

April 3rd, 2018

Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

**Re: Comp Design Review
Smart Toyota Used Certified
5710 Odana Rd
Madison, WI 53719**

Project Name: Smart Toyota Certified Used
Madison, WI 53719
Parcel# 070930305284

Owner: JBA Odana Rd LLC
53719 Odana Rd
Madison, WI 53719

General Contractor: KF Sullivan
1314 Emil St
Madison, WI 53713

Signage Subcontractor: Sign Art Studio
126 S. First Street
Mount Horeb, WI 53572

To Whom It May Concern,

Within the enclosed attachments you will find our formal sign package proposal for 5710 Odana Rd

The sign package includes a total of 3 wall signs on the south and one ground sign along Odana Rd.

For the west elevation we are asking for the following exceptions to Chapter 31 sign ordinance

- 1) We are asking for two additional signable areas on the south elevation. One for the "Toyota Certified Used Vehicles" sign and another one for the "SMART" sign.
- 2) We are asking to exceed the maximum allowed sign square footage of 80sf to allow a total of 100sf.

We are also asking for the following exceptions to UDD District #3 Signage guidelines. Other than the below exceptions, the proposed sign package meets the guidelines set forth in UDD#3

- 1) 4 (a) vi states that detached signage must be setback 10' from the public right of way for signage exceeding 10sf in size.
- 2) 4 (a) vii states that wall signage shall not exceed 40sf.
- 3) We are asking to exceed the maximum allowed sign square footage of 80sf to allow a total of 100sf.
- 4) We are asking for an exception to exceed the 30% of the signable area for SUBARU letters (NO4) and Don Miller letters (NO5).

CDR Criteria:

Sec. 31.043(4) (b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

We feel that the attached sign plan is of an appropriate scale to the building and the dealerships branding needs. The proposed sign locations compliment the building features to create an effective yet classy overall appearance.

Additionally, the proposed sign package is consistent in scope with other car dealerships in the area such as the Toyota dealership across the street

The proposed sign package also mimics, in scope, the previously approved Smart Motors sign package

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

We feel that the proposed signage plan is necessary due to the surrounding dealerships who have sign packages similar in size and scope.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these stated purposes

4. All signs must meet minimum construction requirements under Sec. 31.04(5).
All signs meet and exceed the minimum construction requirements under Sec. 31.04(5)

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.
The sign plan does not include any advertising signs or off premise directional signs

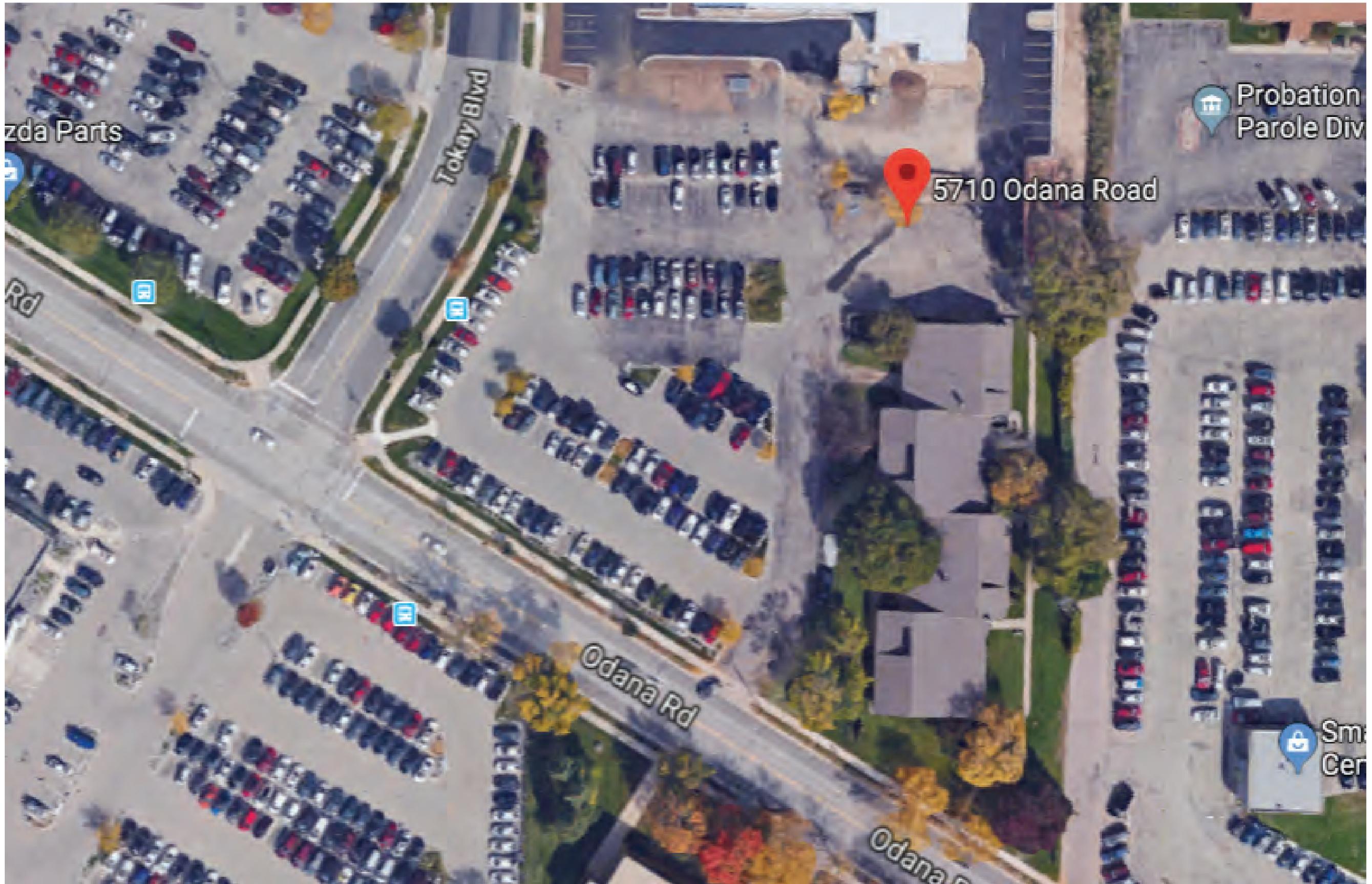
6. The Sign Plan shall not be approved if any element of the plan:
 - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property,
or
 - d. negatively impacts the visual quality of public or private open space.*The proposed sign plan complies with all items in this section.*

