

10/21/08

Mr. Alan Martin
Planner III/Secretary, Urban Design Commission
Department of Planning & Development
215 Martin Luther King, Jr. Blvd.
Madison, WI. 53701

Mr. Martin,

Zimbrick Buick-Pontiac-GMC is asking to be added to the agenda for the upcoming Urban Design Commission meeting. That meeting is scheduled for October 29th 2008. It is our intent to ask for a 4' height variance for a pylon sign we would like to move. City code allows for a 16' sign, our sign is 20'. The 4' difference falls within the 25% variance allowed within the city code.

Enclosed you will find an application, a check for \$200, 14 sets of support material and an electronic file of said support material.

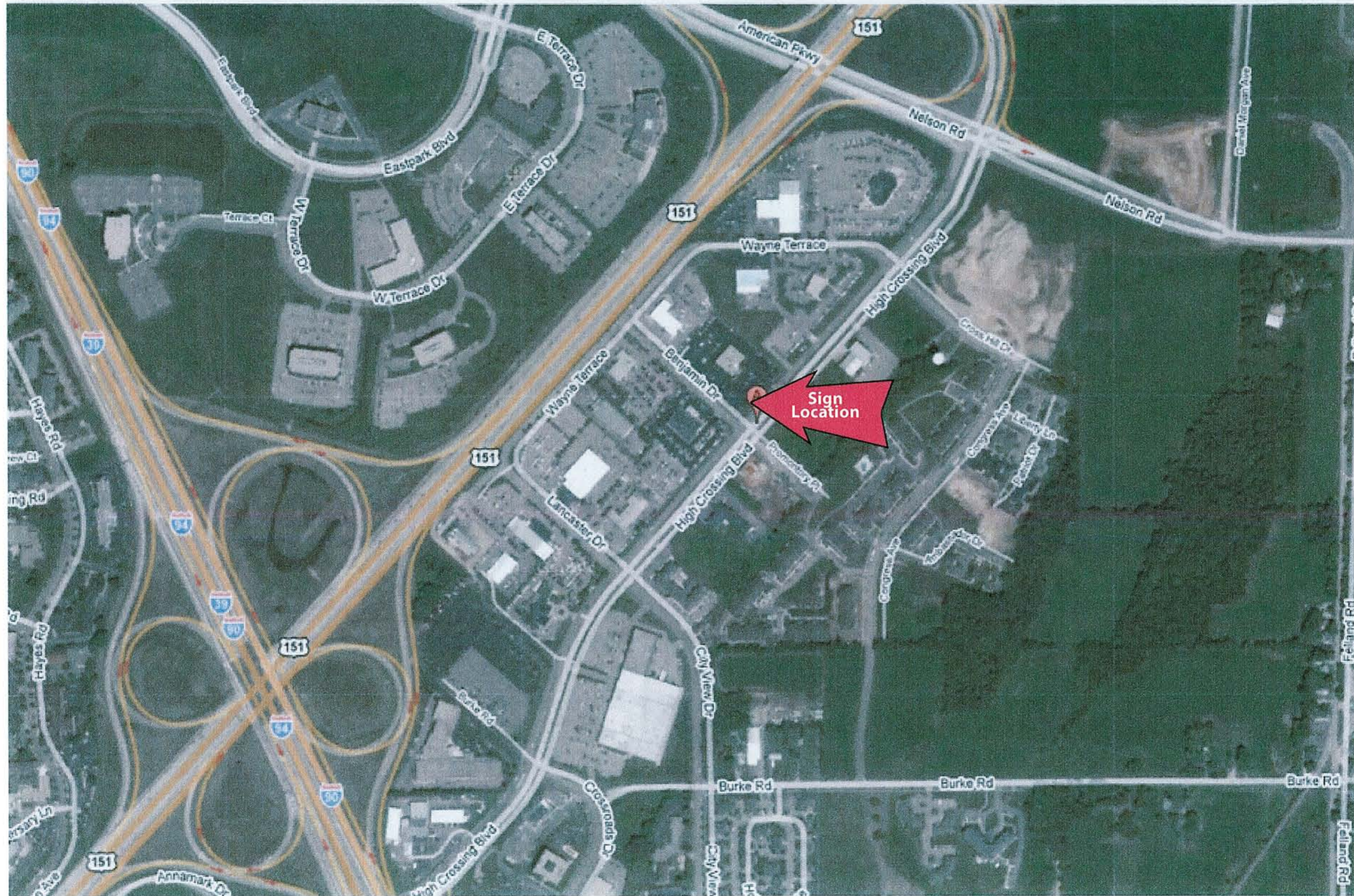
Thank you very much for your time and I appreciate your attention to this matter.

