

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # 31336

DATE SUBMITTED: <u>AUGUST 21, 2013</u>	Action Requested
UDC MEETING DATE: <u>SEPTEMBER 11, 2013</u>	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 6525 ODANA RD

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>RUSS DARROW KIA</u>	<u>DP INDUSTRIES LLC d/b/a GRANT SIGNS</u>
<u>6525 ODANA RD</u>	<u>6001 FEMRITE DRIVE, UNIT 9</u>
<u>MADISON, WI 53719</u>	<u>MADISON, WI 53718</u>

CONTACT PERSON: DAN PIETRZYKOWSKI

Address: 6001 FEMRITE DRIVE, UNIT 9
MADISON, WI 53718

Phone: 608 838-7794

Fax: 608 223-0189

E-mail address: Dan@GrantSigns.net

CITY OF MADISON

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

AUG 21 2013
10:09 AM
Planning & Community
& Economic Development

(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.

August 21, 2013 (B)

Urban Design Commission
City of Madison

RE: 6525 Odana Road Sign Plan Approval – 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 addresses all requested signage for Russ Darrow Kia. The request 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 of the proposed sign plan:

Ground Signage – Two (2) LED illuminated signs.

Section 31.08(2)(a) of the Sign Control Ordinance allows no more than two (2) ground signs; the request is consistent with the code.

Section 31.15(1) of the Sign Control Ordinance, Table 1, allows 144/288 square feet maximum net area for Group 3 with 6+ lanes of traffic and speeds 45+ MPH; the two signs proposed are 54.9 sq ft and 37.37 sq ft, for a total of 92.27 sq ft. Hence, the request is consistent with the code.

Section 31.15(1) of the Sign Control Ordinance, Table 1, allows 13 ft max height for a Monument Sign and 22 ft max height for a Pole Sign in Group 3 with 6+ lanes of traffic and speeds 45+ MPH.

- ✓ The proposed Monument Sign is 9'-1 ½" tall; this is consistent with code.
- ✓ The proposed Pole Sign is 24'-0" tall.
 - 24'-0" is 9.1% taller than code allows, and is within the 25% height allowance increase the UDC may approve per section 31.043(2) of the Sign Control Ordinance. As such, this approval is requested as the sign will be in scale with the building and site, as required per section 31.043(2)(b), and is easily identifiable and legible from the roadway at prevailing speeds, section 31.043(2)(a).
 - The proposed sign has a pole cover 5'-6" wide and the width of the sign cabinet is 10'-5 ¾" wide, resulting in the pole cover being 52.5% the width of the net area. Section 31.03(2) defines a pole sign as having a total width of the poles(s) or supporting structure(s) one third (1/3) or less the width of the net area of the sign copy it supports. The request is made to allow this wider pole cover.
 - 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 pole sign indeed creates visual harmony between the signs, buildings and site and results in a sign of appropriate scale and character.
 2. The proposed pole sign is intended to identify the property and direct visitors in an effective manner while maintaining brand identity.
 3. The proposed pole sign is not intended to violate stated purposes of ordinances.
 4. The proposed pole sign will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
 5. The proposed pole sign 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 proposed pole sign 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 proposed pole sign is on the owner's private property.

Wall Signage – Five (5) LED illuminated signs.

Section 31.07(2)(a) allows one signable area per elevation.

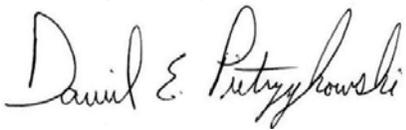
- ✓ One (1) signable area is proposed for the west elevation; the request is consistent with the code.
- ✓ One (1) signable area is proposed for the south elevation; the request is consistent with the code.
- ✓ Three (3) signable areas are proposed for the north elevation, this is beyond code allowance. The request is made to aid in identification and wayfinding on the property. Additionally, the request appears to 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 wall signage proposed for the north elevation indeed creates visual harmony between the signs, buildings and site and results in a signage of appropriate scale and character.
 2. The wall signage proposed for the north elevation is intended to identify the property and direct visitors in an effective manner while maintaining brand identity.

3. The wall signage proposed for the north elevation is not intended to violate stated purposes of ordinances.
4. The wall signage proposed for the north elevation will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
5. The wall signage proposed for the north elevation 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 for the north elevation 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 for the north elevation is on the owner's private property.

All ground and wall signs in the proposed sign plan are internally illuminated and are consistent with section 31.04(5)(k)5 of the Sign Control Ordinance; that is, they are designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background. Illumination renderings are provided in this application for reference.

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 sign plan.

Thank you for your consideration.

