

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

Legistar # 31336

DATE SUBMITTED: AUGUST 21, 2013

Action Requested

Informational Presentation

☒ Initial Approval and/or Recommendation

☐ Final Approval and/or Recommendation

UDC MEETING DATE: SEPTEMBER 11, 2013

PROJECT ADDRESS: 6525 ODANA RD

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals)

ROSS DARROW KIA

6525 ODANA RD

MADISON, WI 53719

ARCHITECT/DESIGNER/OR AGENT:

DP INDUSTRIES LLC d/b/a GRANT SIGNS

6001 FEMRITE DRIVE, UNIT 9

MADISON, WI 53718

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

(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 _____

AUG 21 2013

10:09 AM

Planning & Community
& Economic Development

*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.

PLEASE PRINT!

PLEASE PRINT!

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.

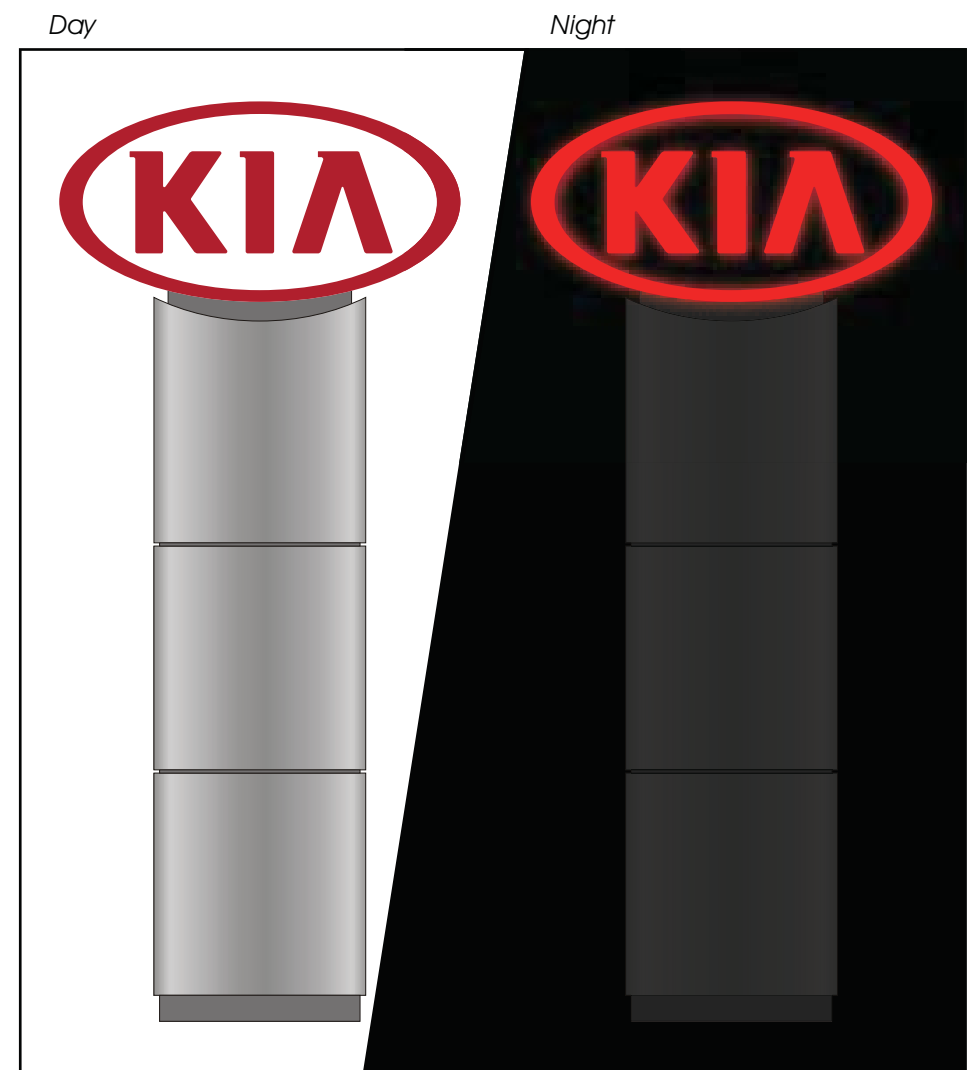
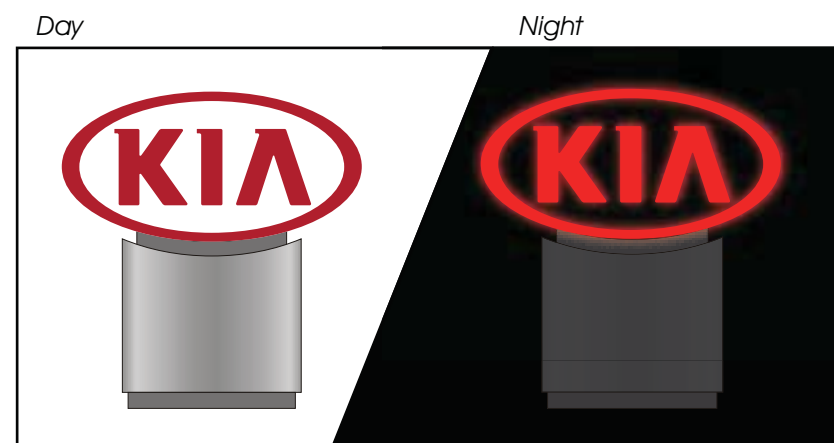
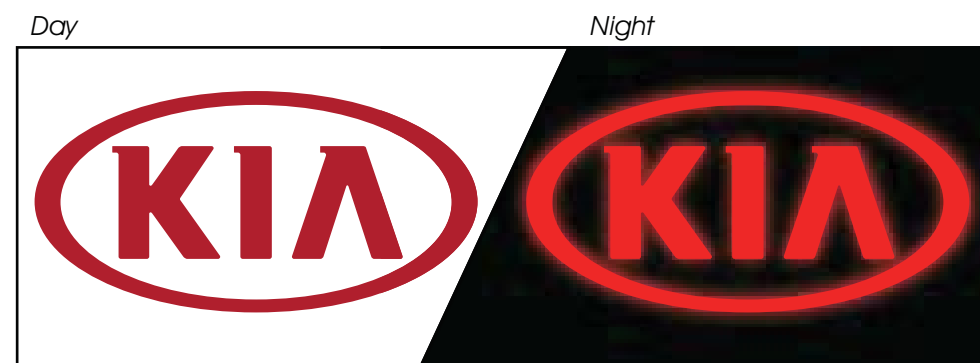
All ground and wall signs in the proposed sign plan are internally illuminated and are consistent with section 31.04(5)(k)5 of the Sign Control Ordinance; that is, they are designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.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

