

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>8.12.11</u>	Action Requested
UDC MEETING DATE: <u>9.7.11</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 5555 High Crossing Blvd.
ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>Wilde Family Ltd Partnership</u>	<u>Grant Signs</u>
<u>1710A Hwy 164</u>	<u>5119 Terminal Dr.</u>
<u>Waukesha, WI 53186</u>	<u>McFarland, WI 53558</u>

CONTACT PERSON: Eric Marty
Address: 5119 Terminal Drive
McFarland, WI 53558
Phone: 608.838.7794
Fax: 608.838.7798
E-mail address: emarty@signproductions.com

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 _____

*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 12, 2011

Urban Design Committee
City of Madison

RE: East Towne Wilde Honda Signage – Comprehensive Design Review

Dear Urban Design Commission,

Attached is a proposed sign package for 5555 High Crossing Blvd. This property is currently zoned C3.

This application is to address all requested signage for the East Towne Wilde Honda. Requests are for a new monument sign, multiple directional signs, and multiple wall signs.

Wall signs

1. Sign code allows 1 sign per elevation.
-We are requesting to be allowed multiple wall signs in multiple signable areas.
-We are requesting 4 signable areas on the west elevation & 2 signable areas on the north elevation.
-All other signage will be considered accessory signage.
2. Sign code does not allow oversized logo elements.
-We are requesting a logo element that is 80 sq.ft.
3. Sign code currently does not allow wall signage to cross architectural elements.
-We are requesting to allow this signage to cross architectural elements.

These signs are located on the north & west elevations only. The overall square footage of this signage is well within what could be potentially allowed for the entire building if we signed all elevations. We feel that this request is very similar to what is allowed for other car dealerships in this area.

Monument sign

1. Sign code allows a max height of 10' for monument signs.
-We are requesting to have a monument sign that is 21'-1" tall.
2. Sign code allows a max of 40 sq.ft. of signable area on the monument sign.
-We are requesting to allow this sign to have 100 sq.ft. of signable area.

We feel that this request is very similar to what is allowed for other car dealerships in this area. This ground sign will need to be most prominent in order to properly identify the site from the road.

Wayfinding signs

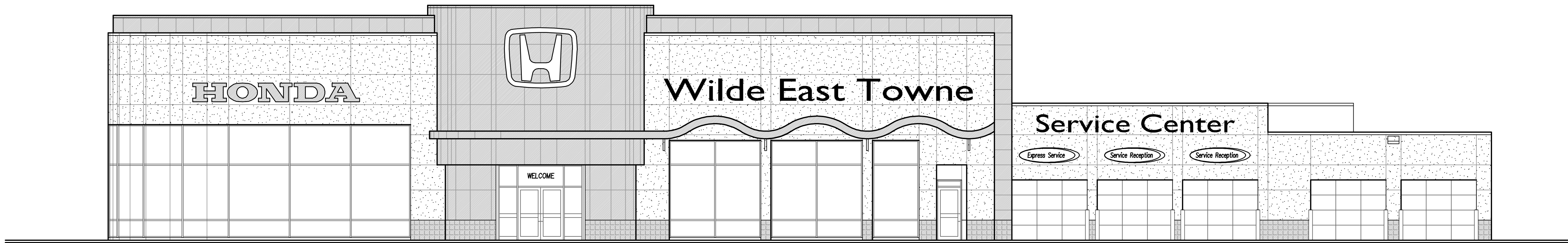
1. Sign code allows 2 wayfinding signs per site.
-We are requesting to allow a total of 4 wayfinding signs on this site.
2. Sign code allows 3 sq.ft. of signable area for each wayfinding sign.
-We are requesting up to 12 sq.ft. of signable area for each wayfinding sign.

With all of the amenities that will be at this dealership, proper wayfinding will be crucial in the site's functionality. The lettering & arrows are currently spread out to fit the sign's design, but if it is consolidated, it is very comparable to what is allowed by code.

It is very important to Honda to maintain their corporate identity as much as possible. This signage package will satisfy their requests, and will also be very similar to the signage at other Honda dealership located in the Madison area.

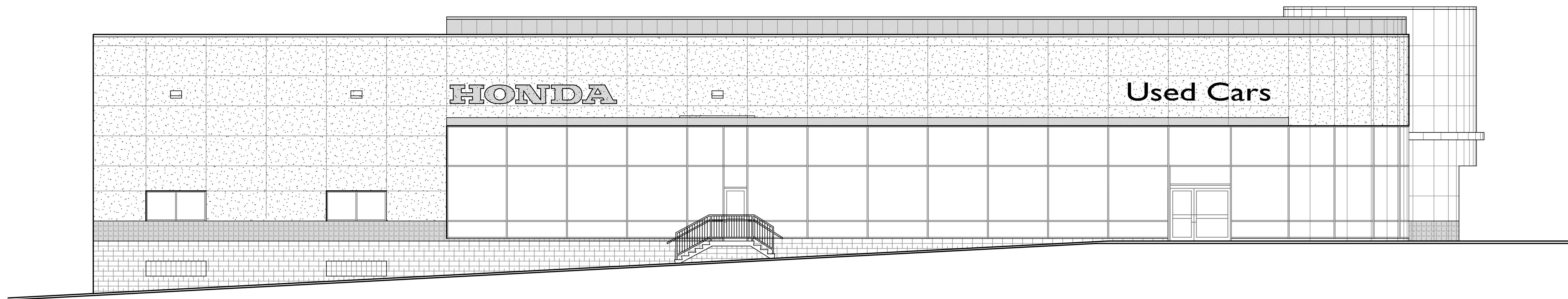
We are seeking final approval on this proposed sign package. Thank you for your consideration.

Eric Marty - Grant Signs



w e s t e l e v a t i o n

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



n o r t h e l e v a t i o n

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



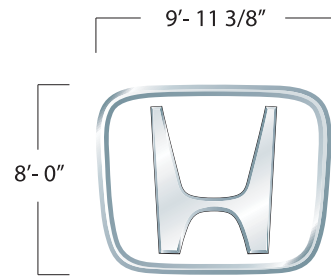
ARCHITECTS/PLANNERS, S.C.
1545 South 84th Street
West Allis, Wisconsin 53214
(414) 258-9995

REVISIONS

proposed facility for:
WILDE EAST TOWNE HONDA
5555 HIGH CROSSING BLVD.
MADISON, WISCONSIN

DRAWN
JEH
DATE
8-10-11
JOB NO.
10016
SHEET

A6



1 8'x10' Honda Wall Emblem

Supply & install one (1) 8'x10' Honda Wall Emblem
Non-illuminated
Fabricated fiberglass emblem painted
to match brushed aluminum

41'-0"
36"
Wilde East Towne

3 36" Dealer Name Letters

Supply & install one (1) set of each
Fabricated aluminum channel letters
Returns prefinished satin anodized aluminum
Trimcap 1" brushed chrome (Jewelite)
Acrysteel #6701 blue faces
Illuminated with LED
Remote power supply



5 OVAL-2x8 Illuminated Wall Sign

Supply & install (1) one illuminated oval sign
Returns prefinished satin anodized aluminum
Trimcap 1" brushed chrome (Jewelite)
Acrysteel #7328 white faces
3M 3630-8264 blue vinyl face applied
3M 7725-31 gray vinyl face applied
Illuminated with H.O. fluorescent lamps

- ☐ #7328 white acrysteel
- ☒ 3M 3630-8264 blue vinyl
- ☒ 3M 7725-31 gray vinyl



22'-5 1/4"
30"
HONDA

2 30" Honda Letters X2

Supply & install one (1) set of each
Fabricated aluminum channel letters
Returns prefinished satin anodized aluminum
Trimcap 1" brushed chrome (Jewelite)
Acrysteel #6701 blue faces
Illuminated with LED
Remote power supply

26'-2 25/32"
30"
Service Center

4 30" Service Center Letters

Supply & install one (1) set of each
Fabricated aluminum channel letters
Returns prefinished satin anodized aluminum
Trimcap 1" brushed chrome (Jewelite)
Acrysteel #6701 blue faces
Illuminated with LED
Remote power supply

19'-2 1/2"
2'-6"
Used Cars

UCL-30 Used Cars Letters

"Used Cars" - Fabricated aluminum channel letters
Returns prefinished satin anodized aluminum
Trimcap 1" brushed chrome (Jewelite)
Acrysteel #6701 blue faces
Illuminated with LED
Remote power supply

*** Refer to construction / engineering drawings for specifications**

Job No.