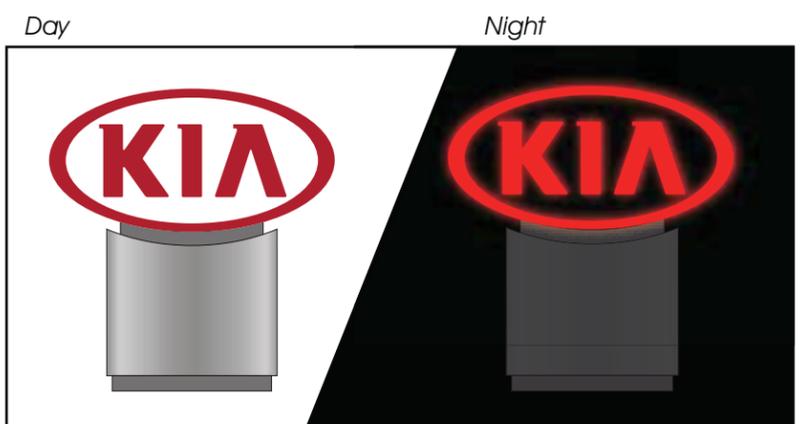


Dan Pietrzykowski
DP Industries LLC d/b/a **Grant Signs**

Day **RUSS DARROW** Night **RUSS DARROW**

