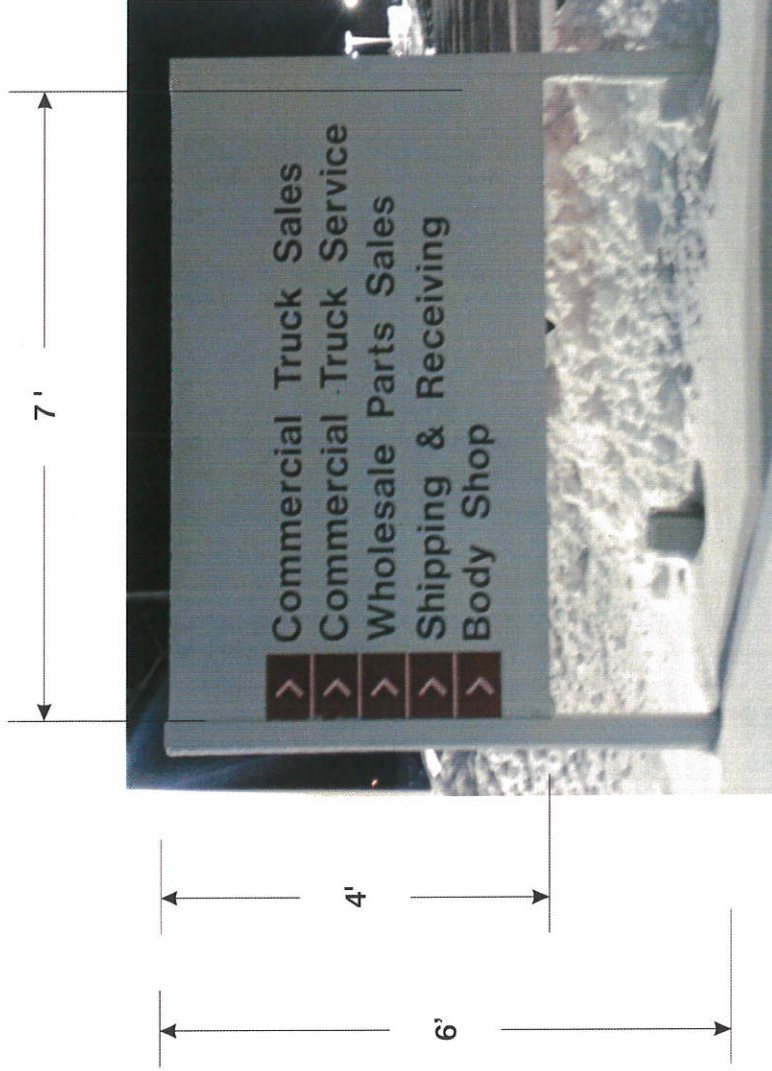
Existing - Directional Sign - Illuminated at Night

☐ Painted White Poles & Cabinet	☒ Translucent Blue
☐ White Polycarbonate Faces	
Wind Load	Illumination Compliance
Compliance Statement: Withstand up to 75 MPH Winds	Statement: Internal Fluorescent Lamps Meets Maximum Guidelines of City of Madison
Construction: Steel Poles & Aluminum Cabinet With Formed Polycarbonate Faces & Applied Translucent Vinyl Fluorescent Lamp Illumination	

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	
KAYSER FORD - 2303 W. BELTLINE HWY.	
SCALE: 1/2" = 1' 0"	APPROVED:
DATE: 2/4/13	REVISED:
DRAWN BY: KW	Copyright 2013 Ryan Signs, Inc.
DRAWING NUMBER: 5298U	

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted for use by your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans for any other purpose without the written consent of Ryan Signs, Inc. is prohibited. Ryan Signs, Inc. warrants that the plans are accurate and complete and that it will defend, indemnify and hold your company harmless from all claims, damages, costs and expenses, including reasonable attorneys' fees, which may be asserted against or incurred by your company in connection with the use of these plans. Your company agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as stated to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent directed to the preparation of the plans.