Vantage #:

Date: 13JUNE11

Design #: 11-1148

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

Sales: A. Jackson

Designer: PLucian

Rev. #:

Date:

☐ Vector Artwork
Required

☐ High Resolution
Image Required

☐ Final Colours
Required

☒ **Conceptual
artwork only**

Electrical Requirements

☒ 120V

☐ 347V

☐ Other _____

* Voltage needs to be specified
prior to customer approval

Customer Approval

Date _____



HONDA

T08010
Wilde East Towne
5555 High Crossing Blvd
Madison WI



8'x10' Honda Wall Emblem

HONDA

30" Honda Letters



HBS 10x10x21

Used Cars

UCL-30 Used Cars Letters

HONDA

30" Honda Letters

Wilde East Towne

36" Dealer Name Letters

Directional Sign #2



Side A

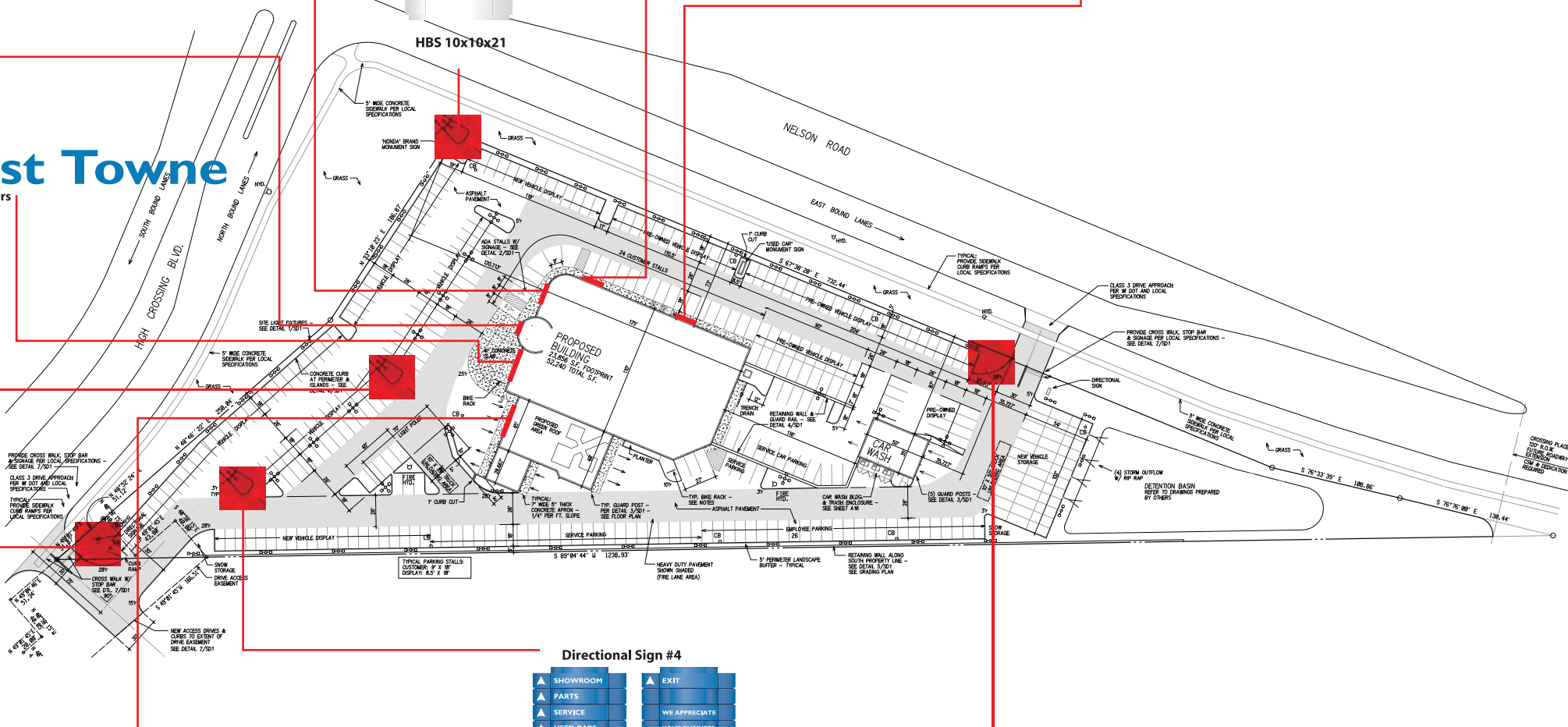
Side B

Directional Sign #1



Side A

Side B



30" Service Center Letters
OVAL-2x8 Illuminated Wall Sign

Service Center

Service Reception

Service Reception

Express Service

Directional Sign #4



Side A

Side B

Directional Sign #3



Side A

Side B

Job No.

Vantage #:

Date: 13JUNE11

Design #: 11-1148

Scale: n/a

Sales: A. Jackson

Designer: PLucian

Rev. #: R1

Date: 11AUG11

☐ Vector Artwork
Required

☐ High Resolution
Image Required

☐ Final Colours
Required

☒ Conceptual
artwork only

Electrical Requirements

☐ 120V ☐ 347V
☐ Other _____

* Voltage needs to be specified
prior to customer approval

Customer Approval

Date



HONDA

T08010

Wilde East Towne
5555 High Crossing Blvd
Madison WI



A Division of Jim Pattison Industries Ltd.

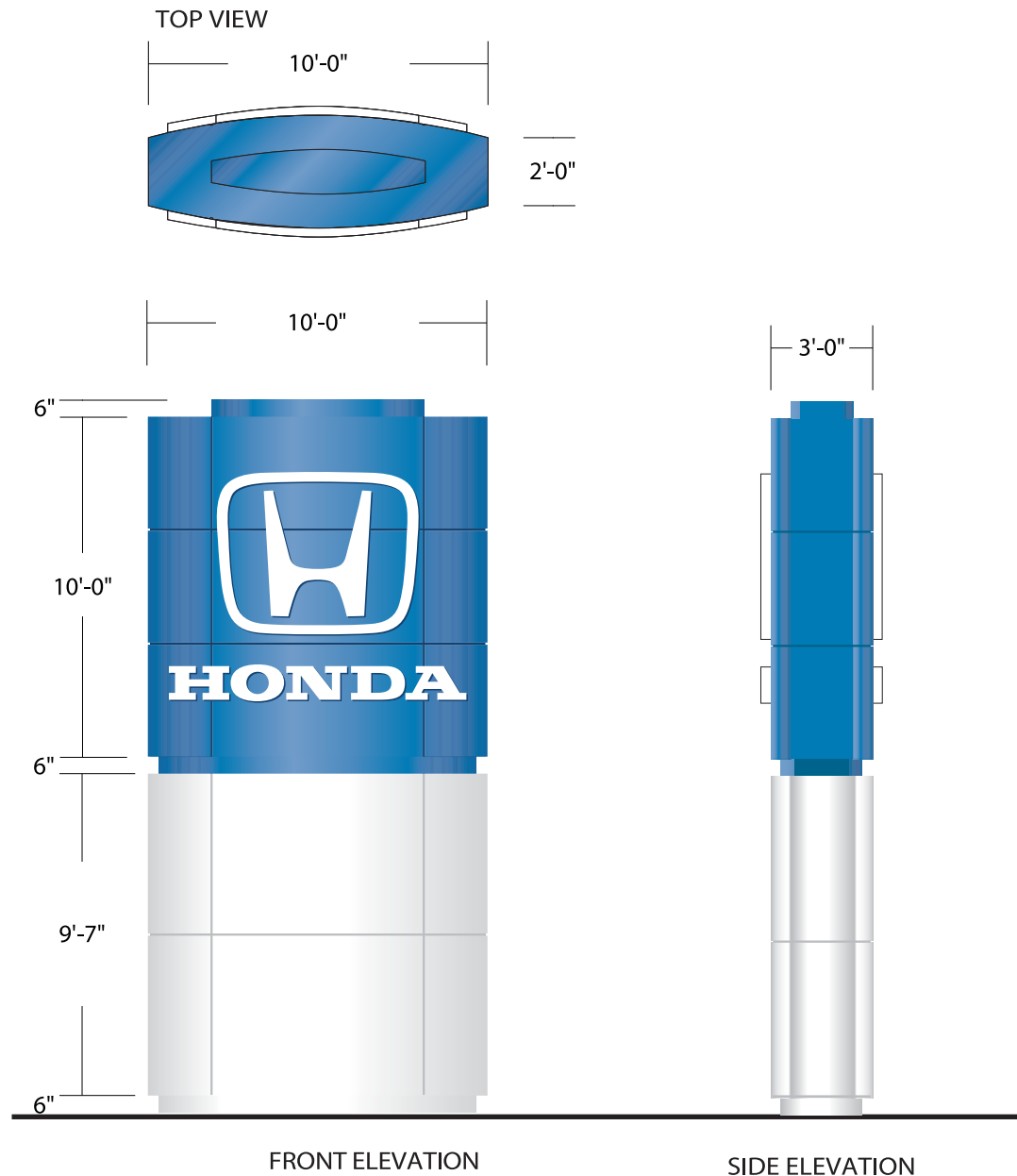
555 Ellesmere Road
Toronto, Ontario, Canada M1R 4E8
www.pattisonsign.com

Tel (416) 759-1111
Fax (416) 759-4965
Toll Free 1-800-268-6536

The artistic works depicted herein are copyright and are the exclusive
property of Pattison Sign Group and as such cannot be reproduced
in whole or in part without prior written consent.