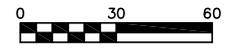
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.
All proposed signage is on private property

Thank you for your consideration,

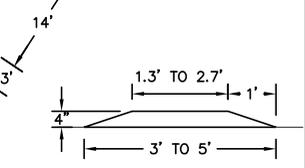
Dan Yoder
Sign Art Studio
608-437-2320

5710 Odana Rd: Smart Toyota Used





PLAN DETAIL

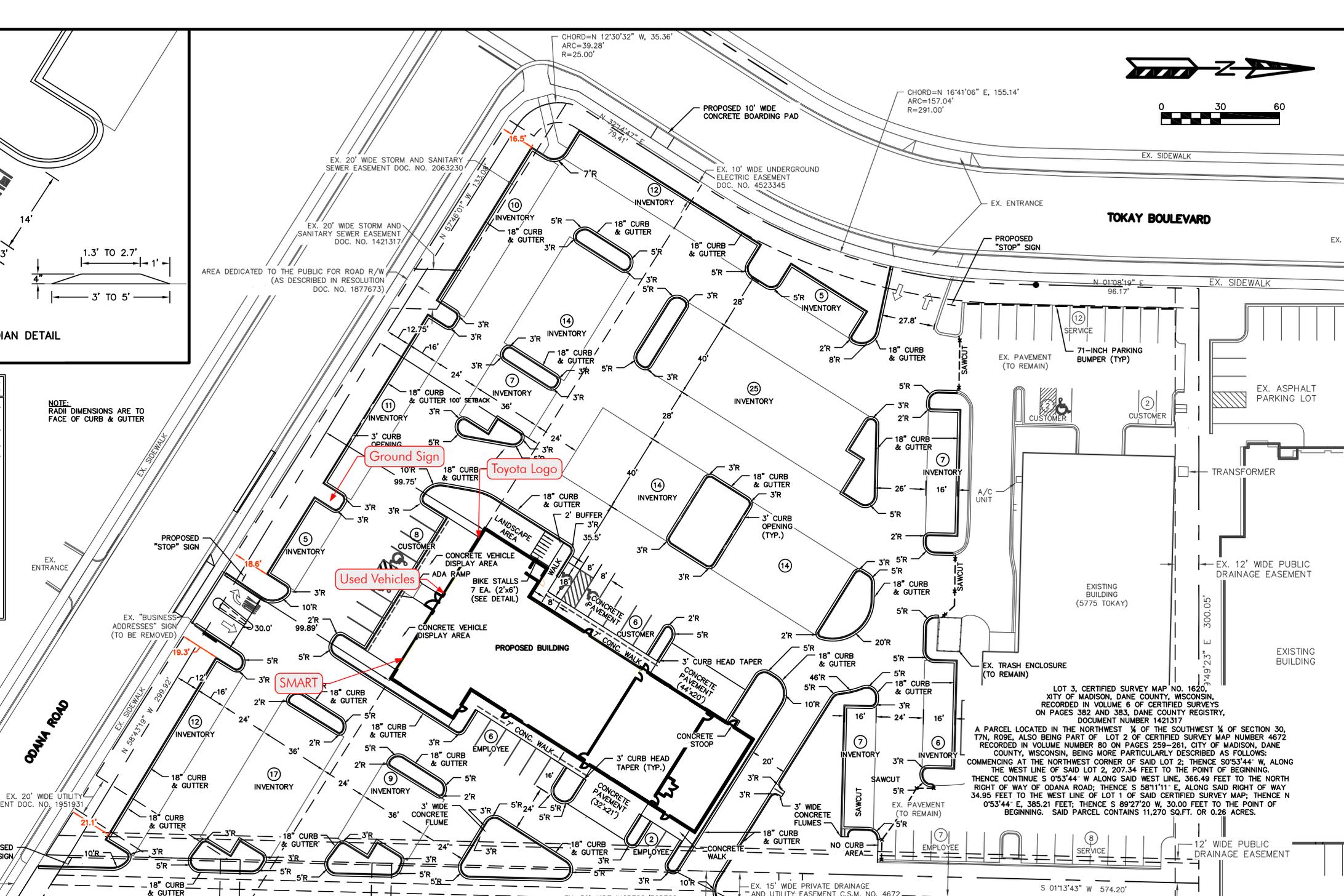


NOTE: RADII DIMENSIONS ARE TO FACE OF CURB & GUTTER

AREA DEDICATED TO THE PUBLIC FOR ROAD R/W (AS DESCRIBED IN RESOLUTION DOC. NO. 1877673)

ODANA ROAD

TOKAY BOULEVARD



EX. 20" WIDE STORM AND SANITARY SEWER EASEMENT DOC. NO. 2063230

EX. 20" WIDE STORM AND SANITARY SEWER EASEMENT DOC. NO. 1421317

CHORD=N 12°30'32" W, 35.36'
ARC=39.28'
R=25.00'

CHORD=N 16°41'06" E, 155.14'
ARC=157.04'
R=291.00'

PROPOSED 10' WIDE CONCRETE BOARDING PAD

EX. 10' WIDE UNDERGROUND ELECTRIC EASEMENT DOC. NO. 4523345

EX. ENTRANCE

PROPOSED "STOP" SIGN

EX. SIDEWALK

EX. SIDEWALK

EX.



EX. ENTRANCE

PROPOSED "STOP" SIGN

EX. "BUSINESS ADDRESSES" SIGN (TO BE REMOVED)

Used Vehicles

Ground Sign

Toyota Logo

PROPOSED BUILDING

SMART

71-INCH PARKING BUMPER (TYP)

EX. PAVEMENT (TO REMAIN)

EX. ASPHALT PARKING LOT

TRANSFORMER