Client Signature

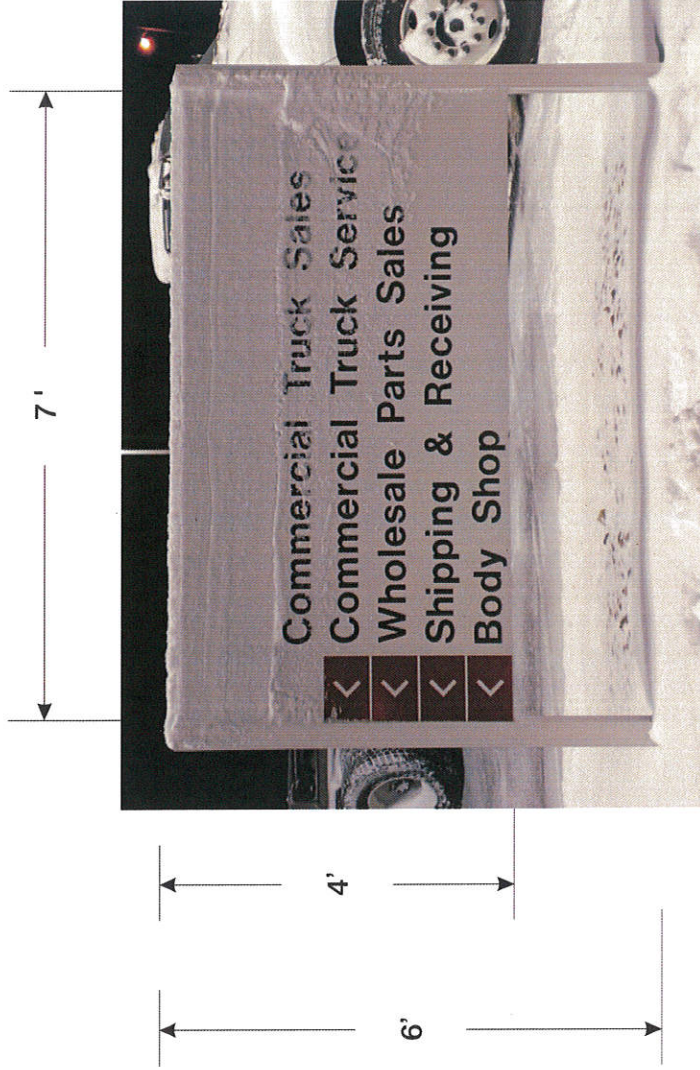


Existing - Non-Illuminated Directional Sign

☐ Painted White Posts & Panel ☒ Applied Vinyl Copy ☒ Applied Weeded Vinyl Arrows		Construction: Painted Aluminum Posts & Panel With Applied Vinyl Copy & Arrows	
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: N/A	Meets Maximum Guidelines of City of Madison	

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		SCALE: 1/4" = 1'-0" DATE: 2/4/13 REVISED:	APPROVED: Copyright 2013 by Ryan Signs, Inc.
KAYSER FORD - 2303 W. BELTLINE HWY.		DRAWN BY: KW	DRAFTING NUMBER: 5298V

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you for your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin a sign designed and manufactured by Ryan Signs, Inc. Madison, Wisconsin. If you decide to purchase from Ryan Signs, Inc. Madison, Wisconsin, you agree to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of these plans. In the event that such sale, distribution or utilization occurs, the undersigned client signature.



Existing - Non-Illuminated Directional Sign

☐ Painted White Posts & Panel ☒ Applied Vinyl Copy ☒ Applied Weeded Vinyl Arrows		Construction: Painted Aluminum Posts & Panel With Applied Vinyl Copy & Arrows	
Wind Load Compliance Statement: Withstand up to 75 MPH Winds		Illumination Compliance Statement: N/A Meets Maximum Guidelines of City of Madison	
Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 KAYSER FORD - 2303 W. BELTLINE HWY.			
SCALE: 1/2"=1'-0" DATE: 2/4/13 DESIGNED BY: KW DRAWN BY: KW		APPROVED: DATE: 2/4/13 DESIGNED BY: KW DRAWN BY: KW	
Copyright 2013 by Ryan Signs, Inc. THESE PLANS ARE THE EXCLUSIVE PROPERTY OF RYAN SIGNS, INC. AND ARE THE RESULT OF THE ORIGINAL DESIGN WORK OF ITS EMPLOYEES. THEY ARE SUBMITTED TO YOU OR YOUR COMPANY FOR THE SOLE PURPOSES OF YOUR CONSIDERATION OF WHETHER TO PURCHASE FROM RYAN SIGNS, INC. MADISON, WISCONSIN. A SIGN DESIGNED AND CONSTRUCTED BY RYAN SIGNS, INC. FOR YOU OR YOUR COMPANY IS THE PROPERTY OF RYAN SIGNS, INC. AND WILL REMAIN THE PROPERTY OF RYAN SIGNS, INC. EVEN IF YOU OR YOUR COMPANY DO NOT PURCHASE FROM RYAN SIGNS, INC. IN THE EVENT THAT SUCH USE, DISTRIBUTION OR REPRODUCTION OCCURS, THE UNDERSIGNED EXPRESSLY AGREES TO PAY TO RYAN SIGNS, INC. THE SUM OF 25% OF OUR PURCHASE PRICE AS QUOTED TO YOU. THIS COVENANT OF PAYMENT IS ACKNOWLEDGED TO BE COMPENSATION FOR THE TIME, EFFORT AND TALENT DEVOTED TO THE PREPARATION OF THESE PLANS BY YOUR CLIENT SIGNATURE.			
ORDERING NUMBER: 5298W			