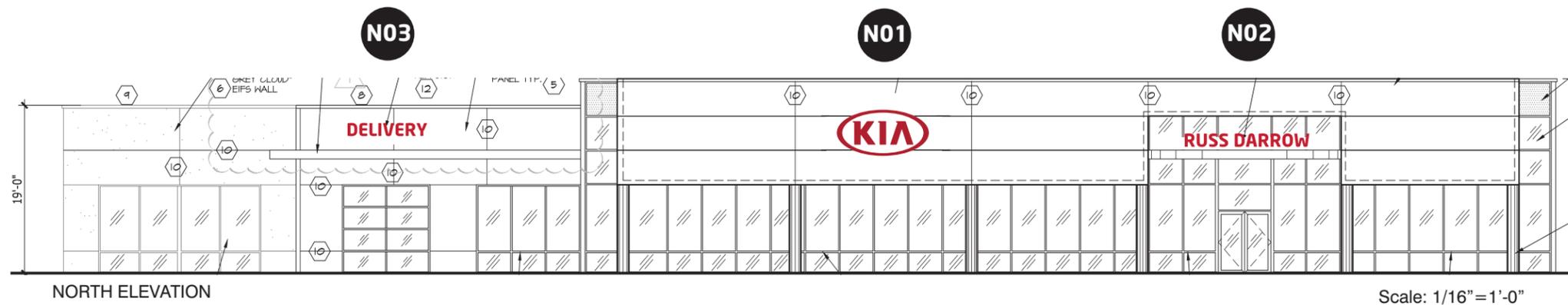
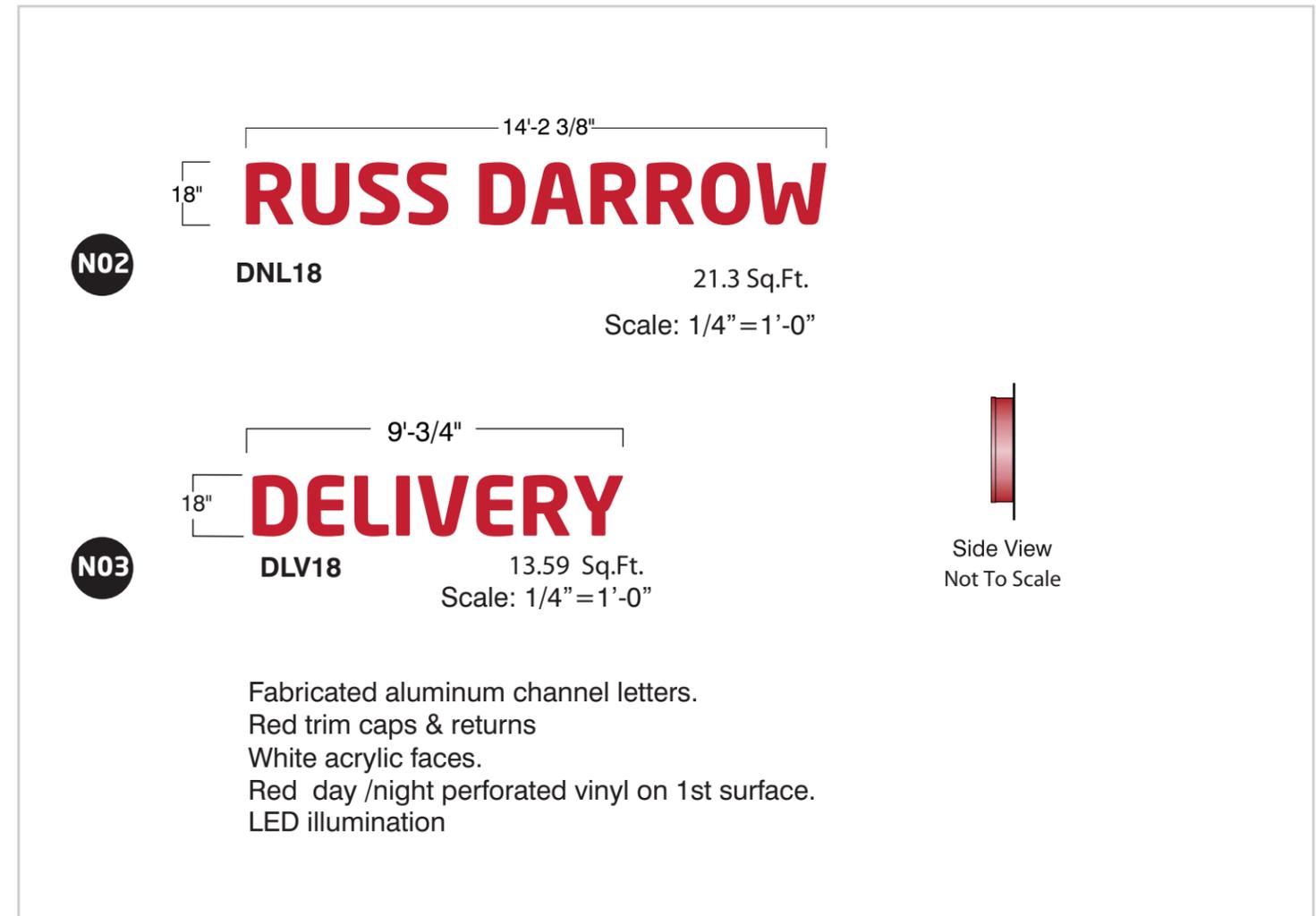
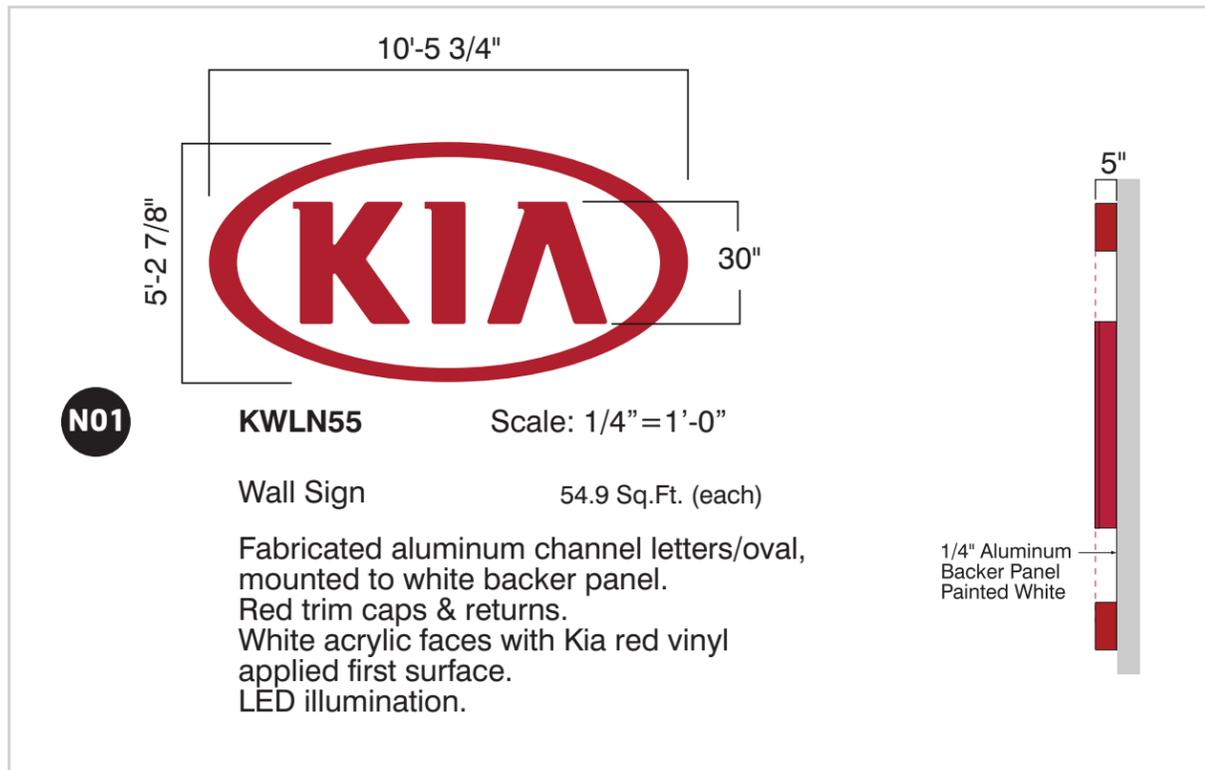
DELIVERY **DELIVERY**