EXISTING BUILDING (5775 TOKAY)

EXISTING BUILDING

LOT 3, CERTIFIED SURVEY MAP NO. 1620, CITY OF MADISON, DANE COUNTY, WISCONSIN, RECORDED IN VOLUME 6 OF CERTIFIED SURVEYS ON PAGES 382 AND 383, DANE COUNTY REGISTRY, DOCUMENT NUMBER 1421317. A PARCEL LOCATED IN THE NORTHWEST 1/4 OF THE SOUTHWEST 1/4 OF SECTION 30, T7N, R9E, ALSO BEING PART OF LOT 2 OF CERTIFIED SURVEY MAP NUMBER 4672 RECORDED IN VOLUME NUMBER 80 ON PAGES 259-261, CITY OF MADISON, DANE COUNTY, WISCONSIN, BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: COMMENCING AT THE NORTHWEST CORNER OF SAID LOT 2; THENCE S0°53'44" W, ALONG THE WEST LINE OF SAID LOT 2, 207.34 FEET TO THE POINT OF BEGINNING; THENCE CONTINUE S 0°53'44" W ALONG SAID WEST LINE, 366.49 FEET TO THE NORTH RIGHT OF WAY OF ODANA ROAD; THENCE S 58°11'11" E, ALONG SAID RIGHT OF WAY 34.95 FEET TO THE WEST LINE OF LOT 1 OF SAID CERTIFIED SURVEY MAP; THENCE N 0°53'44" E, 385.21 FEET; THENCE S 89°27'20" W, 30.00 FEET TO THE POINT OF BEGINNING. SAID PARCEL CONTAINS 11,270 SQ.FT. OR 0.26 ACRES.

12' WIDE PUBLIC DRAINAGE EASEMENT

EX. 15' WIDE PRIVATE DRAINAGE AND UTILITY EASEMENT (G.S.M. NO. 4672)

S 01°13'43" W 574.20'