White Plex Translucent Vinyl to Match 3M Ford Blue

Wind Load

Wind Load

Compliance Statement

Compliance Statement:

Withstand up to 150 MPH Winds

Withstand up to 75 MPH Winds

of City of Madison

Construction:

Construction:

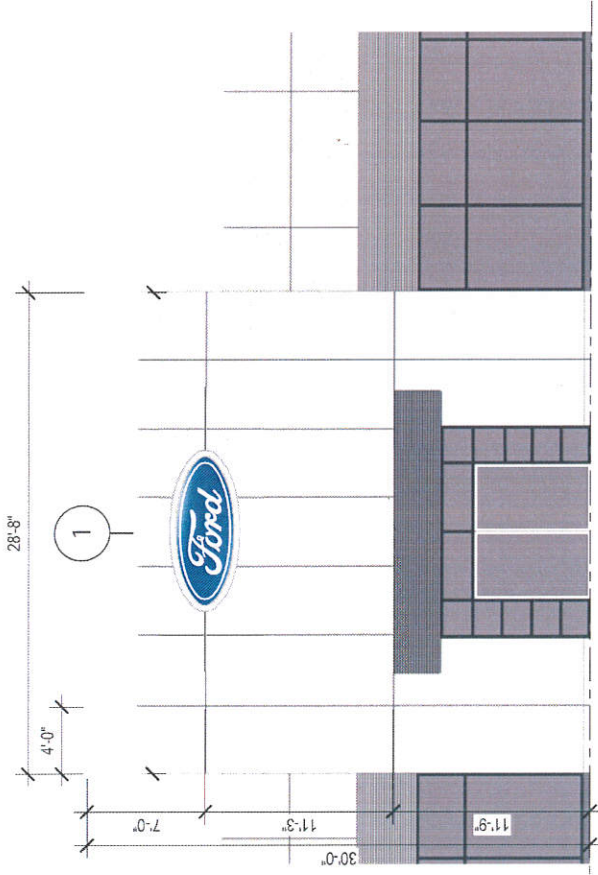
Fabricated Aluminum Channel

Letters & Graphic Internally Lit w/
White LEDs Through White Plexiglas

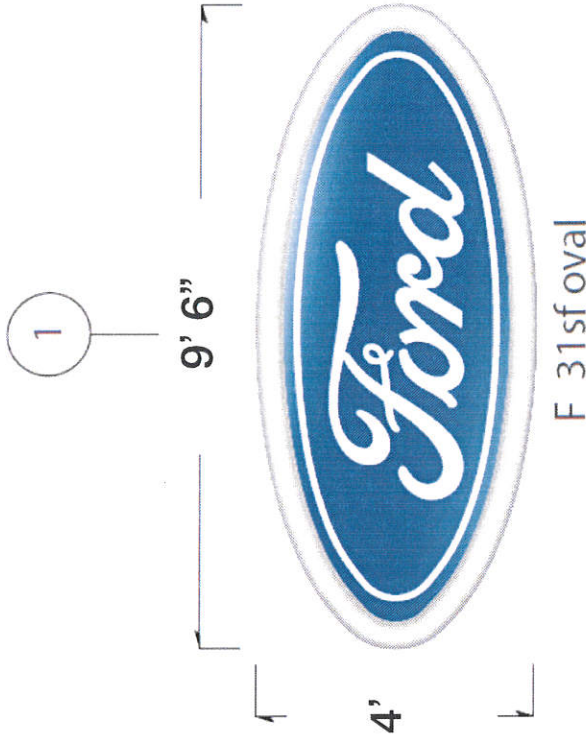
Faces & Translucent Vinyl

Ryan Signs, Inc.		SCALE: 3/16" = 1.0"	
3007 Perry Street • Madison, WI 53713 • Toll (608) 271-7853 • Fax (608) 271-7853		APPROVED:	
KAYSER FORD - 2303 W. BELTLINE HWY.		DATE: 11/13/13	
		RENDERED: 2/7/13	
		DRAWN BY: KW	
© Copyright 2012 by Ryan Signs, Inc.		DRAWING NUMBER:	

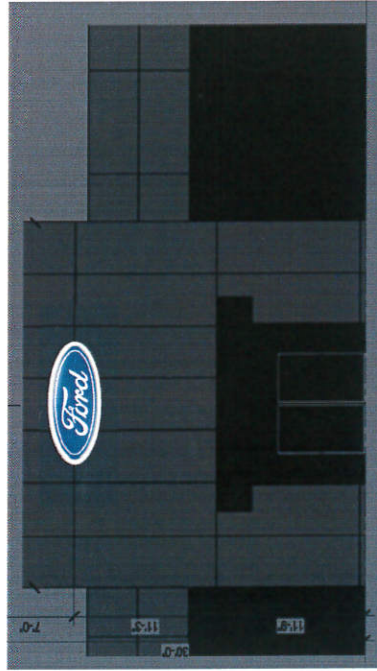
B-1.a



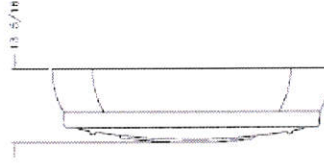
Internally Illuminated Sign Cabinet 3/32" = 1' .0"