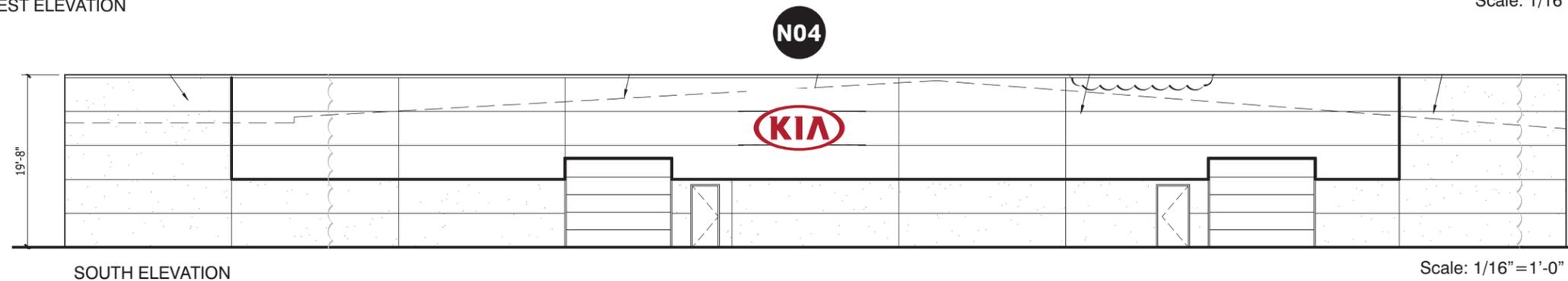
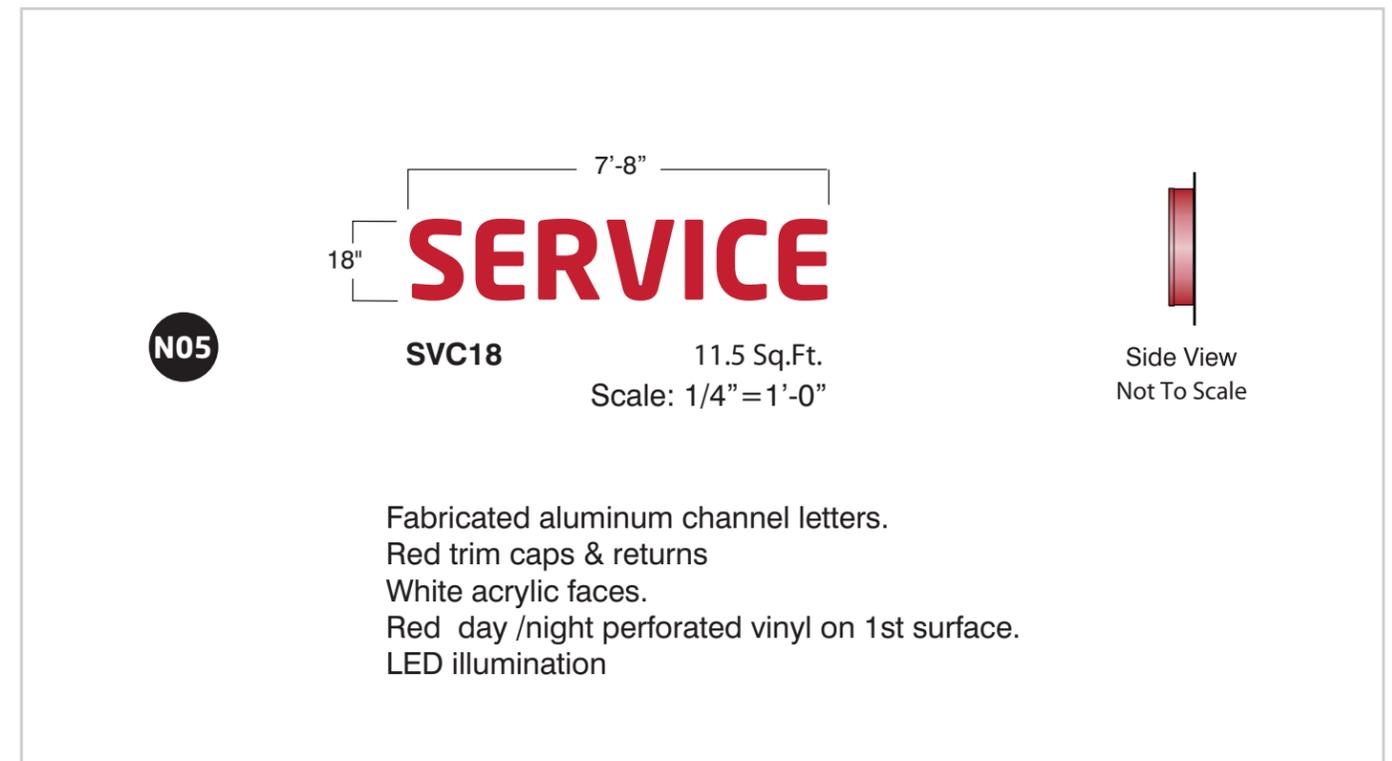
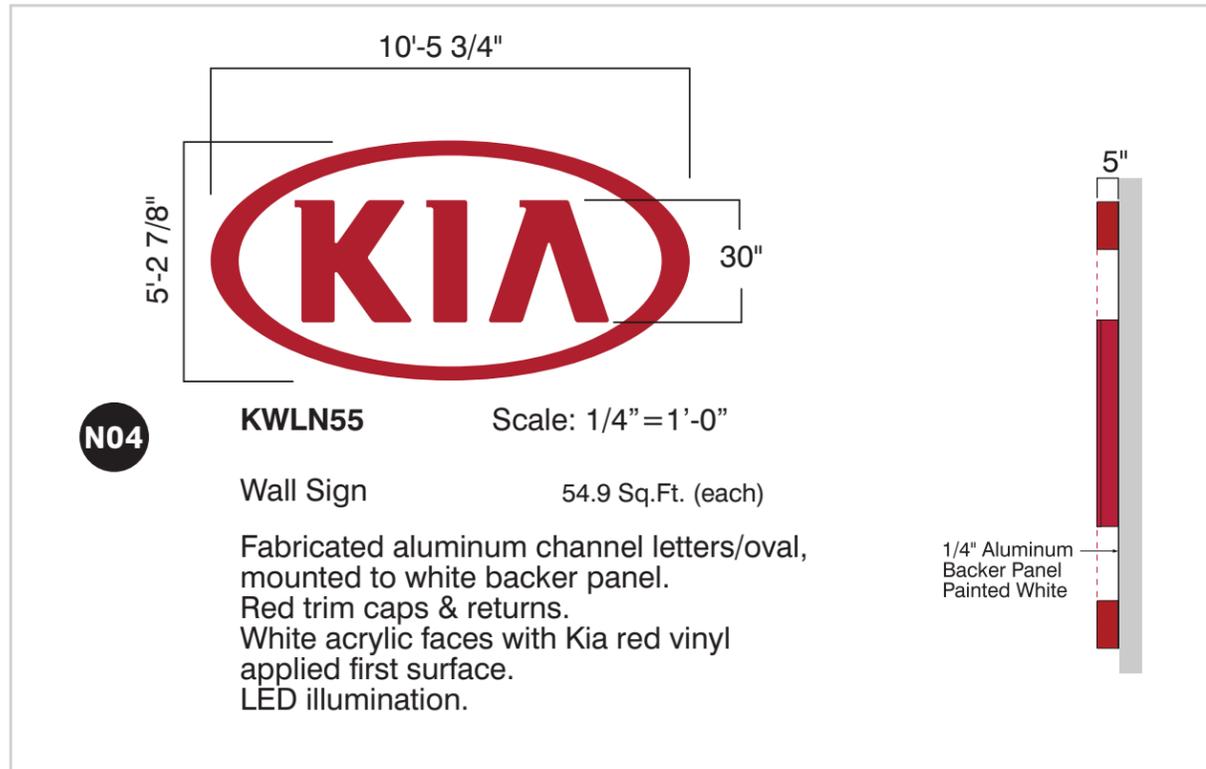
SERVICE **SERVICE**