A handwritten signature in black ink, reading "Dan E. Pietrzykowski". The signature is fluid and cursive, with the first name "Dan" and last name "Pietrzykowski" clearly legible.

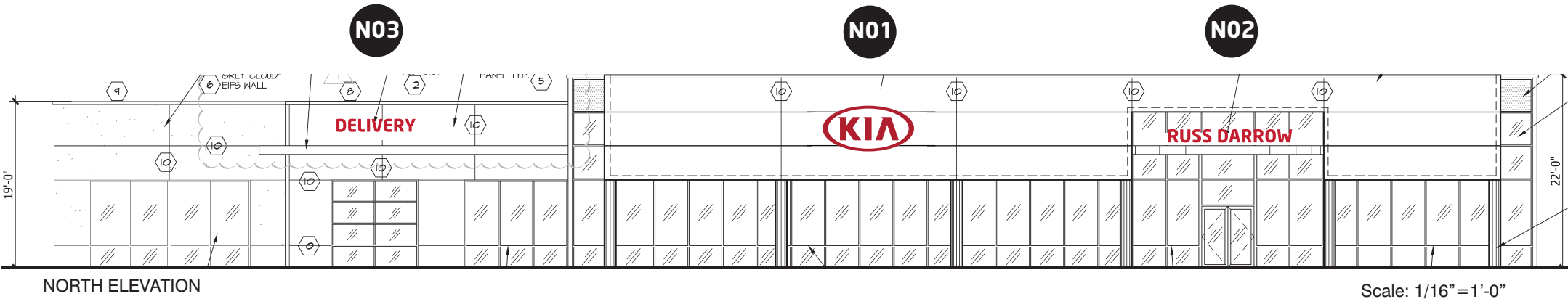
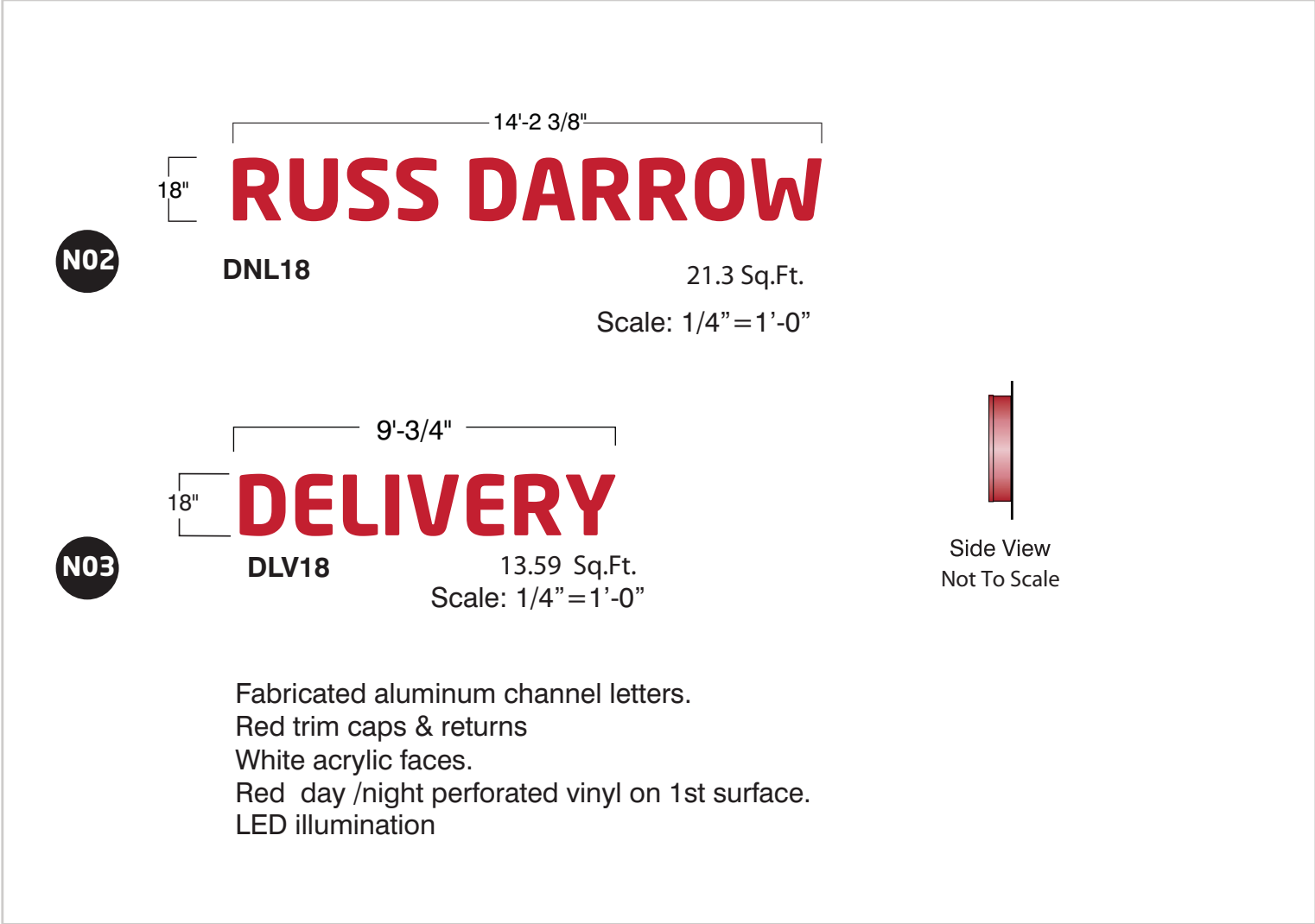
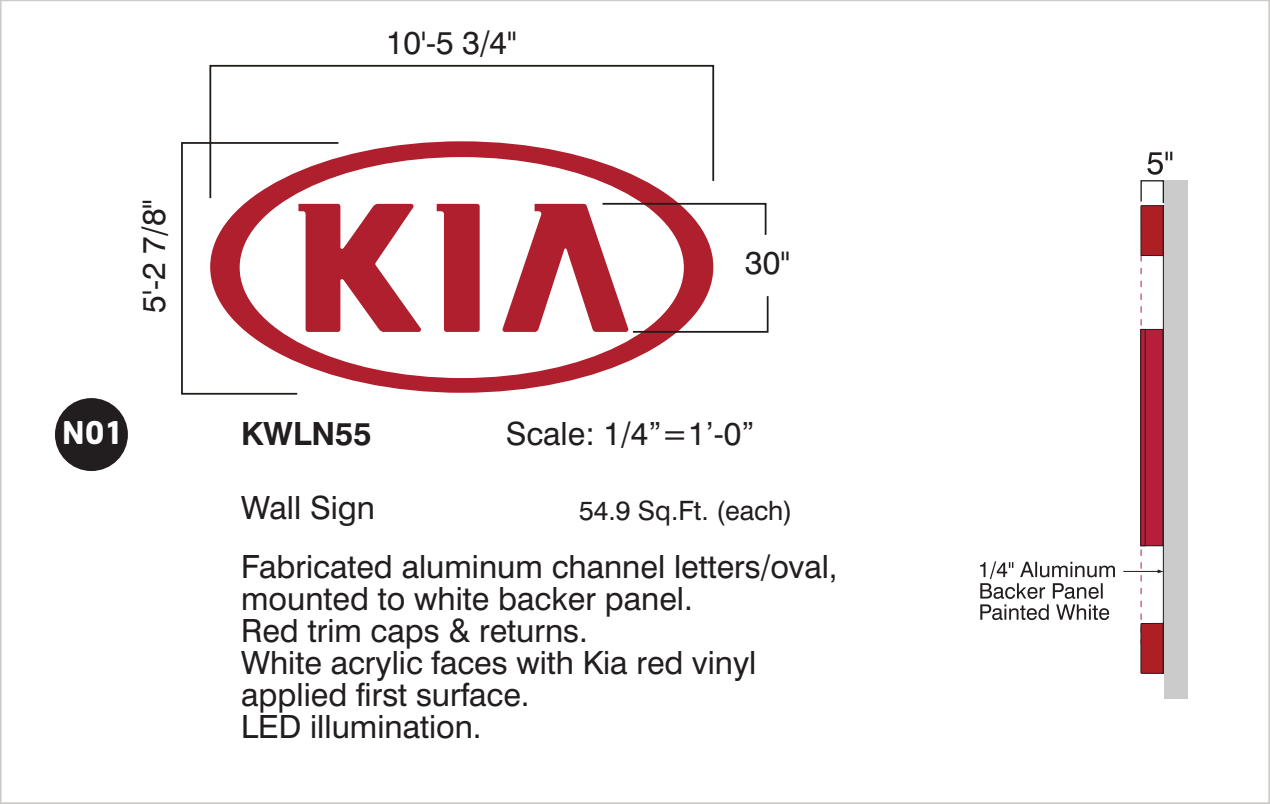
Dan Pietrzykowski
DP Industries LLC d/b/a **Grant Signs**