3/8" = 1' .0"



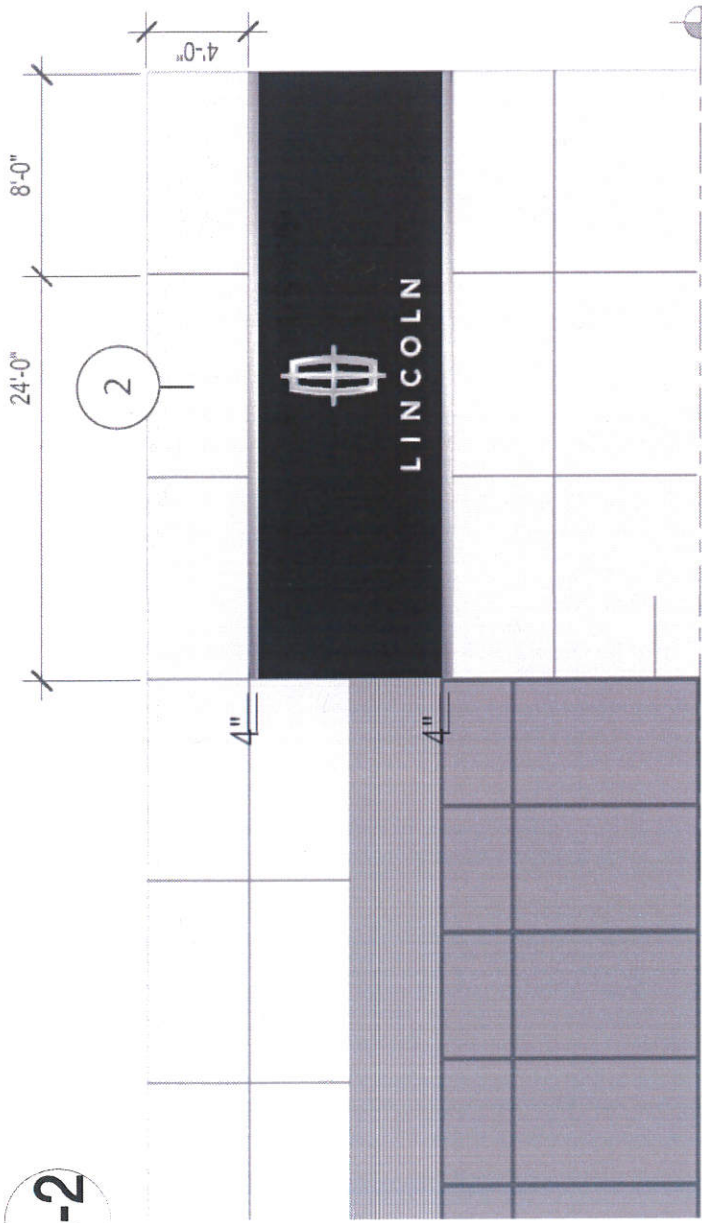
Example of Sign Illuminated at Night



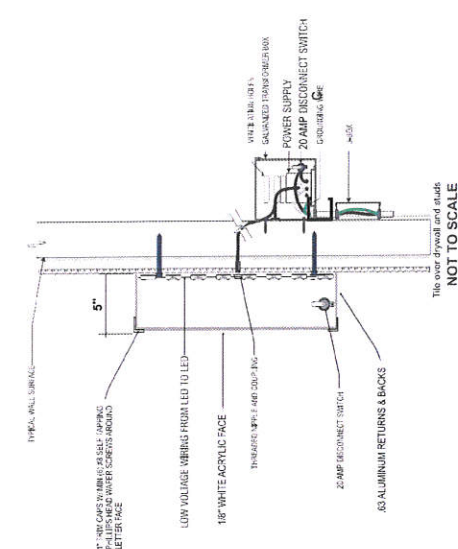
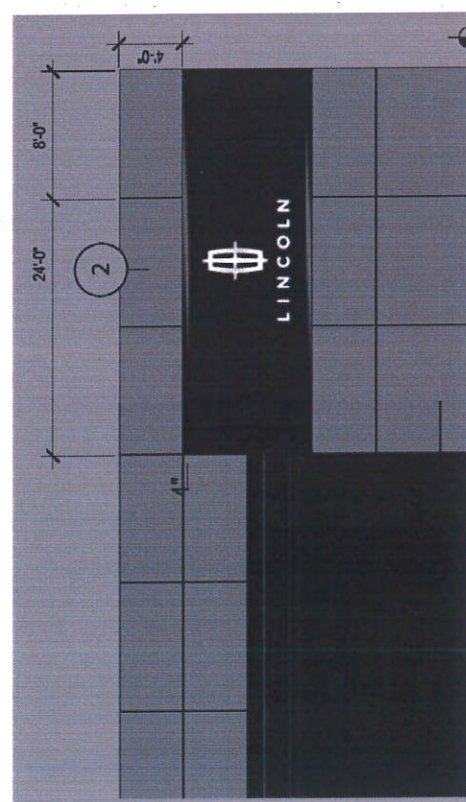
☐ White Polycarbonate	☒ Translucent Ford Blue
Wind Load	Illumination Compliance
Withstand up to 75 MPH Winds	Internal Fluorescent Lamps
	Meets Maximum Guidelines of City of Madison
Construction:	Statement:
Constructed Aluminum Cabinet With Polycarbonate Face & Fluorescent Lamp Illumination	