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



HBS-10X10X21 Honda Brand Sign

Supply & install one (1) D/F illuminated pylon sign
 Internally illuminated top section is PMS 285 C (blue)
 "H" icon and Honda logotype are white.
 Sides to be illuminated.
 Base to be white.
 Sign to have reveals on top and bottom.
 Concrete footing required

*** Refer to construction / engineering drawings for specifications**

Job No.

Vantage #:

Date: 13JUNE11

Design #: 11-1148

Scale: 3/16"=1'-0"

Sales: A. Jackson

Designer: PLucian

Rev. #:

Date:

☐ Vector Artwork
Required

☐ High Resolution
Image Required

☐ Final Colours
Required

☒ **Conceptual
artwork only**

Electrical Requirements

☒ 120V ☐ 347V

☐ Other _____

* Voltage needs to be specified
prior to customer approval

Customer Approval

Date _____





Job No.

Vantage #:
Date: 13JUNE11
Design #: 11-1148
Scale: n/a
Sales: A. Jackson
Designer: PLucian

Rev. #:
Date:

- ☐ Vector Artwork Required
☐ High Resolution Image Required
☐ Final Colours Required

☒ Conceptual artwork only

Electrical Requirements

- ☐ 120V ☐ 347V
☐ Other _____

* Voltage needs to be specified prior to customer approval

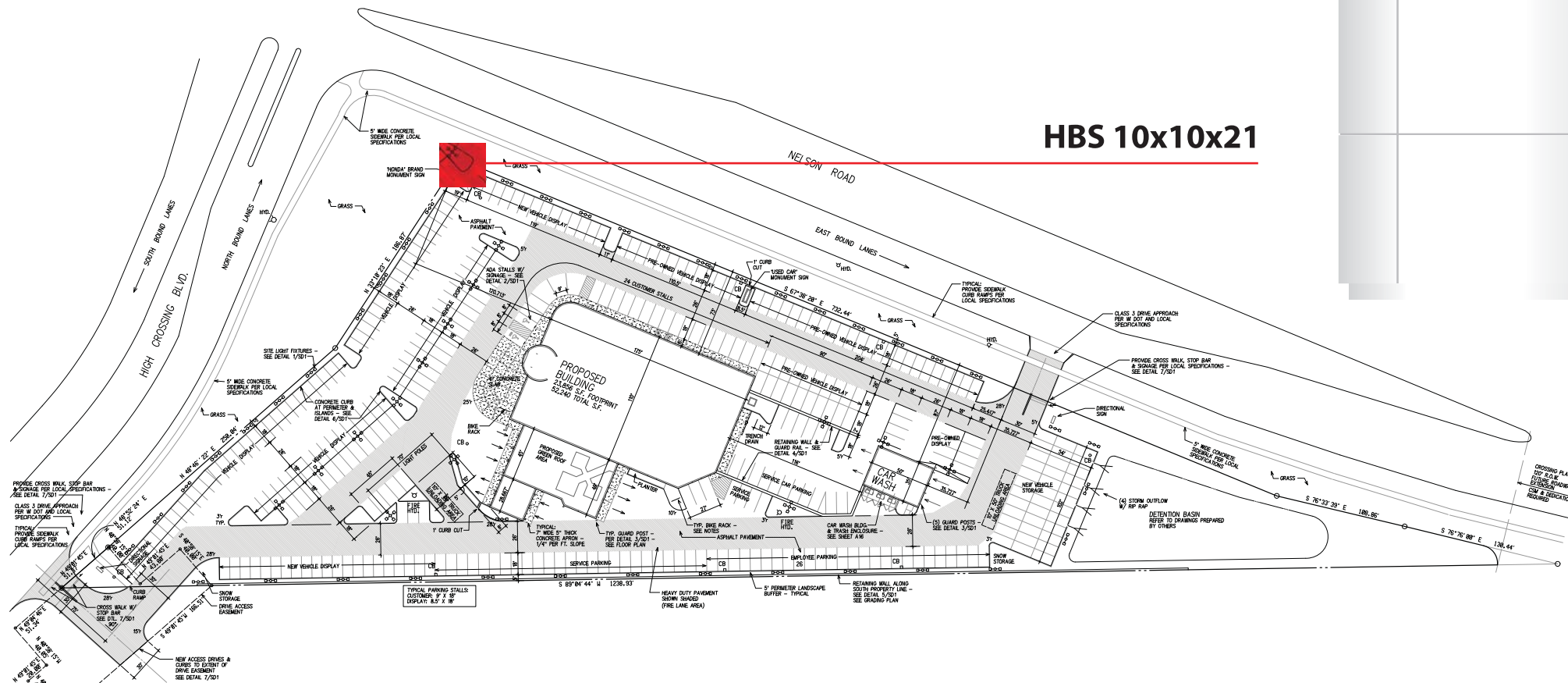
Customer Approval

Date

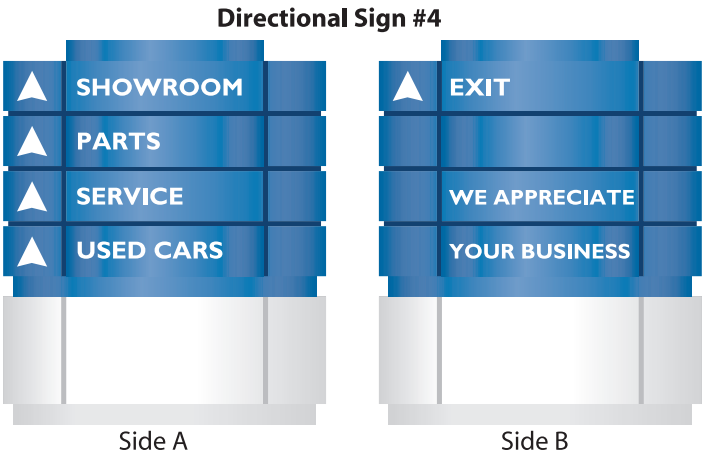
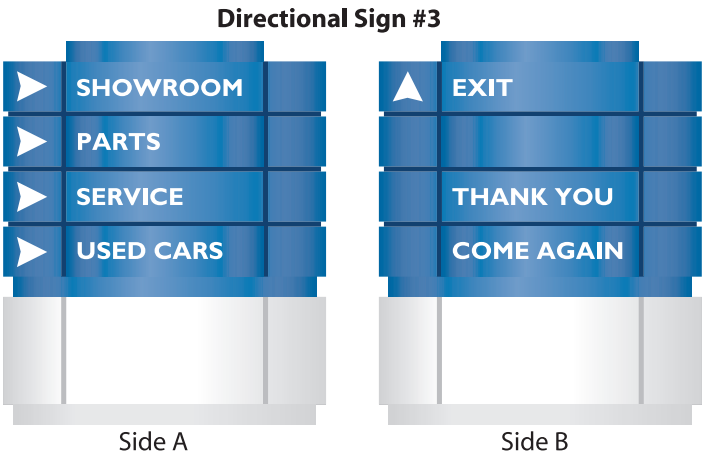
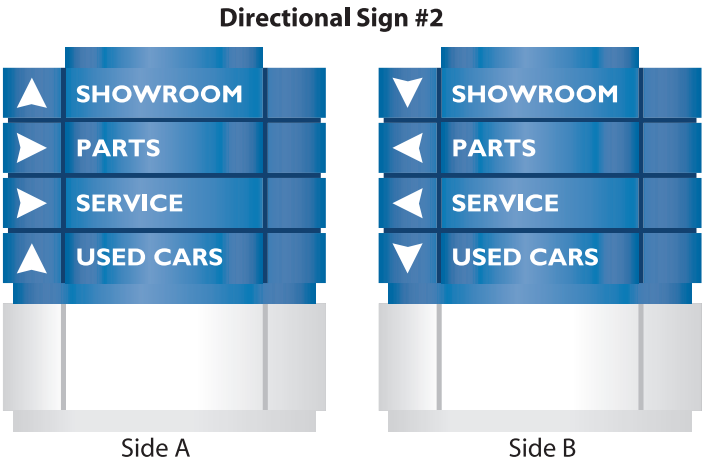
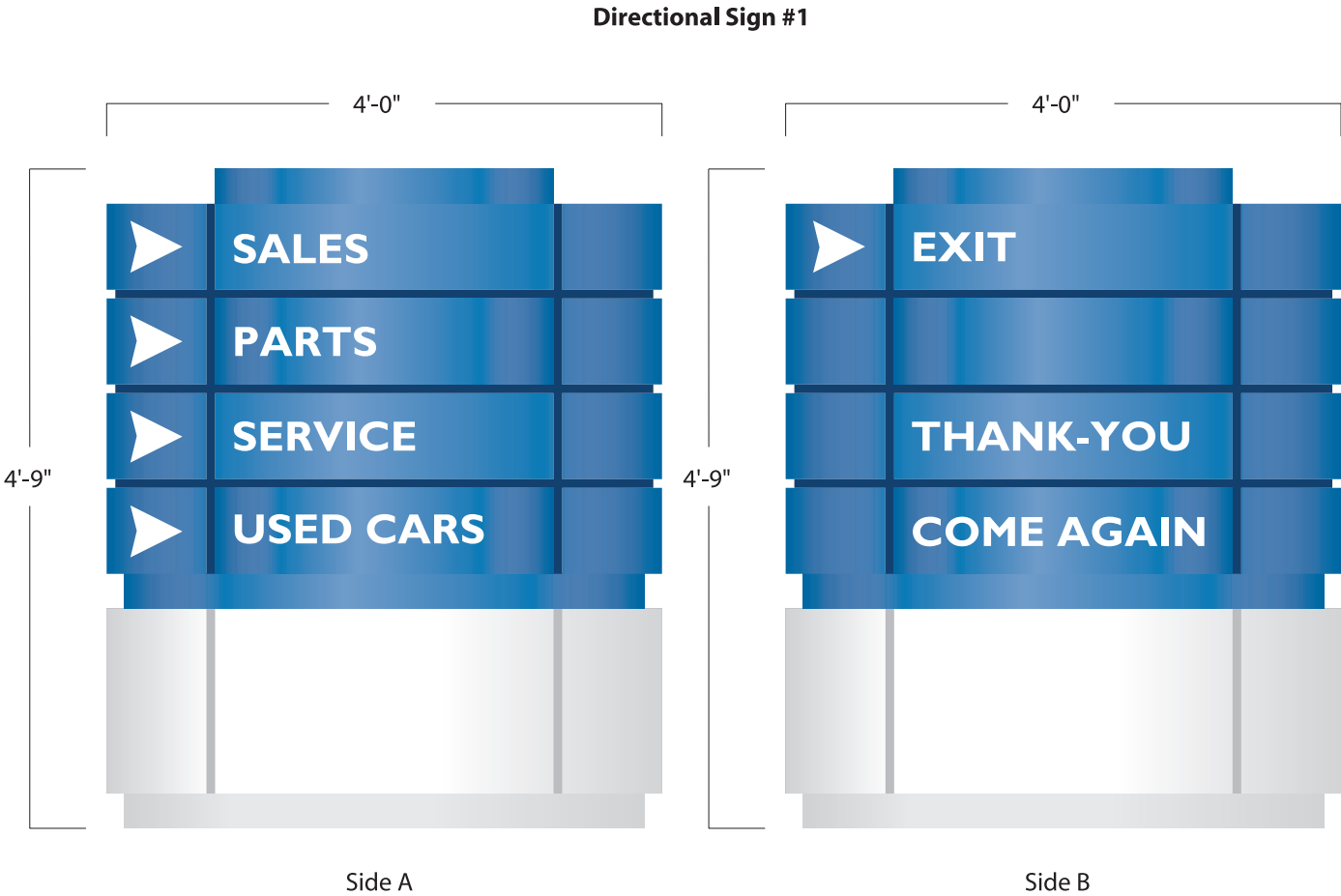


HONDA
T08010
Wilde East Towne
5555 High Crossing Blvd
Madison WI

HBS 10x10x21



HBS-DIR-4X4 Directional Sign
Supply & install three(3) D/F non-illuminated directional sign



* Refer to construction / engineering drawings for specifications

Job No.

Vantage #:
Date: 13June11
Design #: 11-1148
Scale: 3/4"=1'-0"
Sales: A. Jackson
Designer: PLucian

Rev. #: R1
Date: 11AUG11

- ☐ Vector Artwork Required
☐ High Resolution Image Required
☐ Final Colours Required

☒ **Conceptual artwork only**

Electrical Requirements

☐ 120V ☐ 347V
☐ Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval

Date _____



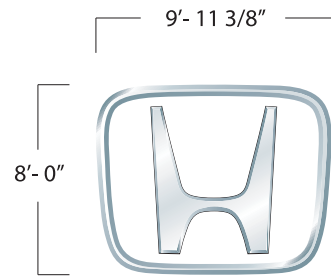
555 Ellesmere Road
Toronto, Ontario, Canada M1R 4E8
www.pattisonsign.com

Tel (416) 759-1111
Fax (416) 759-4965