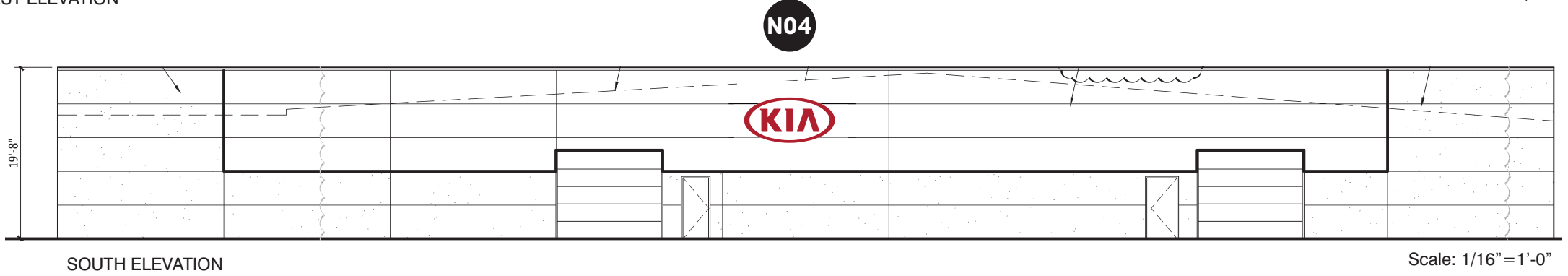
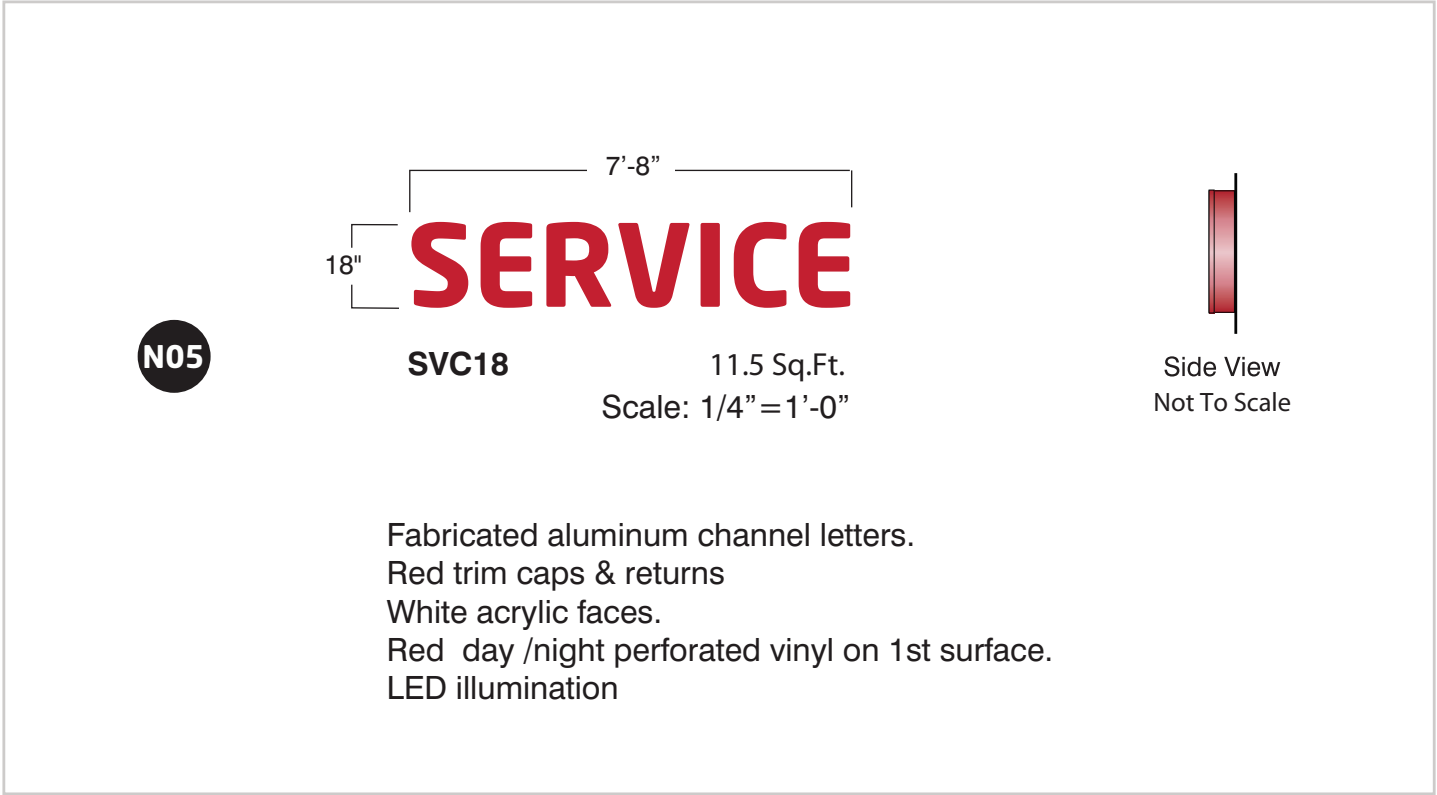