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: VARIES DATE: 2/1/13	APPROVED: Copyright 2012 by Ryan Signs, Inc.
KAYSER FORD - 2303 W. BELTLINE HWY.	REVISED: DRAWN BY: KW	DRAWING NUMBER: 5298N
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and fabricated in accordance with these plans. If you or your company decides to purchase from Ryan Signs, Inc., you agree to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This consent of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of these plans. If you or your company decides not to purchase from Ryan Signs, Inc., you agree to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This consent of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of these plans. Client Signature _____		

B-2



Internally Illuminated Letters 3/32" = 1' 0"



☐ White Plex
☐ Crome Perforated Vinyl
Wind Load
Compliance Statement:
 Withstand up to 75
 MPH Winds

Illumination Compliance
Statement:
 Internal White LEDs
 Meets Maximum Guidelines
 of City of Madison

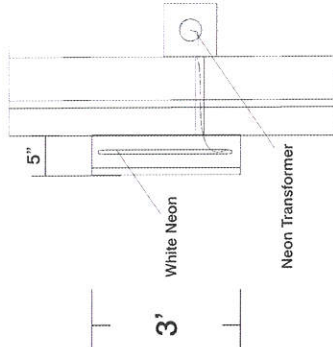
Construction:
 Fabricated Aluminum Channel
 Letters & Graphic Internally Lit w/
 White LEDs Through White Plexiglas
 Faces & Translucent Vinyl

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: VARIES DATE: 2/1/13 REVISED:	APPROVED: 2012 by Ryan Signs, Inc.
KAYSER FORD - 2303 W. BELTLINE HWY.		DRAWN BY: KW	DRAWING NUMBER: 52980

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and constructed in accordance with the specifications herein. It is understood that no part of these plans may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Ryan Signs, Inc. The undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This contract of payment is acknowledged to be the entire agreement between the parties hereto and shall survive the completion of the work, effort and time devoted to the preparation of these plans.

client signature

B-3.a



Not to Scale

Existing - Internally Illuminated Letters

☐ White Plex	Translucent Vinyl to Match 3M 3630-167 Bright Blue
Wind Load	Construction:
Compliance Statement:	Fabricated Aluminum Channel
Withstand up to 75	Letters & Graphic Internally Lit w/
MPH Winds	White Neon
	Meets Maximum Guidelines
	of City of Madison
	White Neon Through White Plexiglas
	Faces & Translucent Vinyl

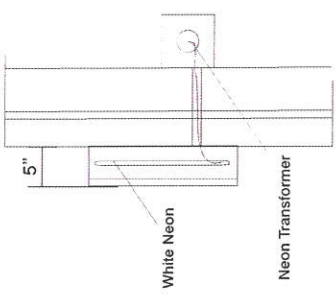
Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 1/4" = 1'-0" DATE: 2/1/13 REVISED: DRAWN BY: KW	APPROVED: 2013 Ryan Signs, Inc.
KAYSER FORD - 2303 W. BELTLINE HWY.		DRAWING NUMBER: 5298P	

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you on your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and constructed in accordance with the specifications herein. If you decide to purchase a sign similar to the one embodied herein is expressly prohibited in the event that such sign, distribution or exhibition occurs, you undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of these plans.

client signature

B-3.b

18' 10"



Not to Scale

Existing - Internally Illuminated Letters

☐ White Plex	Translucent Vinyl to Match 3M 3630-167 Bright Blue
Wind Load	Illumination Compliance
Compliance Statement: Withstand up to 75 MPH Winds	Statement: Internal White Neon Meets Maximum Guidelines of City of Madison
Construction: Fabricated Aluminum Channel Letters & Graphic Internally Lit w/ White Neon Through White Plexiglas Faces & Translucent Vinyl	