My Best Regards-

A handwritten signature in black ink, appearing to read 'Grant Oster', written over a horizontal line.

Grant Oster
General Manager
Zimbrick Eastside





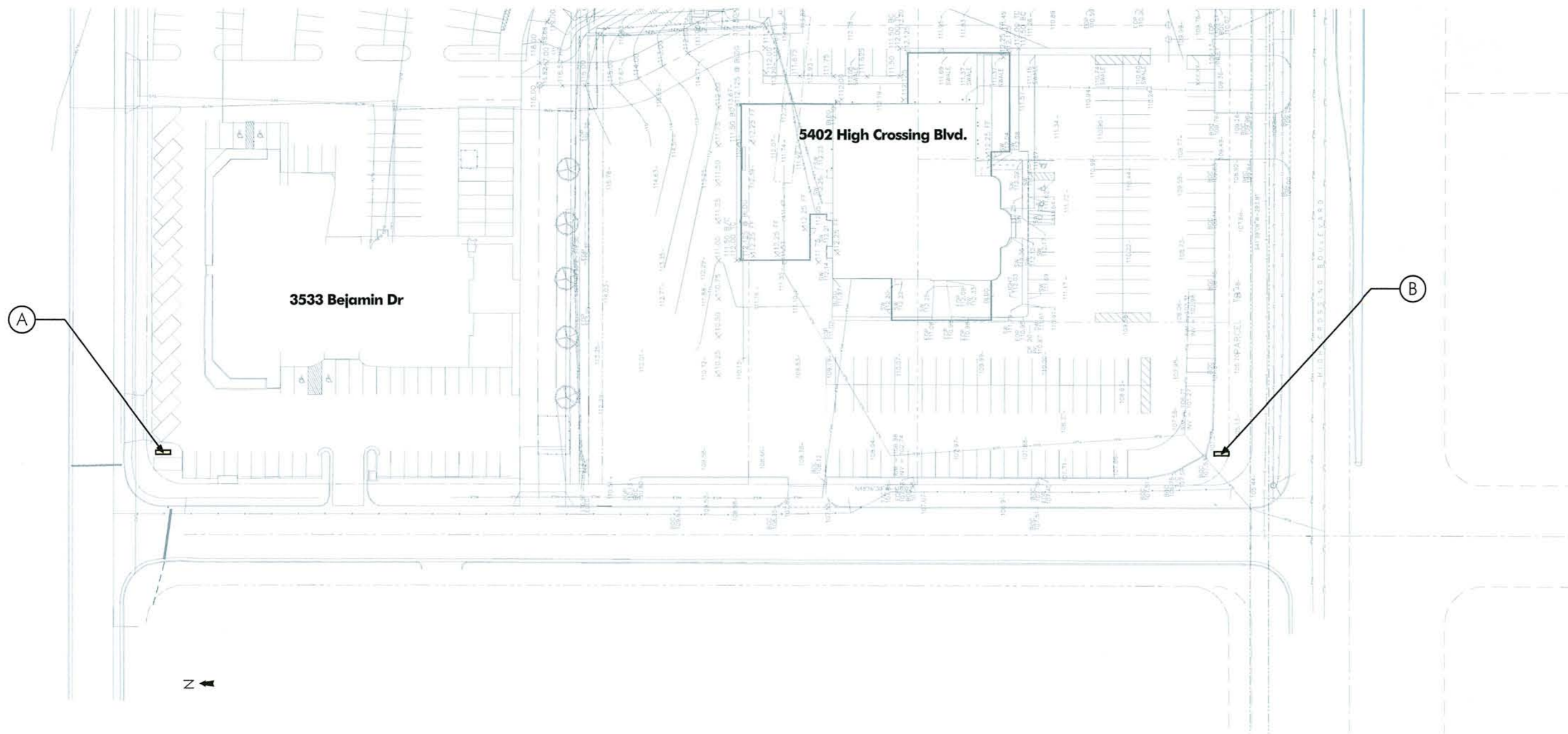
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LOCATOR MAP: ZIMBRICK PYLON RELOCATION