Toll Free 1-800-268-6536

The artistic works depicted herein are copyright and are the exclusive property of Pattison Sign Group and as such cannot be reproduced in whole or in part without prior written consent.



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



1 8'x10' Honda Wall Emblem

Supply & install one (1) 8'x10' Honda Wall Emblem
Non-illuminated
Fabricated fiberglass emblem painted
to match brushed aluminum

41'-0"
36"
Wilde East Towne

3 36" Dealer Name Letters

Supply & install one (1) set of each
Fabricated aluminum channel letters
Returns prefinished satin anodized aluminum
Trimcap 1" brushed chrome (Jewelite)
Acrysteel #6701 blue faces
Illuminated with LED
Remote power supply



5 OVAL-2x8 Illuminated Wall Sign

Supply & install (1) one illuminated oval sign
Returns prefinished satin anodized aluminum
Trimcap 1" brushed chrome (Jewelite)
Acrysteel #7328 white faces
3M 3630-8264 blue vinyl face applied
3M 7725-31 gray vinyl face applied
Illuminated with H.O. fluorescent lamps

- ☐ #7328 white acrysteel
- ☒ 3M 3630-8264 blue vinyl
- ☒ 3M 7725-31 gray vinyl



22'-5 1/4"
30"
HONDA

2 30" Honda Letters X2

Supply & install one (1) set of each
Fabricated aluminum channel letters
Returns prefinished satin anodized aluminum
Trimcap 1" brushed chrome (Jewelite)
Acrysteel #6701 blue faces
Illuminated with LED
Remote power supply

26'-2 25/32"
30"
Service Center

4 30" Service Center Letters

Supply & install one (1) set of each
Fabricated aluminum channel letters
Returns prefinished satin anodized aluminum
Trimcap 1" brushed chrome (Jewelite)
Acrysteel #6701 blue faces
Illuminated with LED
Remote power supply

19'-2 1/2"
2'-6"
Used Cars

UCL-30 Used Cars Letters

"Used Cars" - Fabricated aluminum channel letters
Returns prefinished satin anodized aluminum
Trimcap 1" brushed chrome (Jewelite)
Acrysteel #6701 blue faces
Illuminated with LED
Remote power supply

*** Refer to construction / engineering drawings for specifications**

Job No.

Vantage #:

Date: 13JUNE11

Design #: 11-1148

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

Sales: A. Jackson

Designer: PLucian

Rev. #:

Date:

☐ Vector Artwork
Required

☐ High Resolution
Image Required

☐ Final Colours
Required

☒ **Conceptual
artwork only**

Electrical Requirements

☒ 120V ☐ 347V

☐ Other _____

* Voltage needs to be specified
prior to customer approval

Customer Approval

Date _____



HONDA

T08010
Wilde East Towne
5555 High Crossing Blvd
Madison WI



8'x10' Honda Wall Emblem

HONDA

30" Honda Letters

Used Cars

UCL-30 Used Cars Letters

HONDA

30" Honda Letters



CUC 20

Wilde East Towne

36" Dealer Name Letters

Directional Sign #2



Side A

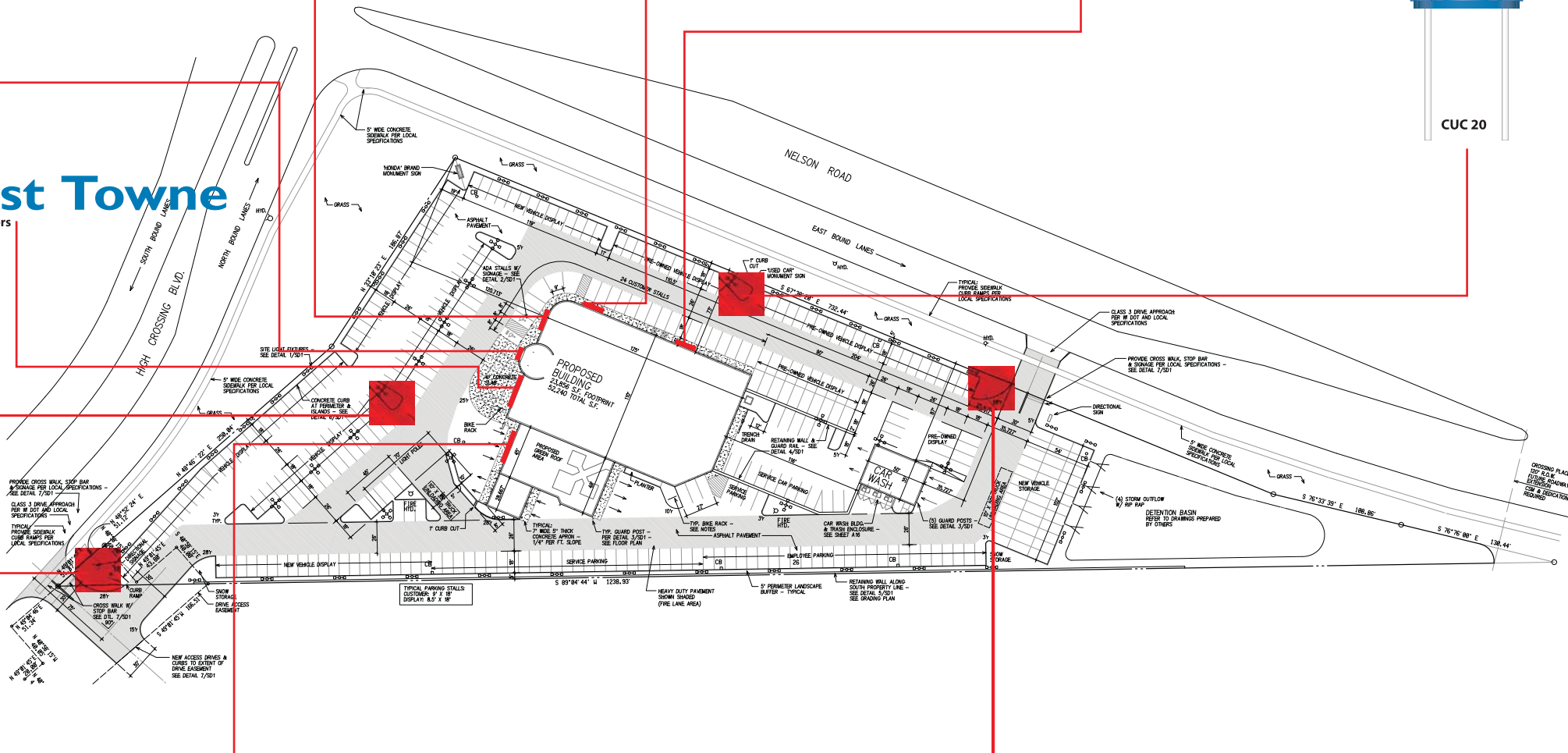
Side B

Directional Sign #1



Side A

Side B



30" Service Center Letters
OVAL-2x8 Illuminated Wall Sign

Service Center

Service Reception

Service Reception

Express Service

Directional Sign #3



Side A

Side B

Job No.

Vantage #:

Date: 13JUNE11

Design #: 11-1148

Scale: n/a

Sales: A. Jackson

Designer: PLucian

Rev. #:

Date:

☐ Vector Artwork Required

☐ High Resolution Image Required

☐ Final Colours Required

☒ Conceptual artwork only

Electrical Requirements

☐ 120V ☐ 347V
☐ Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval

Date



HONDA

T08010

Wilde East Towne
5555 High Crossing Blvd
Madison WI



A Division of Jim Pattison Industries Ltd.

555 Ellesmere Road
Toronto, Ontario, Canada M1R 4E8
www.pattisonsign.com

Tel (416) 759-1111
Fax (416) 759-4965
Toll Free 1-800-268-6536

The artistic works depicted herein are copyright and are the exclusive property of Pattison Sign Group and as such cannot be reproduced in whole or in part without prior written consent.



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

Job No.

Vantage #:

Date: 13JUNE11

Design #: 11-1148

Scale: n/a

Sales: A. Jackson

Designer: PLucian

Rev. #:

Date:

☐ Vector Artwork
Required

☐ High Resolution
Image Required

☐ Final Colours
Required

☒ Conceptual
artwork only

☒ Electrical Requirements

☐ 120V

☐ 347V

☐ Other

* Voltage needs to be specified
prior to customer approval

Customer Approval

Date



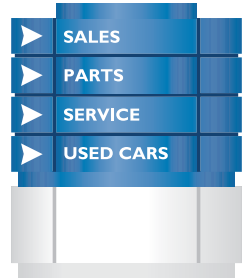
HONDA

T08010

Wilde East Towne
5555 High Crossing Blvd
Madison WI



Directional Sign #1

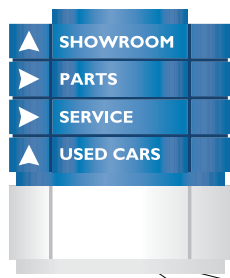


Side A

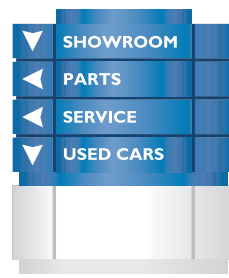


Side B

Directional Sign #2

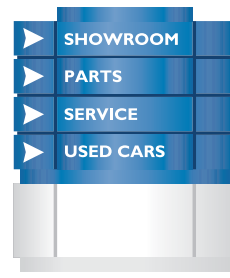


Side A



Side B

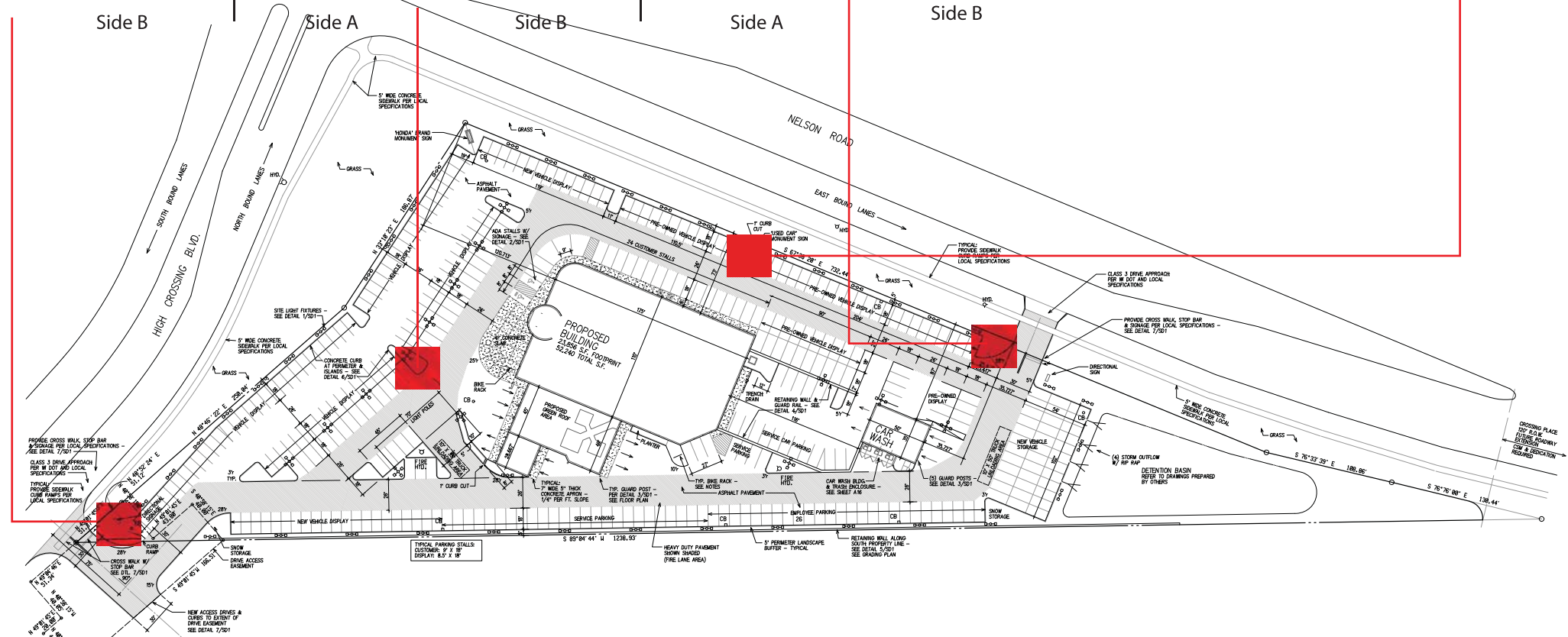
Directional Sign #3



Side A



Side B





Job No.