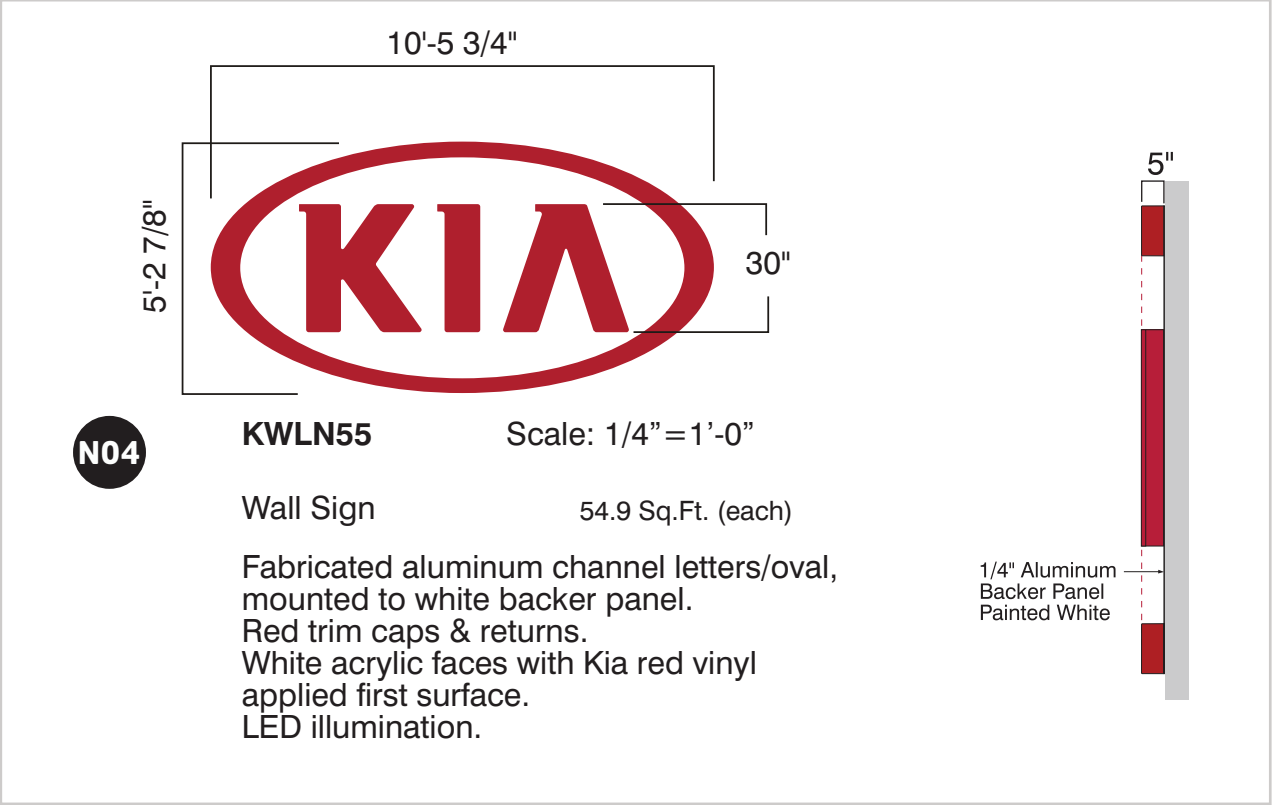