Similar Sign Packages:
Smart Motors
Don Miller Subaru

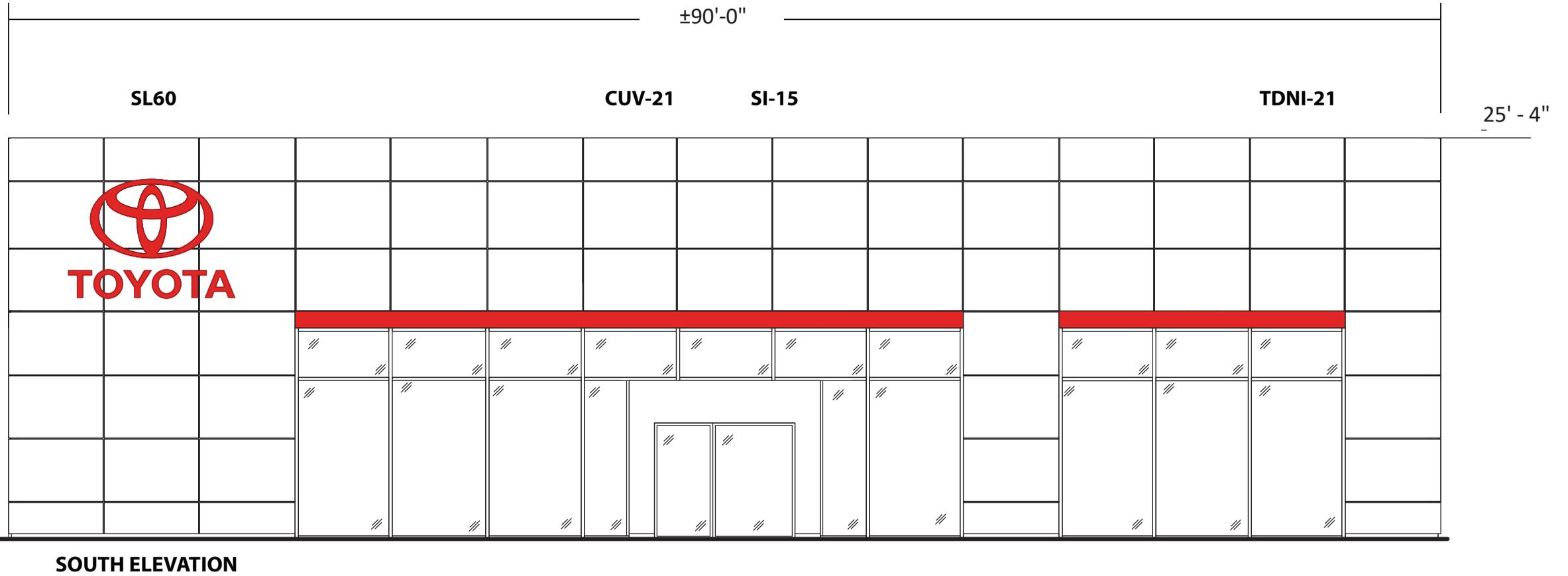


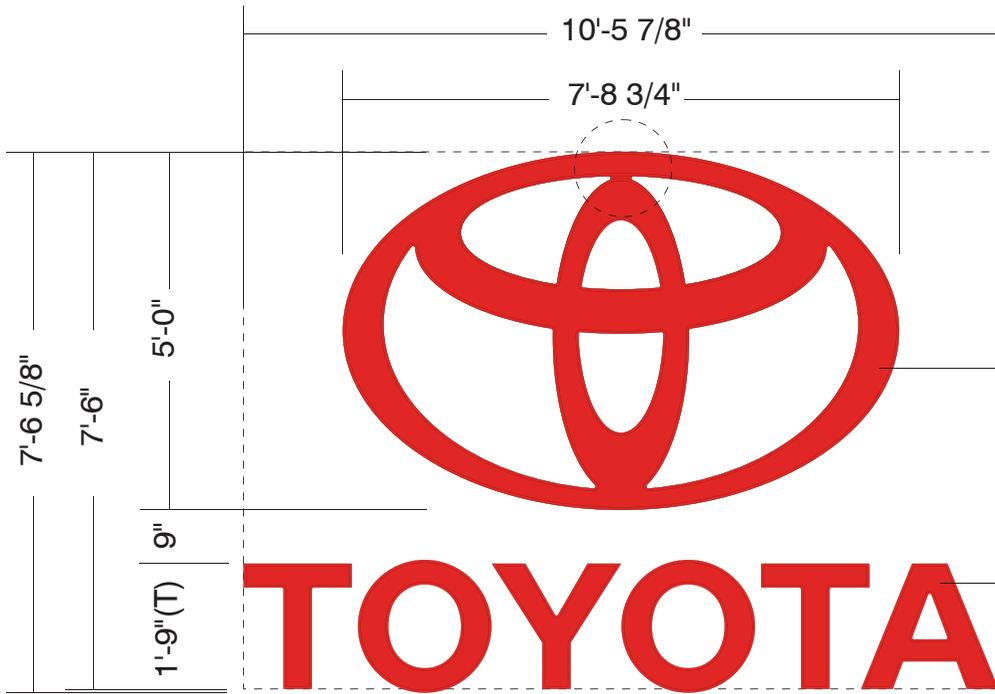
Smart Toyota: 5901 Odana Rd



Don Miller Subaru: 5822 Odana Rd

Code Compliant: Shows single sign at 62sf.





Toyota Brand Overall Perimeter
7'-6" x 10'-5 7/8"
78.67 SQ. FT.

30.35 SQ. FT.

18.35 SQ. FT.

Toyota Brand Elements
48.70 SQ. FT.