ILLUMINATION RENDERING OF 6525 ODANA ROAD - RUSS DARROW KIA

FILE NAME ILLUMINATION RENDERING DATE 08.20.13
JOB NAME RUSS DARROW KIA
LOCATION 6525 ODANA ROAD

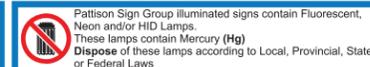
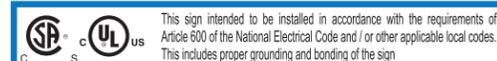




Customer Approval: _____

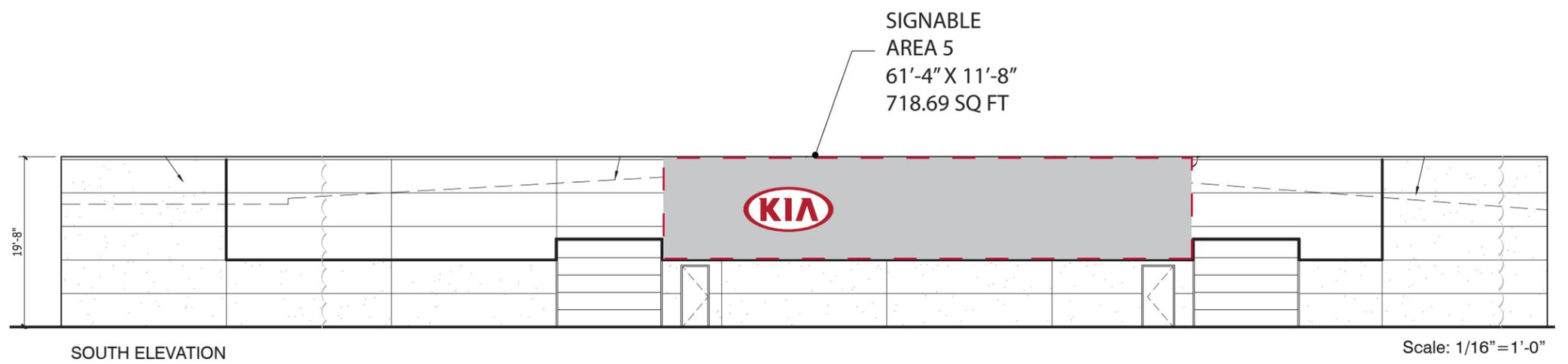
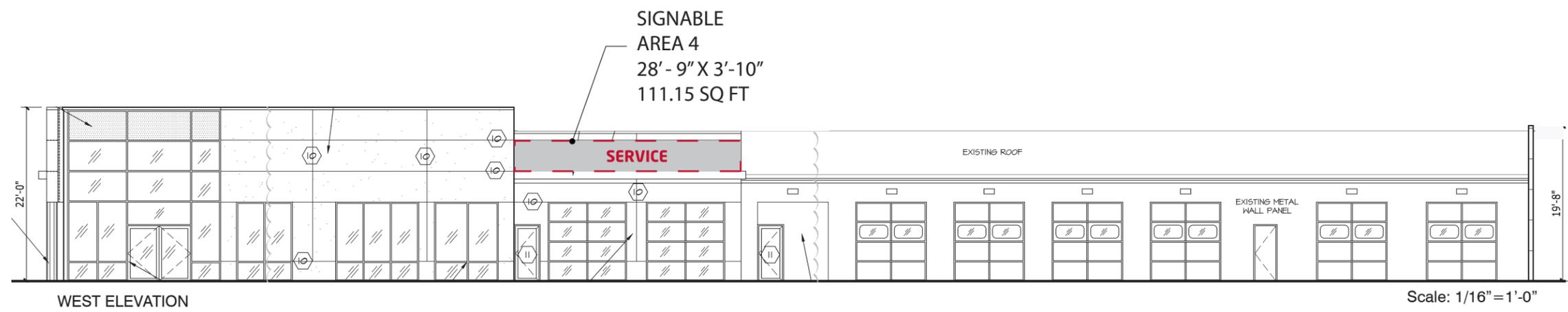
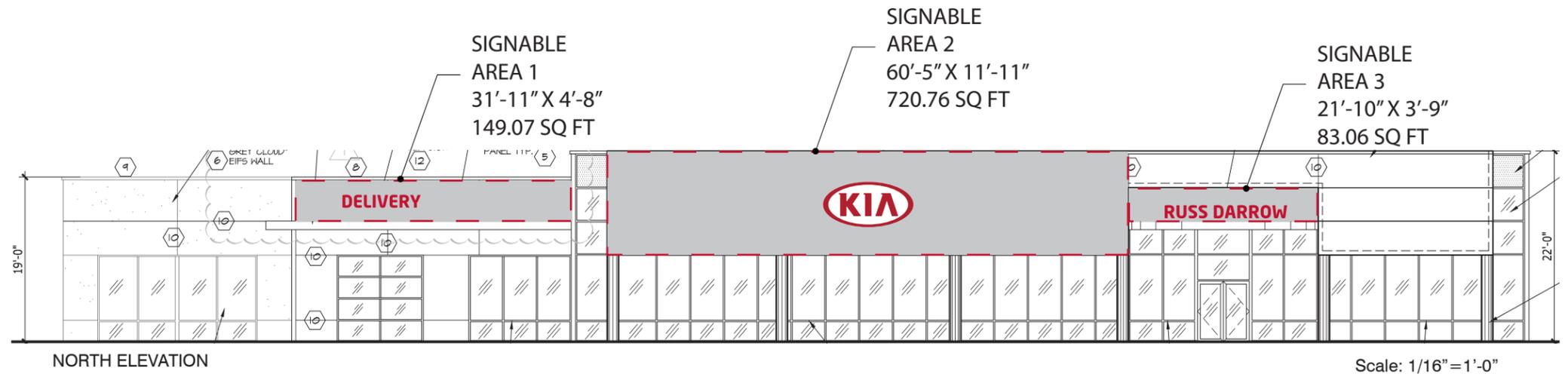
Date: _____

NOTE: DIMENSIONS ARE APPROXIMATE PENDING FINAL ENGINEERING



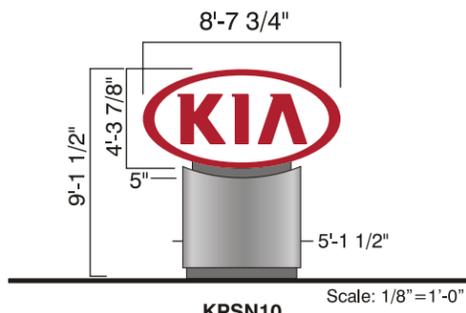
IT IS AGREED THAT THE CLIENT IS ENTIRELY RESPONSIBLE TO INSTALL THE CONCRETE BASE AS PER PATTISON SIGN INC. TECHNICAL DRAWINGS OR THE