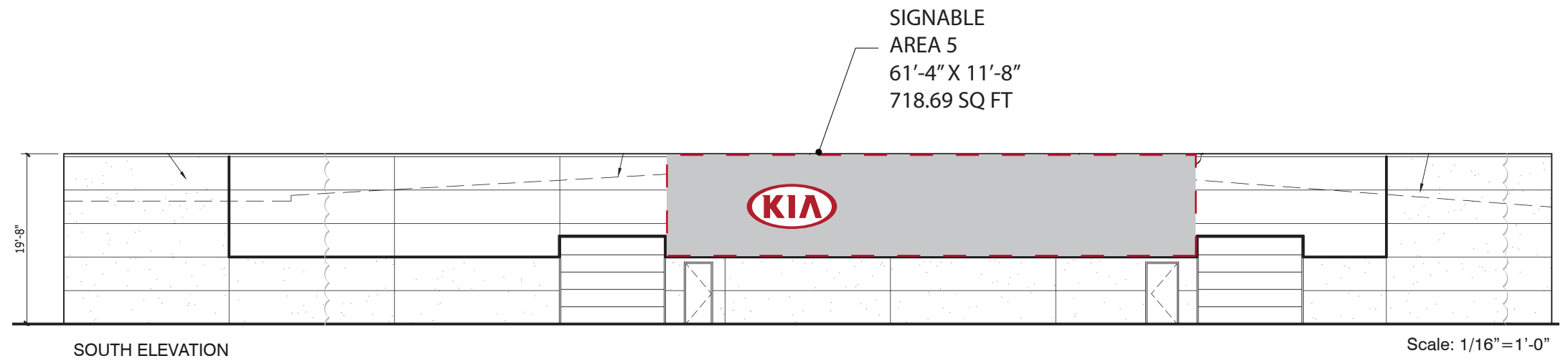
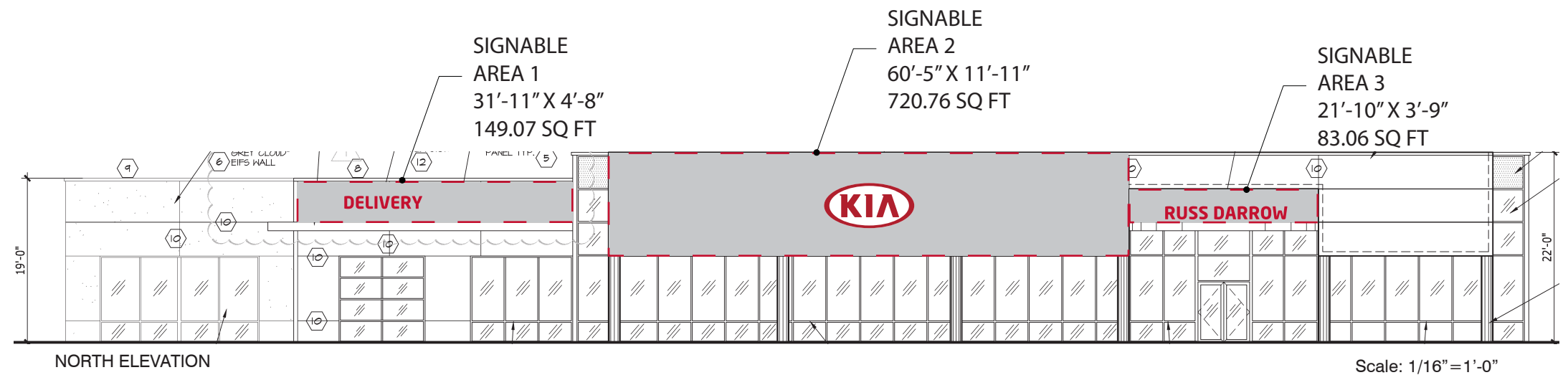
FILE NAME ILLUMINATION RENDERING DATE 08.20.13
JOB NAME RUSS DARROW KIA
LOCATION 6525 ODANA ROAD