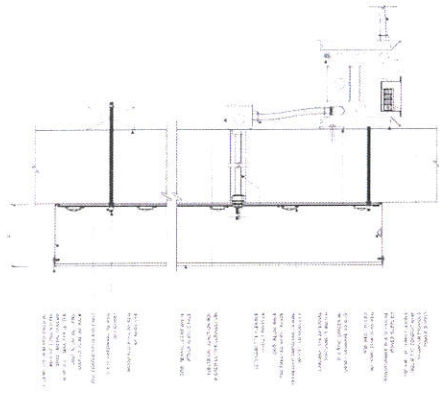
Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 1/4" = 1'-0"	APPROVED:
KAYSER FORD - 2303 W. BELTLINE HWY.		DATE: 2/1/13	2013
		REVISED:	by Ryan Signs, Inc.
		DRAWN BY: KW	
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and fabricated by Ryan Signs, Inc. for your company. If you or your company decides to purchase from Ryan Signs, Inc., you or your company agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This contract of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of these plans. Ryan Signs, Inc. does not warrant the accuracy of these plans.		DRAWING NUMBER: 5298Q	

B-4

17' 1"

SERVICE

26"



Not to Scale

Internally Illuminated Letters



Example of Letters Illuminated at Night

☐ White Plex ☒ Translucent Vinyl to Match 3M Ford Blue

Wind Load
Compliance Statement: Withstand up to 75 MPH Winds

Construction:
Fabricated Aluminum Channel
Letters & Graphic Internally Lit w/
White LEDs Through White Plexiglas
Faces & Translucent Vinyl

Illumination Compliance
Statement: Internal White LEDs
Meets Maximum Guidelines
of City of Madison

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 3/16" = 1' 0"		APPROVED:	
KAYSER FORD - 2303 W. BELTLINE HWY.		DATE: 11/12/12		2012 by Ryan Signs, Inc.	
		REVISED: 2/1/13		DRAWN BY: KW	
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and fabricated by Ryan Signs, Inc. and are not to be used for any other purpose without the written consent of Ryan Signs, Inc. Ryan Signs, Inc. does not warrant or represent that it is qualified to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This consent of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of these plans and is not to be construed as an offer of insurance.					
DRAWING NUMBER: 5298F					

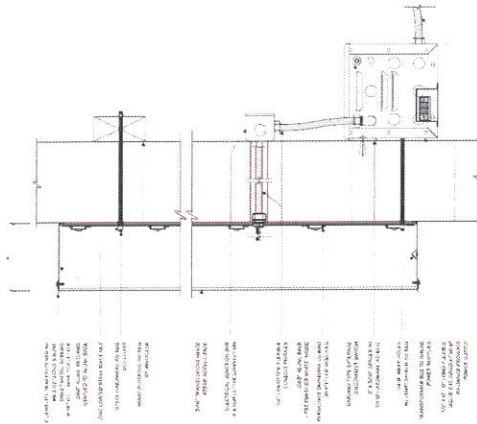
12' 7"

[illegible]

Internally Illuminated Letters



Example of Letters Illuminated at Night



Not to Scale

White Plex Translucent Vinyl to Match 3M Ford Blue

White Plex

Wind Load

Compliance Statement:

Withstand up to 75

MPH Winds

Illumination Compliance

Statement:

Internal White LEDs

Meets Maximum Guidelines

of City of Madison

Construction:

Fabricated Alum

Letters & Graph

White LEDs Through

Faces & Translucent Vinyl

Ryan Signs, Inc.