EQUIVALENT, WHERE AN EXISTING BASE IS USED, THE CLIENT AGREES TO CHECK THAT THE CONCRETE BASE CAN SUPPORT THE SIGN AS SUPPLIED BY PATTISON SIGN INC. PATTISON SIGN GROUP INC. WILL NOT ACCEPT ANY LIABILITY.

CLIENT:	WI016 – RUSS DARROW KIA		
LOCATION:	6525 ODANA ROAD	MADISON, WI	53719
DESIGNER:	A. MATTHEWS	DATE:	07-01-13
REVISED BY:	A. MATTHEWS	REV:	07-30-13
PAGE:	3/4	SCALE:	AS NOTED



FILE NAME DETERMINATION OF SIGN AREA DATE 08.20.13
 JOB NAME RUSS DARROW KIA
 LOCATION 6525 ODANA ROAD

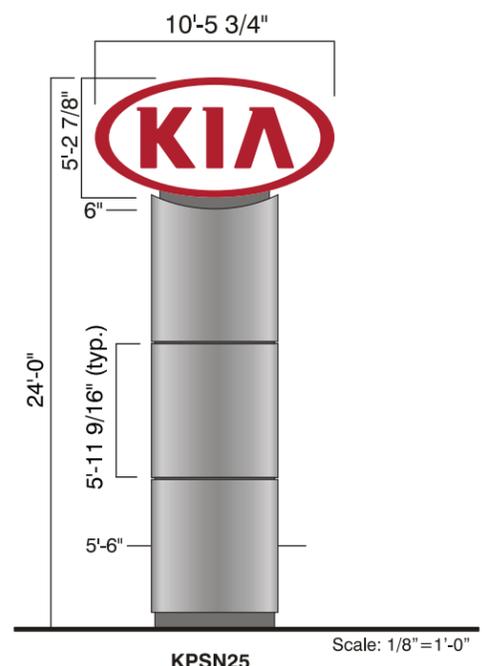
DETERMINATION OF SIGN AREA OF 6525 ODANA ROAD - RUSS DARROW KIA



KPSN10 Scale: 1/8"=1'-0"

Sign Head:
37.37 Sq.Ft.