LOCATOR MAP

KEY NOTES:

- A- Existing pylon sign location
- B- Proposed pylon sign location



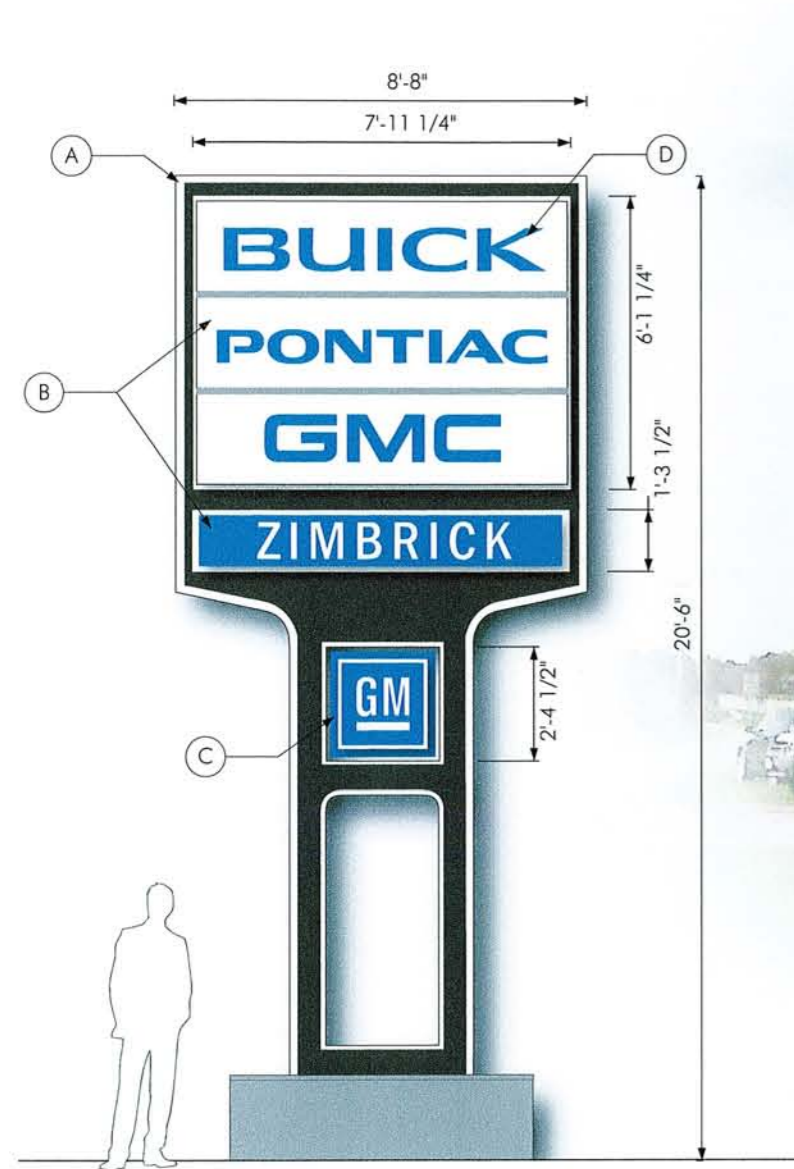
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SITE MAP: ZIMBRICK PYLON RELOCATION

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KEY NOTES:

- A- Existing pylon sign
- B- Poly carb. faces with 3" "pan" depth. Opaque background
- C- Poly carb. face with 1 1/2" "pan" depth. Opaque background
- D- Transluscent di-cut vinyl.