Specifications

SL60 - Illuminated Logo & Letters
Panned & embossed clamshell trim
Lexan Polycarbonate: Bayer Red D99
Aluminum Coil Pre-Painted red
3M 3635-20B block out vinyl applied second surface
Illuminated with red LED
Electrical hook-up by others

Colors

- Bayer Red D99
- 3M 3635-20B Block out vinyl

Project ID

LM2-11461

Date: Oct-11-2016
Scale: 3/8"=1'
Sales: A. Jackson
Designer: A. Ioannou

Rev. #: R1
Date: 27-Mar-2018

Revision Note:

Conceptual

Information Required:

Master

Electrical

- 120V
- 347V
- Other _____

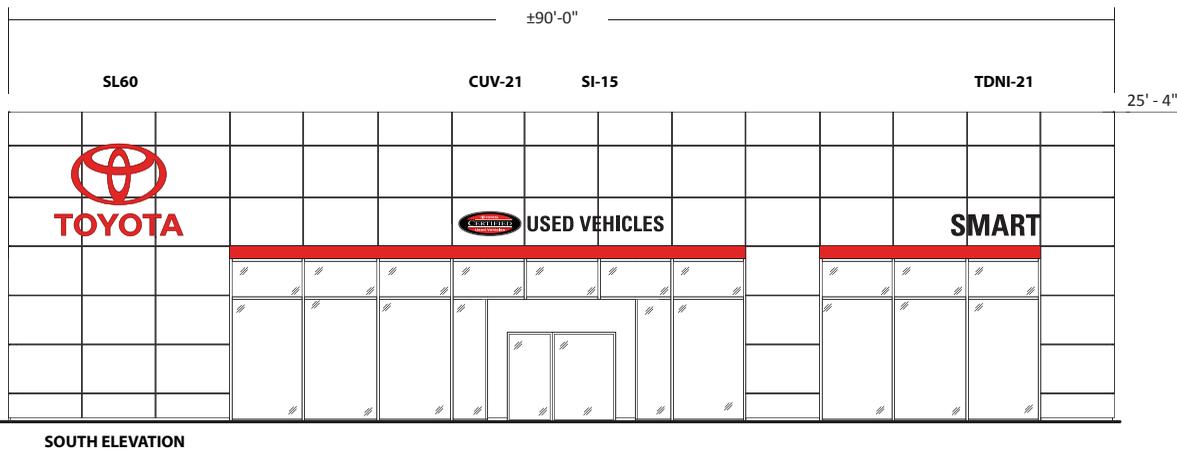
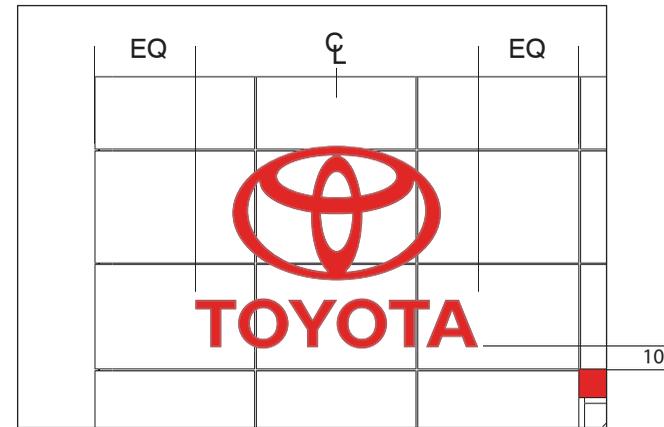
Customer Approval

Signature _____

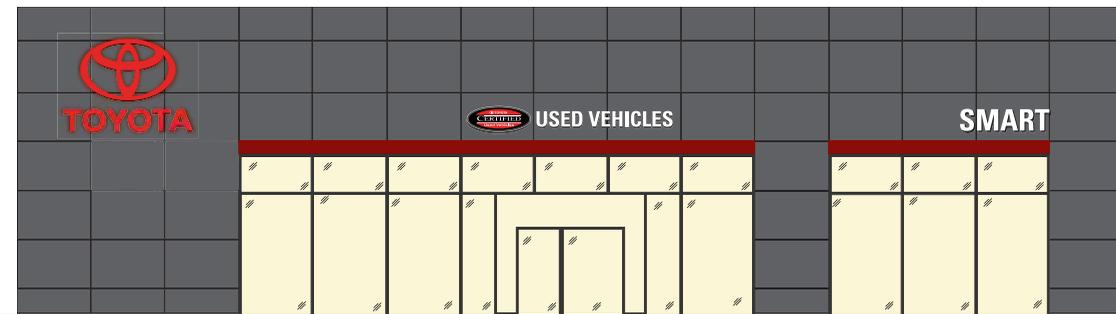
MM/DD/YYYY _____

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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SOUTH ELEVATION