3007 Perry Street • Madison, WI 53706
 608.261.1111 • www.wisconsinpaddlers.com

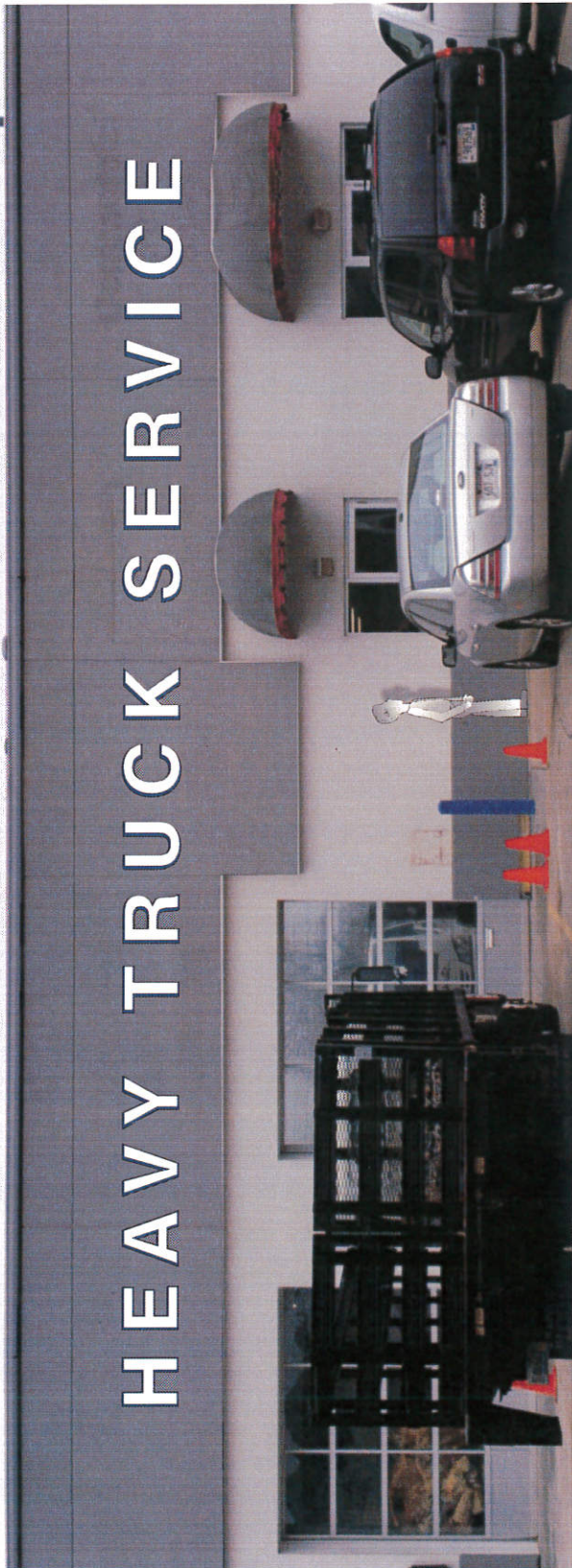
KAYSER FORD - 2

Those plans are the exclusive property of Ryan

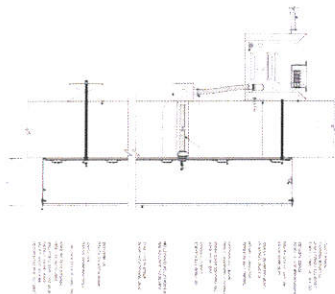
for four companies for the sole purpose of four companies manufactured according to these plans. Distributed to construct a ship similar to the one omitted here.

expressly agrees to pay to Ryan Signs, Inc. the sum of \$_____ to construct a sign similar to the one embodied in

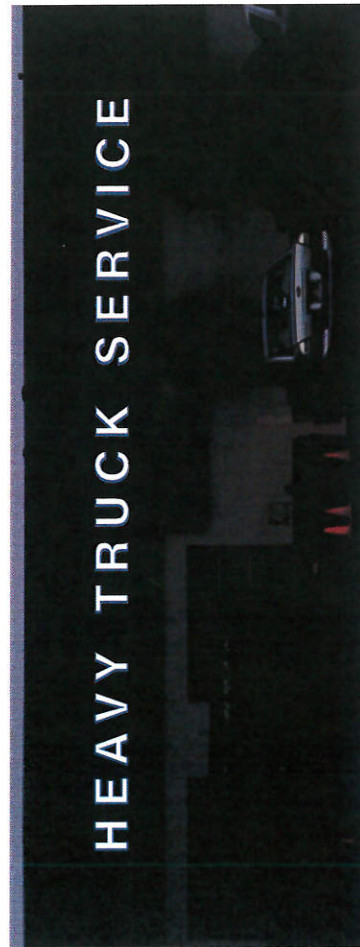
Journal of Management Education 30(6)