E01 KPSN10 Pylon Sign



KPSN25 Scale: 1/8"=1'-0"

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



E01

Existing Sign (above) to be removed
Foundation not to be used



E02

Existing Sign (above) to be removed
Foundation not to be used



E03

Existing Sign (above) to be removed, not to be replaced



410 N. CEDAR BLUFF RD. • SUITE 101 • KNOXVILLE, TN 37923
• 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.

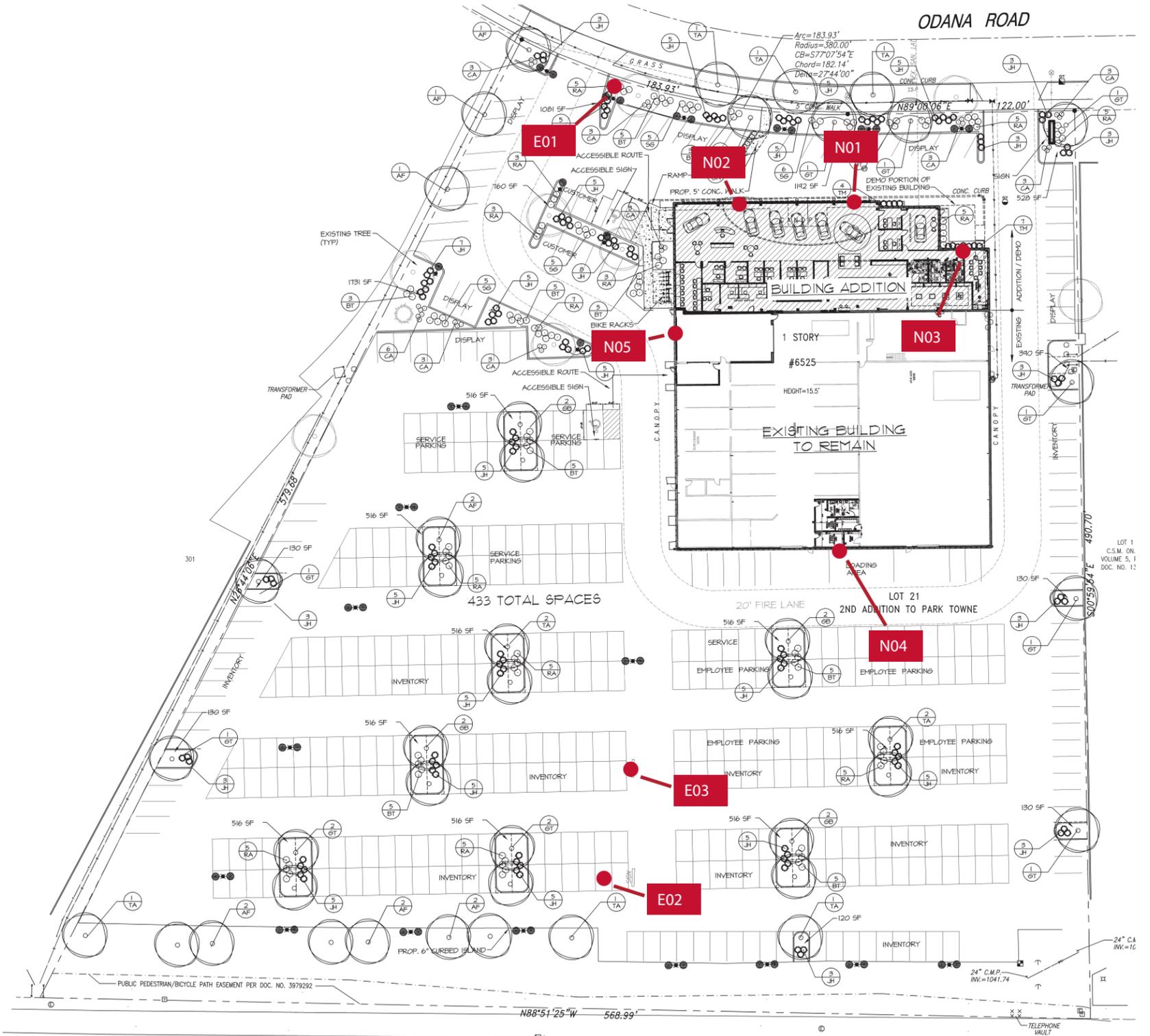
Pattison Sign Group illuminated signs contain Fluorescent, Neon and/or HID Lamps. These lamps contain Mercury (Hg). Dispose of these lamps according to Local, Provincial, State, or Federal Laws.