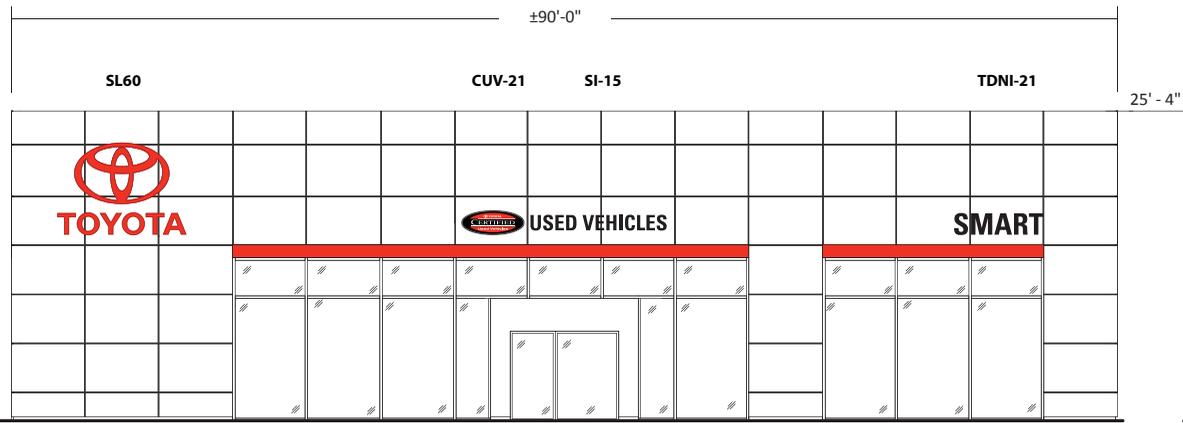
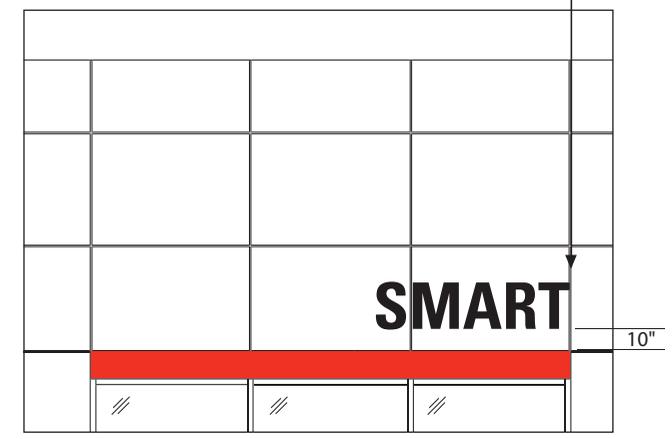
SOUTH ELEVATION (NIGHT APPEARANCE)



Specifications

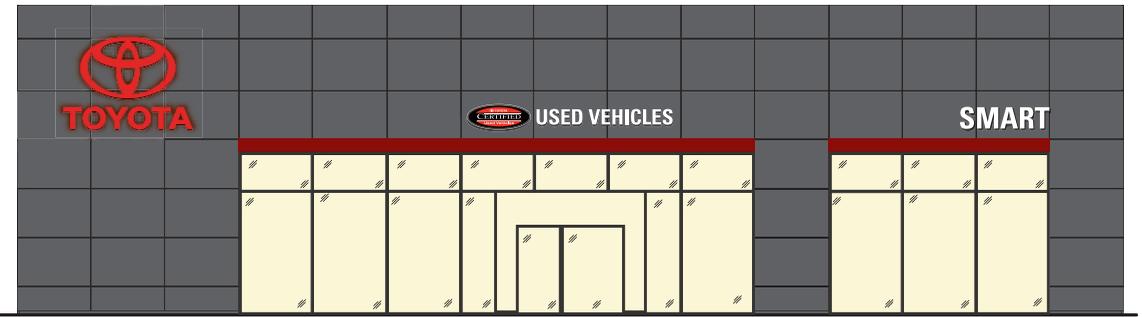
- TDNI-21 Illuminated Channel Letters**
- Aluminum cabinets black
- F-trim retainers black
- 3/16" white pigmented acrylic faces #2447
- 3M black perforated vinyl 3635-222 applied first surface
- Illuminated with white led
- Electrical hook-up supplied by others

LINE UP RIGHT SIDE OF DEALER NAME WITH RIGHT EDGE OF RED BAND
 BOTTOM OF LETTERS 10" ABOVE TOP OF RED BAND



SOUTH ELEVATION

SOUTH ELEVATION



SOUTH ELEVATION (NIGHT APPEARANCE)

Project ID

LM2-11461

Date: Oct-11-2016
 Scale: 1/4"=1'
 Sales: A. Jackson
 Designer: A. Ioannou

Rev. #: R1
 Date: 27-Mar-2018

Revision Note:

Conceptual

Information Required:

Master

Electrical

120V 347V
 Other _____

Customer Approval

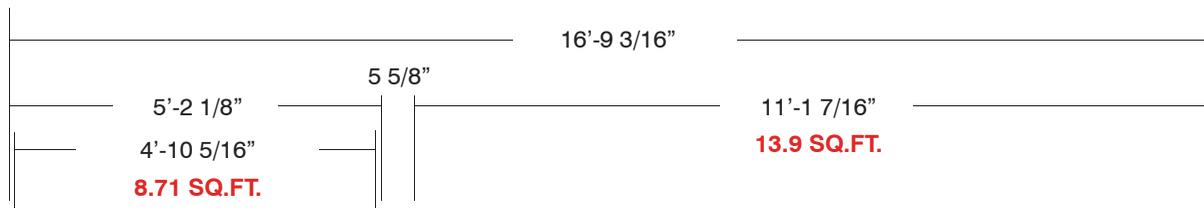
Signature _____
 MM/DD/YYYY

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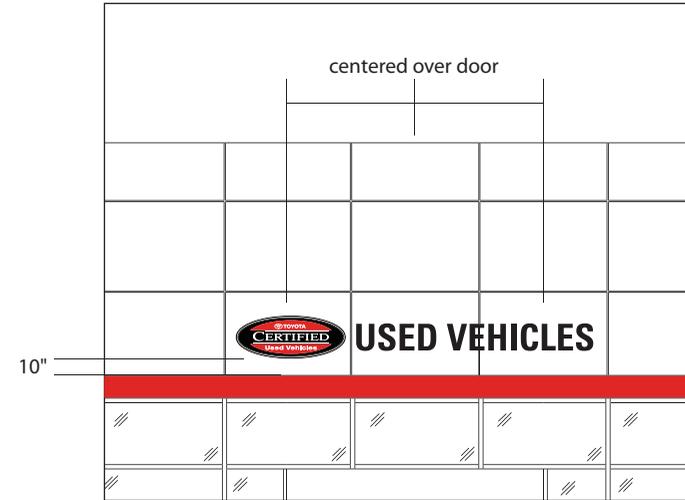
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TOYOTA
 48007u
 Smart Toyota
 5714 Odana Road
 Madison, WI

Sign Item



USED VEHICLES



Specifications

CUV-21 Illuminated Oval Fascia Sign

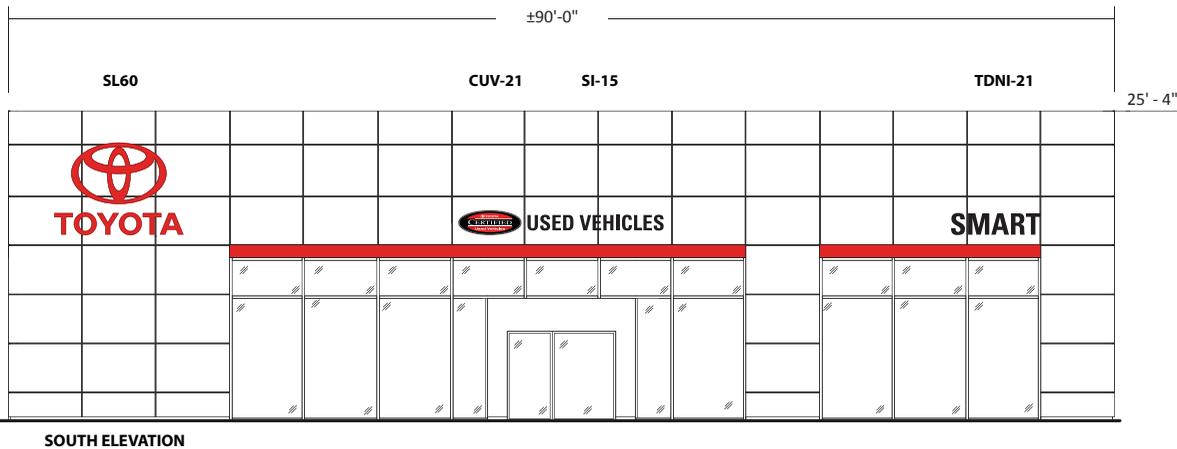
- Aluminum cabinet black
- 3/16" convex white acrylic face
- 3M vinyl graphics applied first surface
- 3M 7725-22 Black
- 3M 3630-73 Red
- Illuminated with white led
- Electrical hook-up supplied by others

SI-15 Illuminated Channel Letters

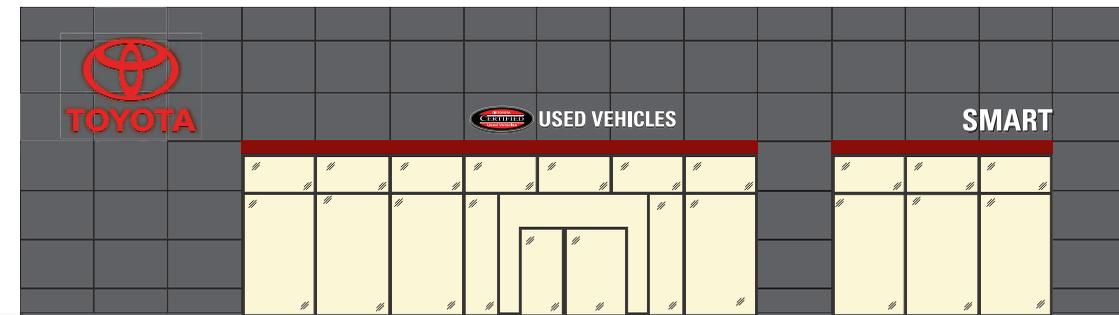
- Aluminum cabinets black
- F-trim retainers black
- 3/16" white pigmented acrylic faces #2447
- 3m black perforated vinyl 3635-222 applied first surface
- Illuminated with white led
- Electrical hook-up supplied by others