Not to Scale



Internally Illuminated Letters



Example of Letters Illuminated at Night

☐ White Plex ☒ Translucent Vinyl to Match 3M Ford Blue

Wind Load
Compliance Statement:
 Withstand up to 75
 MPH Winds

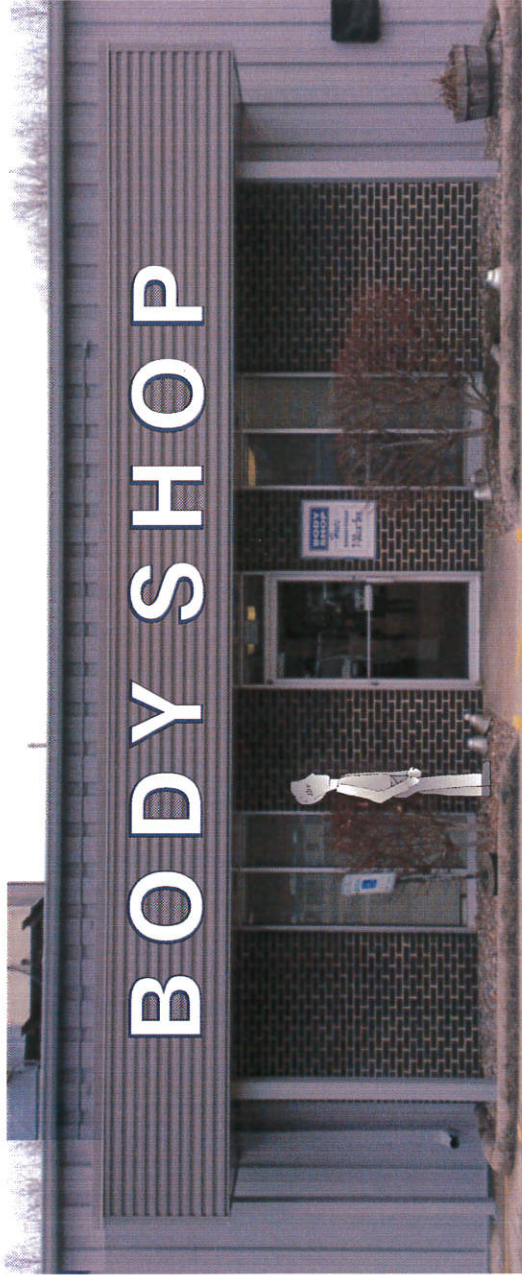
Illumination Compliance
Statement:
 Internal White LEDs
 Meets Maximum Guidelines
 of City of Madison

Construction:
 Fabricated Aluminum Channel
 Letters & Graphic Internally Lit w/
 White LEDs Through White Plexiglas
 Faces & Translucent Vinyl

[illegible]

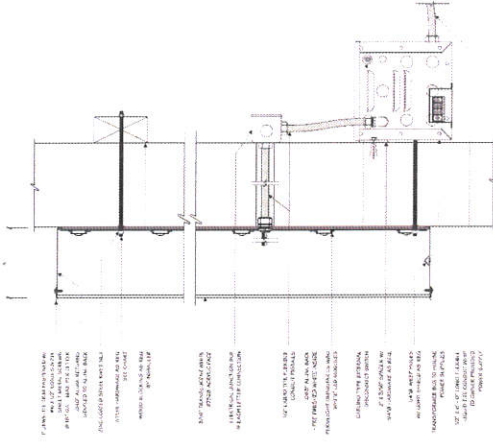
B-7

22' 11"

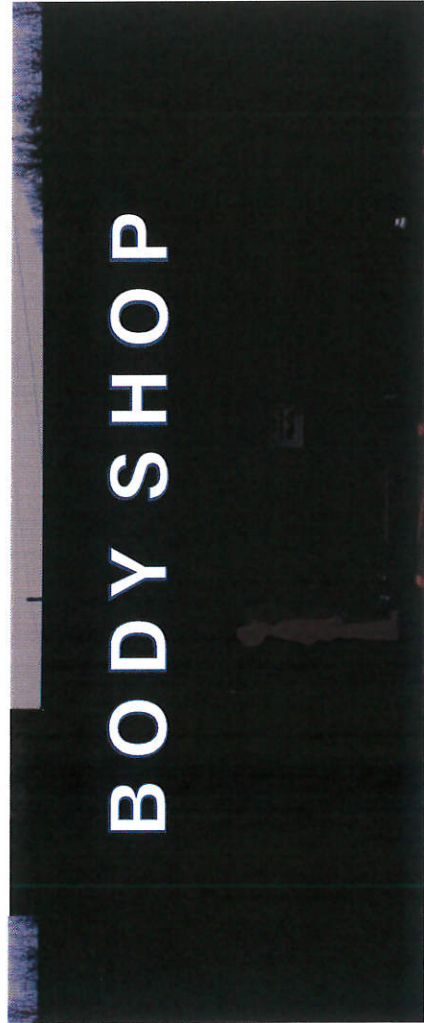


26"

Internally Illuminated Letters



Not to Scale



Example of Letters Illuminated at Night

☐ White Plex

Translucent Vinyl to Match 3M Ford Blue

Wind Load

Compliance Statement:

Withstand up to 75

MPH Winds

Illumination Compliance

Statement:

Internal White LEDs

Meets Maximum Guidelines

of City of Madison

Construction:

Fabricated Aluminum Channel

Letters & Graphic Internally Lit w/

White LEDs Through White Plexiglas

Faces & Translucent Vinyl

Ryan Signs, Inc.		SCALE: 3/16" = 1'-0"		APPROVED:	
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 11/12/12		Copyright 2012 by Ryan Signs, Inc.	
KAYSER FORD - 2303 W. BELTLINE HWY.		REVISED:		DRAWN BY: KW	
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and fabricated by Ryan Signs, Inc. and are not to be used for any other purpose without the written consent of Ryan Signs, Inc. Ryan Signs, Inc. expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This consent of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of these plans.					
client signature					
DRAWING NUMBER: 5298L					