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LOCATION:	6525 ODANA ROAD	MADISON, WI 53719	
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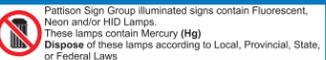
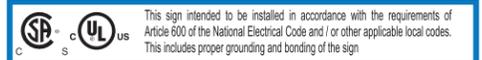
- E01** KPSN10 Pylon Sign
- E02** KPSN25 Pylon Sign
- E03** Remove Pylon Sign
- N01** KWLN55 Wall Sign
- N02** DNL18 Dealer Name Letters
- N03** DLV18 Delivery Letterset
- N04** KWLN55 Wall Sign
- N05** SVC18 Service Letterset



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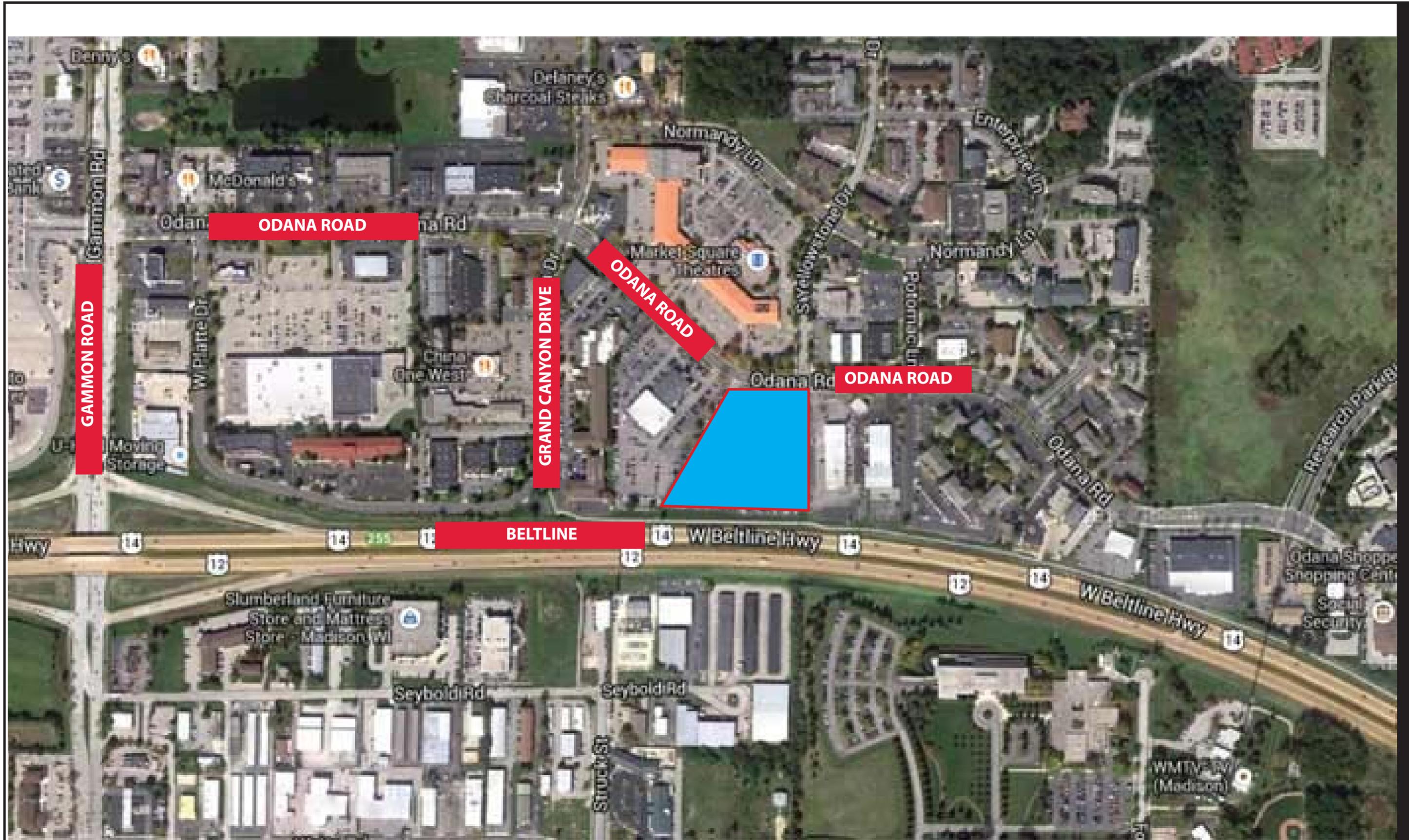
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PAGE:	4/4	SCALE:	AS NOTED

FILE NAME	SITE PLAN	DATE	08.20.13
JOB NAME	RUSS DARROW KIA		
LOCATION	6525 ODANA ROAD		

SITE PLAN FOR 6525 ODANA ROAD - RUSS DARROW KIA

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT

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GAMMON ROAD

ODANA ROAD

GRAND CANYON DRIVE

ODANA ROAD

ODANA ROAD

BELTLINE

W Beltline Hwy

W Beltline Hwy

FILE NAME LOCATOR MAP DATE 08.20.13
 JOB NAME RUSS DARROW KIA
 LOCATION 6525 ODANA ROAD

LOCATOR MAP OF 6525 ODANA ROAD - RUSS DARROW KIA



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