Vantage #:

Date: 13JUNE11

Design #: 11-1148

Scale: n/a

Sales: A. Jackson

Designer: PLucian

Rev. #:

Date:

- ☐ Vector Artwork Required
- ☐ High Resolution Image Required
- ☐ Final Colours Required

☒ Conceptual artwork only

Electrical Requirements

- ☐ 120V ☐ 347V
- ☐ Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval

Date

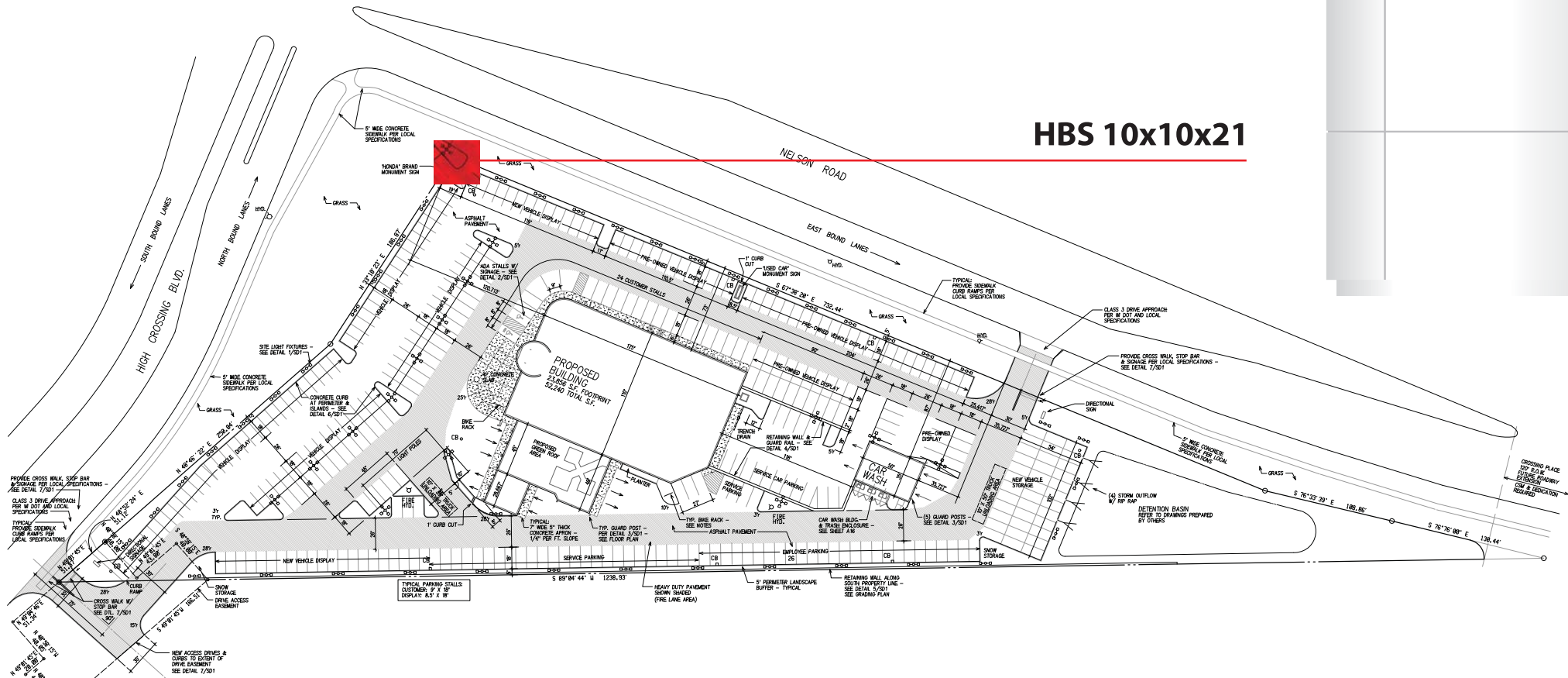


HONDA

T08010

Wilde East Towne
5555 High Crossing Blvd
Madison WI

HBS 10x10x21





8'x10' Honda Wall Emblem

HONDA

30" Honda Letters



HBS 10x10x21

Used Cars

UCL-30 Used Cars Letters

HONDA

30" Honda Letters



CUC 20

Wilde East Towne

36" Dealer Name Letters

Directional Sign #2



Side A

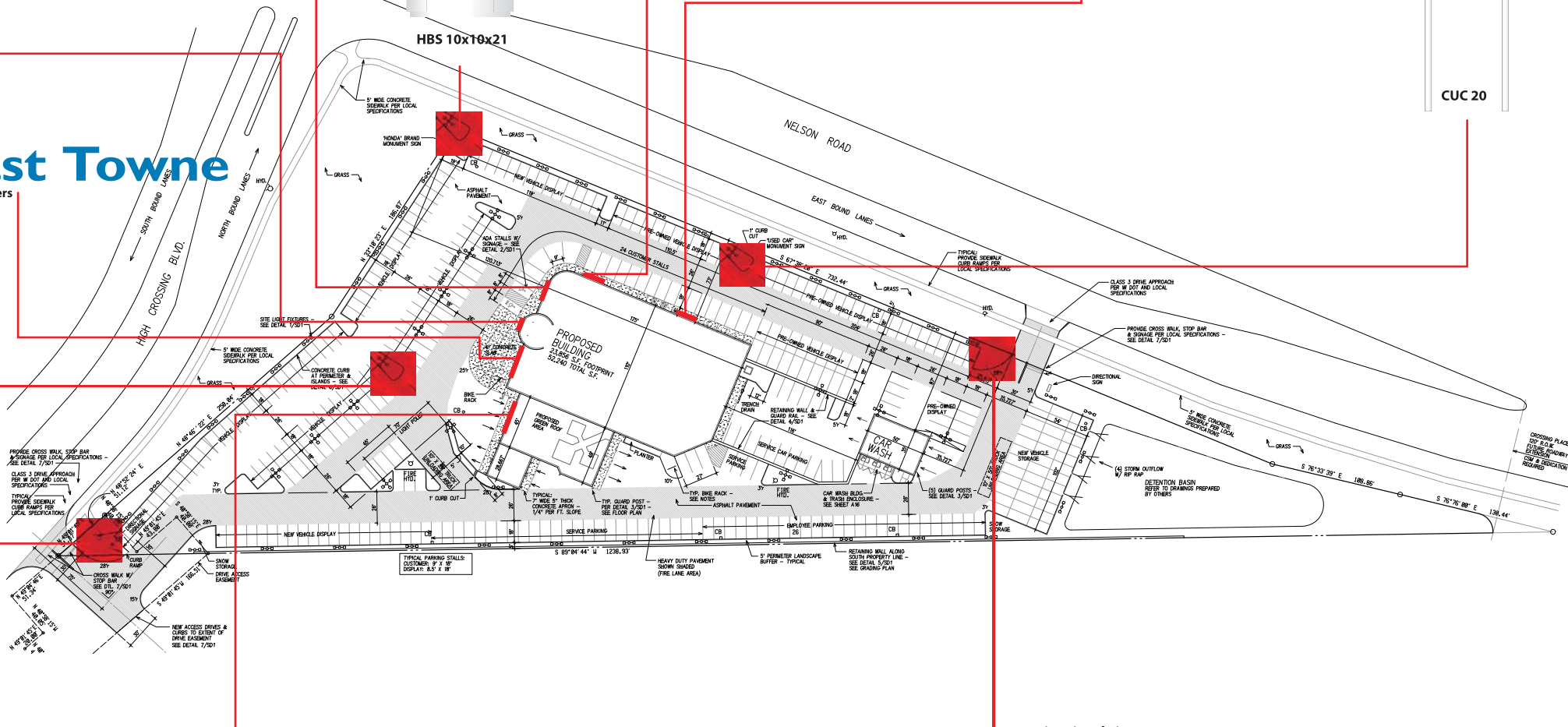
Side B

Directional Sign #1



Side A

Side B



30" Service Center Letters
OVAL-2x8 Illuminated Wall Sign

Service Center

Service Reception

Service Reception

Express Service

Directional Sign #3



Side A

Side B

Job No.