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GENERAL NOTES:

Move sign from current location at 3533 Benjamin Dr to 5402 High Crossing Blvd. Also replace existing "Buick" sign faces and replace with ones shown above. Faces are pan-formed polycarbonate with opaque backgrounds and trans. letters.

DIMENSIONS:

Main Sign-48.32sq.ft.
Secondary Sign (Zimbrick)-9.89sq.ft.
GM Sign- 5.4sq.ft.

FINISHES/ILLUMINATION:

- Opaque White
- Internal Fluorescent Lighting
- 3M Trans. Vinyl-Intense Blue
- 3M Opaque Vinyl-Slate Gray

CUSTOMER APPROVAL:

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

LANDLORD APPROVAL:

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SCALE: 1/4" = 1'

S H E E T

PS-1

SIGNAGE ELEVATIONS: PS-1



Proposed sign at existing location- Facing South East



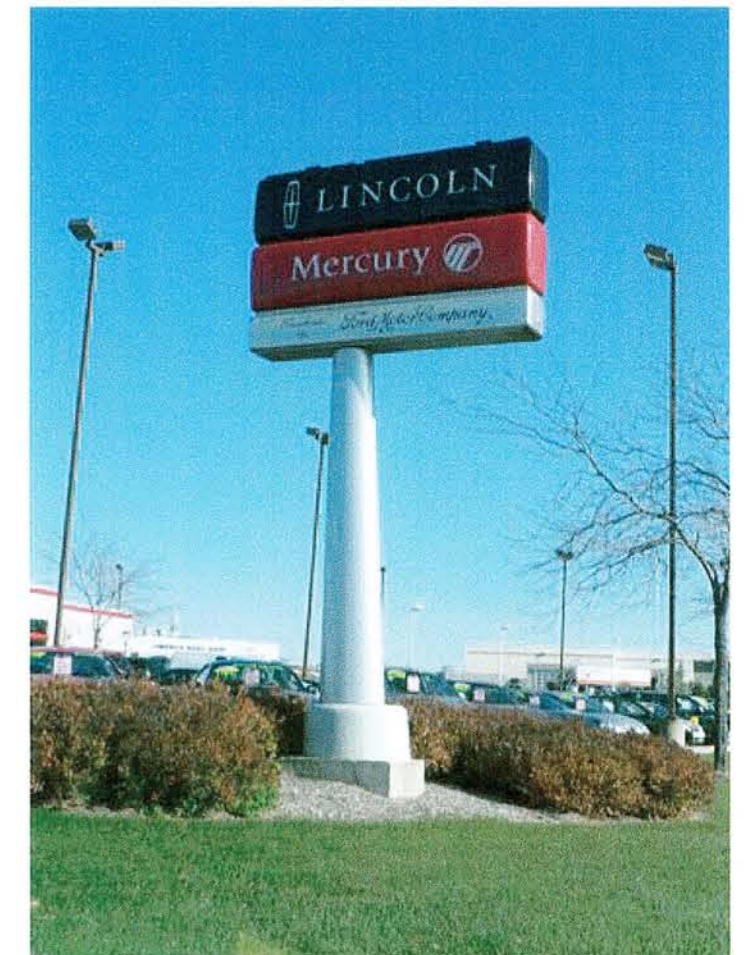
Existing 20' pylon sign located across the street from proposed location of sign.



Proposed location-Facing West



Proposed location-Facing North



Existing 20' pylon sign also located on High Crossing