ILLUMINATION RENDERING OF 6525 ODANA ROAD - RUSS DARROW KIA





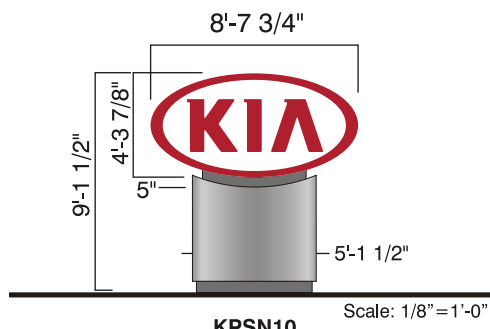




FILE NAME DETERMINATION OF SIGN AREA DATE 08.20.13
JOB NAME RUSS DARROW KIA
LOCATION 6525 ODANA ROAD

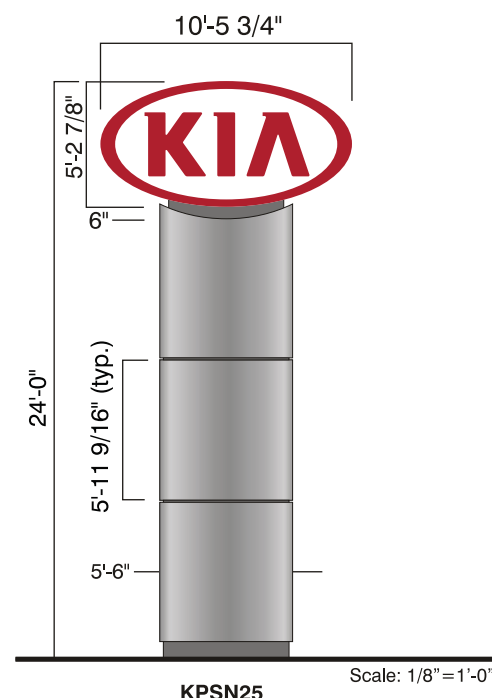
DETERMINATION OF SIGN AREA OF 6525 ODANA ROAD - RUSS DARROW KIA





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



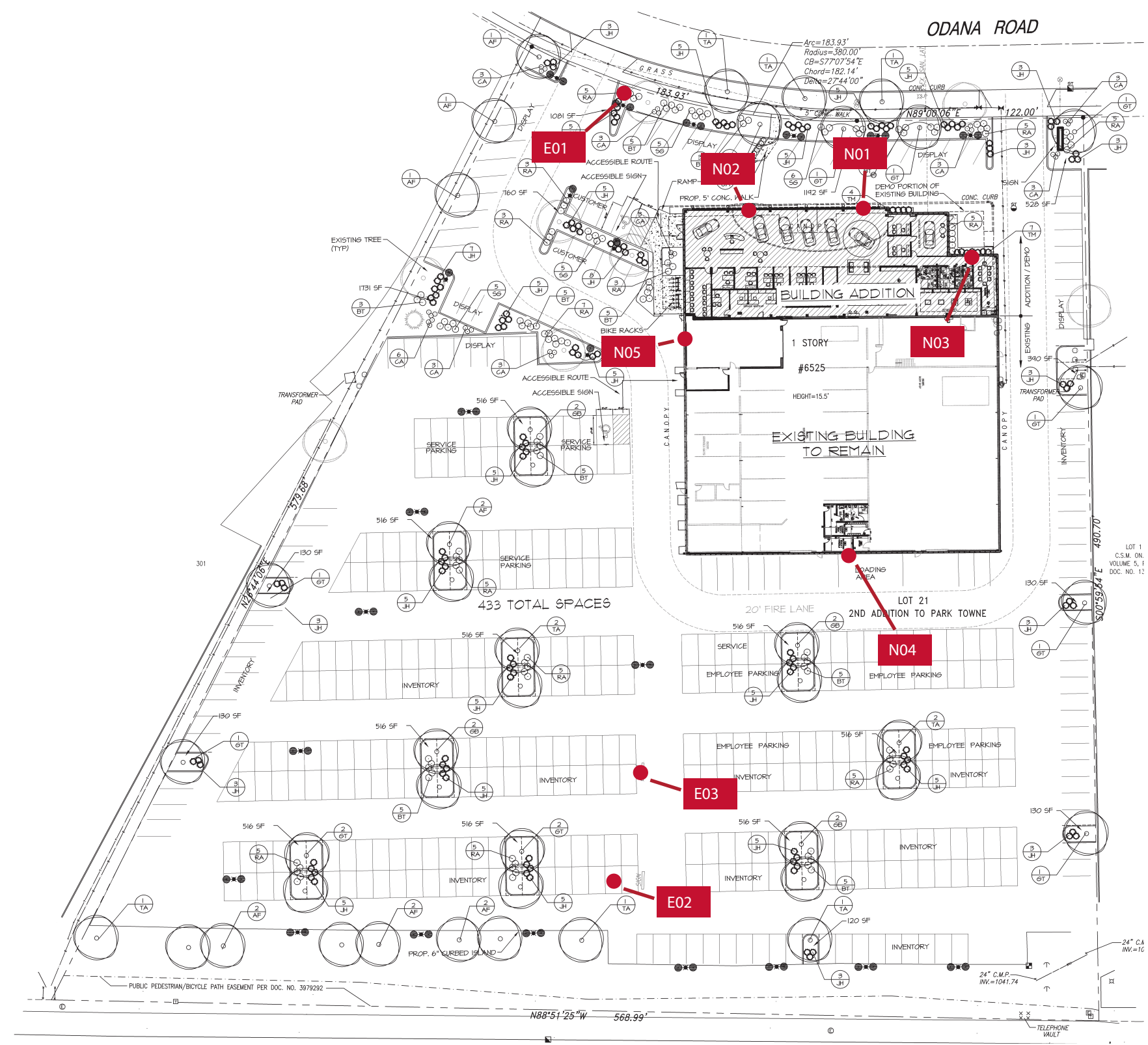
E01
*Existing Sign (above) to be removed
Foundation not to be used*