Vantage #:

Date: 13JUNE11

Design #: 11-1148

Scale: n/a

Sales: A. Jackson

Designer: PLucian

Rev. #:

Date:

☐ Vector Artwork
Required

☐ High Resolution
Image Required

☐ Final Colours
Required

☒ Conceptual
artwork only

Electrical Requirements

☐ 120V ☐ 347V
☐ Other _____

* Voltage needs to be specified
prior to customer approval

Customer Approval

Date



A Division of Jim Pattison Industries Ltd.

555 Ellesmere Road
Toronto, Ontario, Canada M1R 4E8
www.pattisonsign.com

Tel (416) 759-1111
Fax (416) 759-4965
Toll Free 1-800-268-6536

The artistic works depicted herein are copyright and are the exclusive
property of Pattison Sign Group and as such cannot be reproduced
in whole or in part without prior written consent.



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

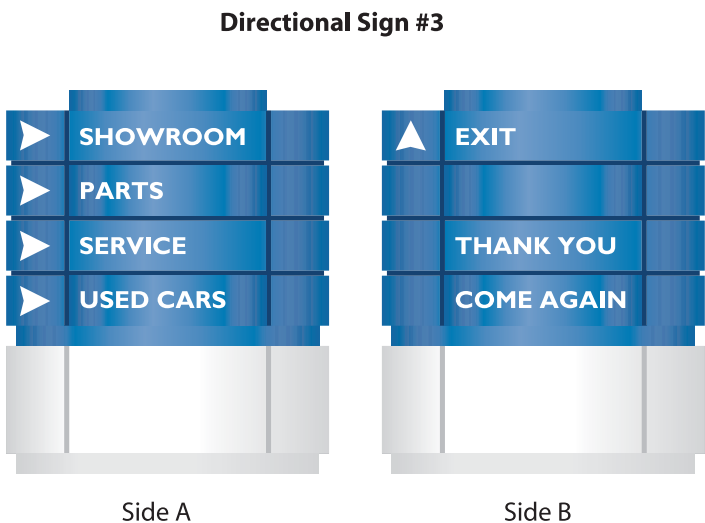
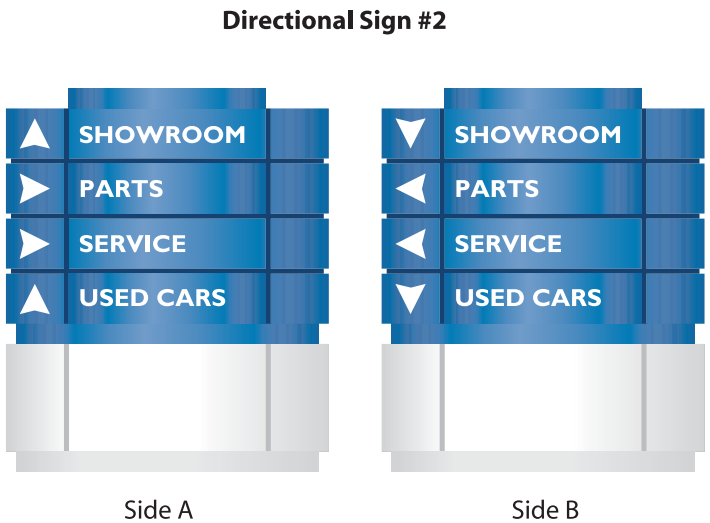
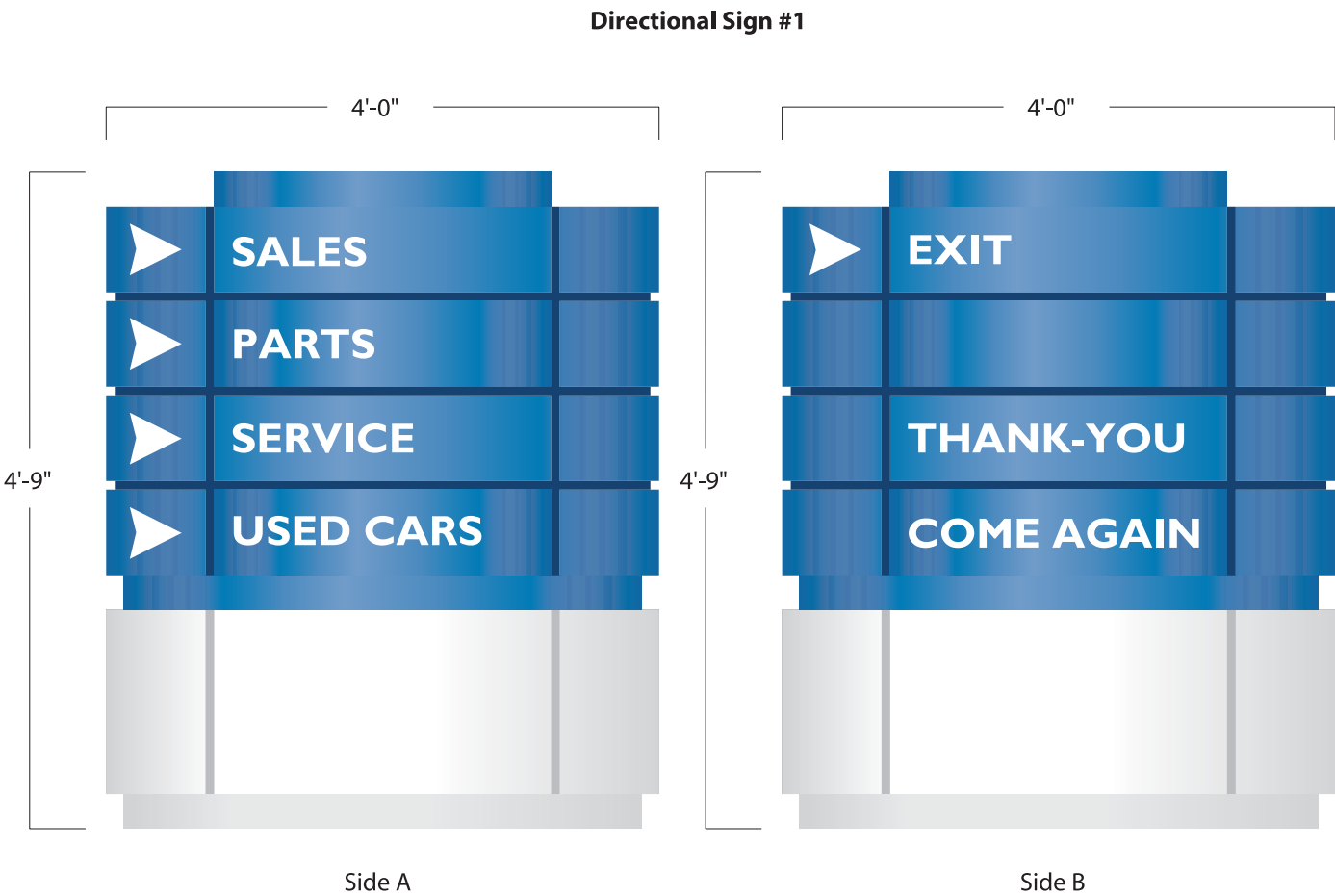


HONDA

T08010

Wilde East Towne
5555 High Crossing Blvd
Madison WI

HBS-DIR-4X4 Directional Sign
Supply & install three(3) D/F non-illuminated directional sign



* Refer to construction / engineering drawings for specifications

Job No.

Vantage #:

Date: 13June11

Design #: 11-1148

Scale: 3/4"=1'-0"

Sales: A. Jackson

Designer: PLucian

Rev. #:

Date:

- ☐ Vector Artwork Required
- ☐ High Resolution Image Required
- ☐ Final Colours Required