Colors

- White pigmented acrylic faces #2447
- 3M 7725-22 Black
- 3M 3630-73 Red
- 3M 3635-222 black perforated vinyl



SOUTH ELEVATION



SOUTH ELEVATION (NIGHT APPEARANCE)

Project ID

LM2-11461

Date: Oct-11-2016
 Scale: 3/8"=1'
 Sales: A. Jackson
 Designer: A. Ioannou

Rev. #: R1
 Date: 27-Mar-2018

Revision Note:

Conceptual

Information Required:

Master

Electrical

120V 347V
 Other _____

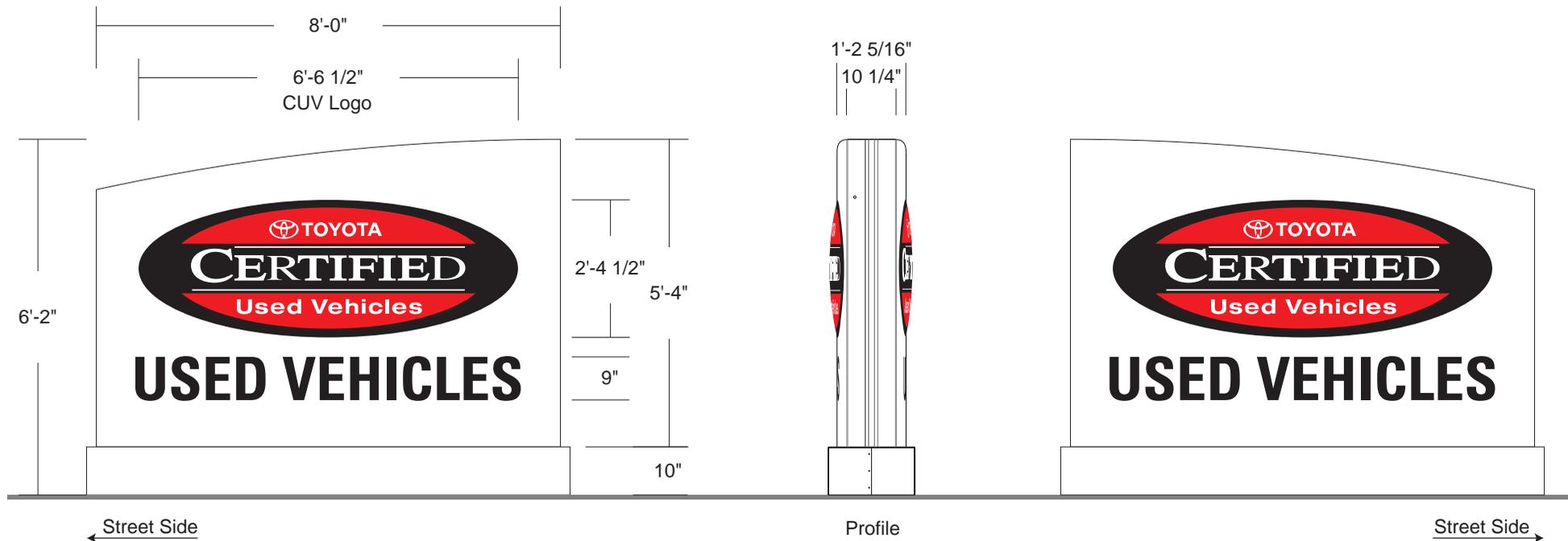
Customer Approval

Signature _____

MM/DD/YYYY

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Specifications

M86cuv D/F Illuminated Monument Sign

1/8" aluminum fabricated panels & base cover painted Toyota white

CUV Logo:

Panned molded logo: CUV-2

(2'-4 1/2" h x 6'-6 1/2" w) **12.27 sq.ft.**

Routed out and pushed thru 3/16" convex white acrylic face

3M 3630-73 red & 3M 7725-22 black vinyl applied on first surface

Illuminated with white LED

Used Vehicles:

(9" h x 6'-8" w) **5.0 sq.ft.**

Routed out and backed-up with flat 3/16" clear polycarbonate

3M 3635-222 black dual vinyl applied first surface

Backed-up with a second 3/16" white polycarbonate

Illuminated with white LED

Electrical hook-up by others

Colors

- Toyota White
- 3M 3630-73 Red Vinyl
- 3M 7725-22 Black Vinyl
- 3M 3635-222 Black Dual Vinyl



NIGHT APPEARANCE

Project ID

VC1-21438

Date: MAR-12-2018

Scale: 3/8" = 1'-0"

Sales: A.Jackson

Designer: C.Sabatino

Rev. #: R1

Date: 27-Mar-2018

Revision Note:

Conceptual

Information Required:

Master

Electrical

120V 347V

Other _____

Customer Approval

Signature _____

MM/DD/YYYY _____

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TOYOTA
48007
Smart Toyota
5901 Odana Road
Madison, WI

Sign Item

SG1