E02
*Existing Sign (above) to be removed
Foundation not to be used*



E03
Existing Sign (above) to be removed, not to be replaced



- 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

PATTISON
SIGN GROUP INC.
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: _____

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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

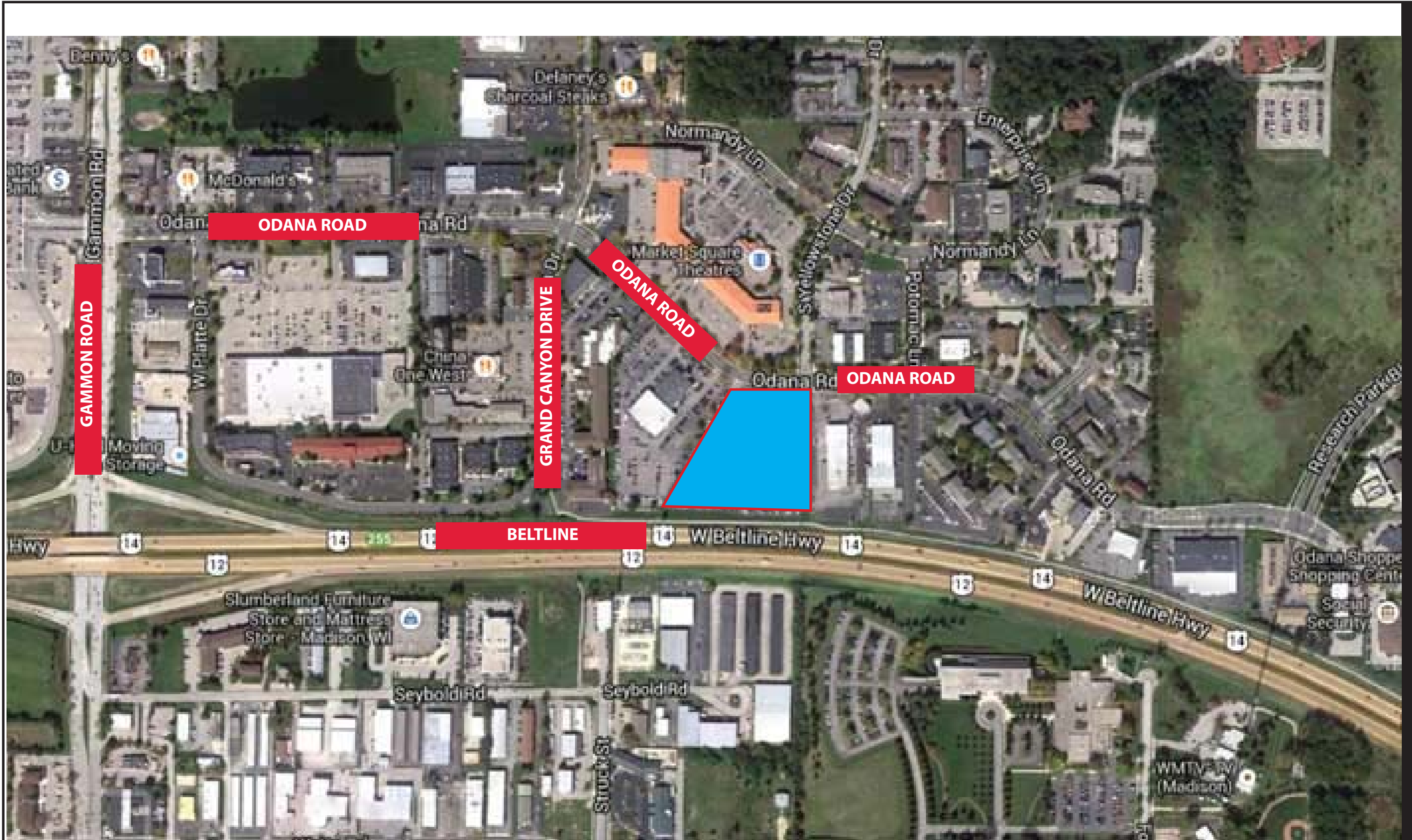
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| | | | |
|-------------|-------------------------|-------------------|----------|
| CLIENT: | WI016 – RUSS DARROW KIA | | |
| LOCATION: | 6525 ODANA ROAD | MADISON, WI 53719 | |
| DESIGNER: | A. MATTHEWS | DATE: | 07-01-13 |
| REVISED BY: | A. MATTHEWS | REV: | 07-30-13 |
| 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



LOCATOR MAP OF 6525 ODANA ROAD - RUSS DARROW KIA



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