☒ Conceptual artwork only

Electrical Requirements

☐ 120V ☐ 347V

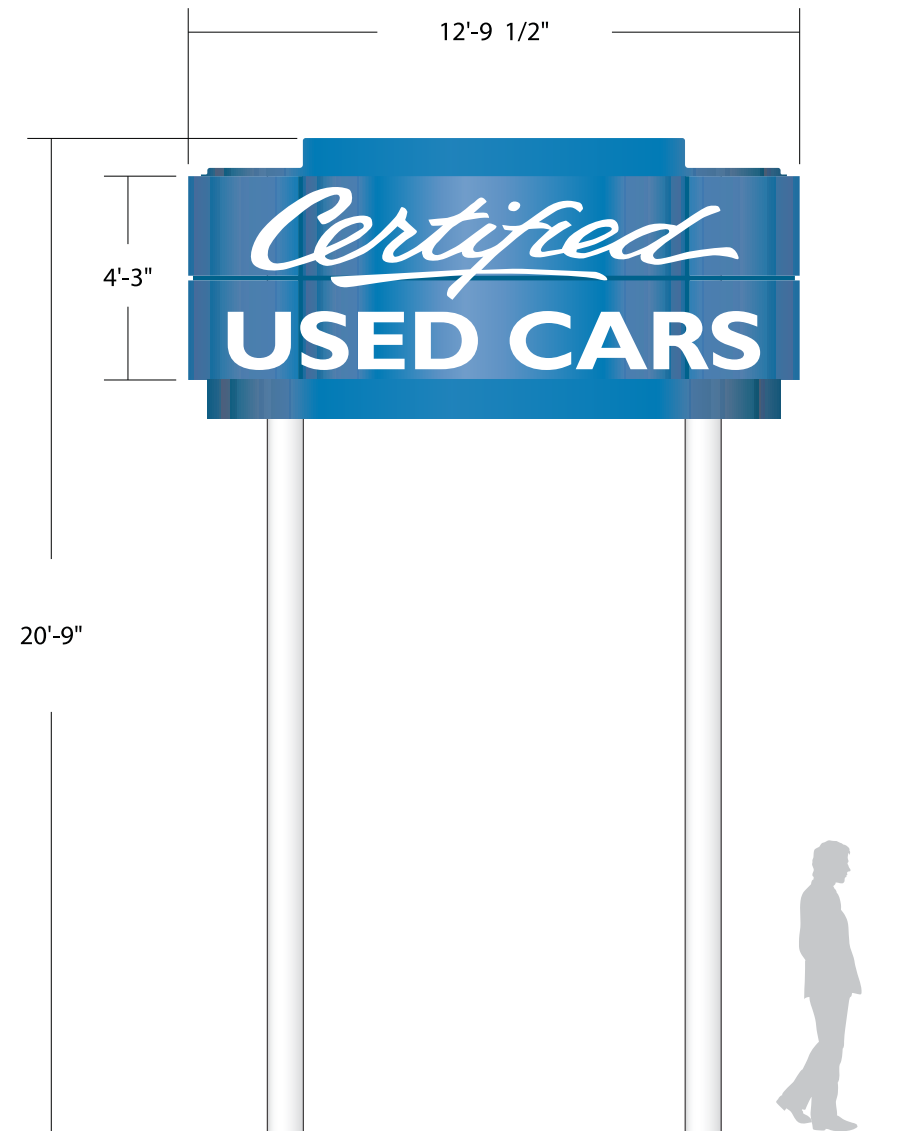
☐ Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval

Date


HONDA
T08010
Wilde East Towne
5555 High Crossing Blvd
Madison WI



HBS-CUC-4X12X20 Certified Used Cars Pylon

Supply & install one (1) D/F illuminated pylon sign
Internally illuminated top section is PMS 285 C (blue)
CUC letters are white.
Sides to be illuminated.
Supports to be white.
Sign to have decor caps on top and bottom.
Concrete footing required

Job No.

Vantage #:

Date: 13JUNE11

Design #: 11-1148

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

Sales: A. Jackson

Designer: PLucian

Rev. #:

Date:

☐ Vector Artwork
Required

☐ High Resolution
Image Required

☐ Final Colours
Required

☒ **Conceptual
artwork only**

Electrical Requirements

☒ 120V ☐ 347V

☐ Other _____

* Voltage needs to be specified
prior to customer approval

Customer Approval

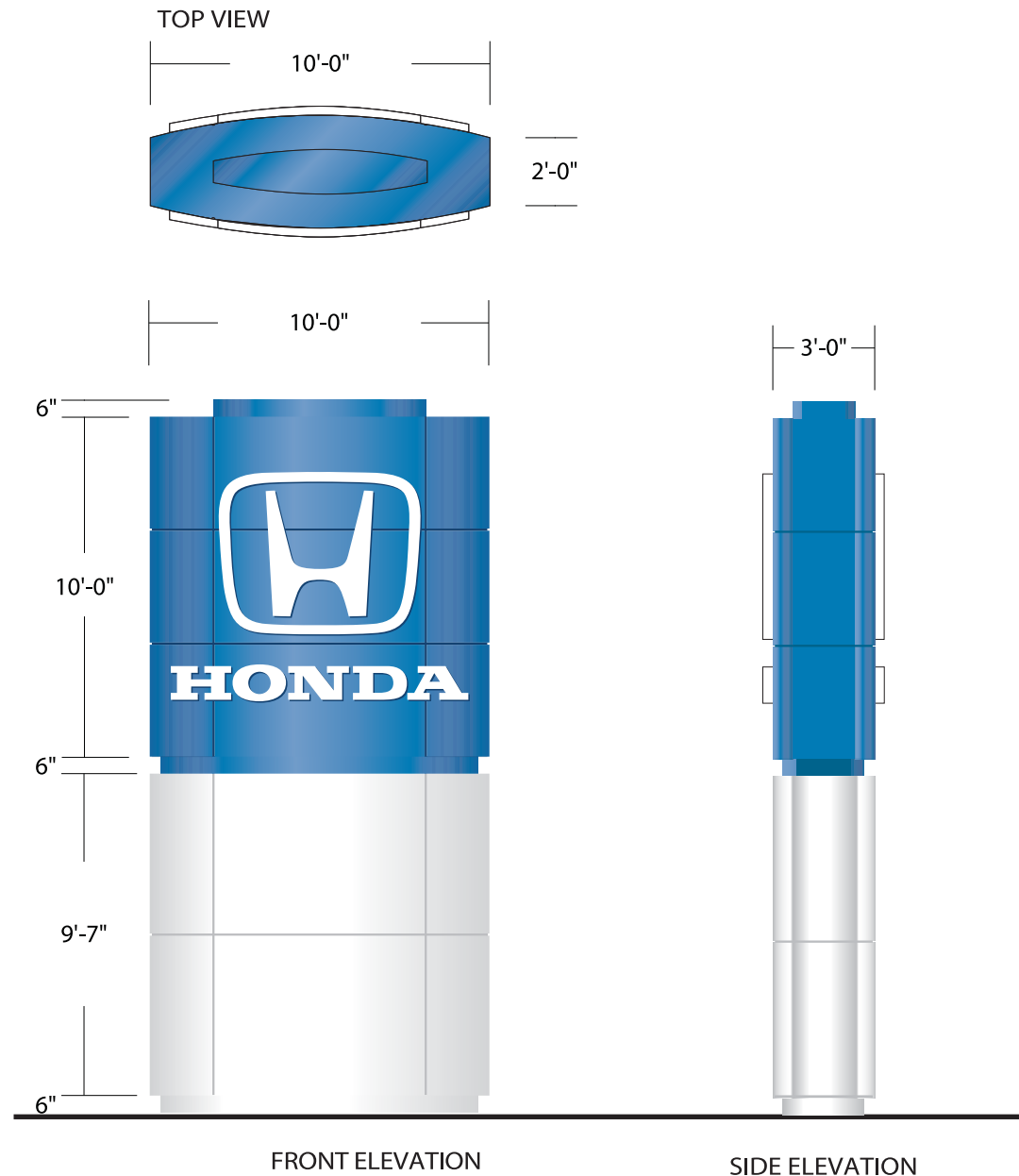
Date



HONDA
T08010
Wilde East Towne
5555 High Crossing Blvd
Madison WI

*** Refer to construction / engineering drawings for specifications**





HBS-10X10X21 Honda Brand Sign

Supply & install one (1) D/F illuminated pylon sign
 Internally illuminated top section is PMS 285 C (blue)
 "H" icon and Honda logotype are white.
 Sides to be illuminated.
 Base to be white.
 Sign to have reveals on top and bottom.
 Concrete footing required

*** Refer to construction / engineering drawings for specifications**

Job No.

Vantage #:

Date: 13JUNE11

Design #: 11-1148

Scale: 3/16"=1'-0"

Sales: A. Jackson

Designer: PLucian

Rev. #:

Date:

☐ Vector Artwork Required

☐ High Resolution Image Required

☐ Final Colours Required

☒ Conceptual artwork only

Electrical Requirements

☒ 120V

☐ 347V

☐ Other

* Voltage needs to be specified prior to customer approval

Customer Approval

Date



HONDA

T08010

Wilde East Towne
 5555 High Crossing Blvd
 Madison WI

NISSAN
Zimbrick



Express

NEW
Pre-Owned
SALE
BIG
SAVES

← Sales
← Parking





ZIMBRICK EASTSIDE BUICK GMC ZIMBRICK

BUICK
GMC

CarMax



DON MILLER



SUBARU

SUBARU

DON MILLER

SUBARU

2011 ODYSSEY
6,995 / LK

BUICK

GMC

ZIMBRICK



SALES & SERVICE





